

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 14, 1950



Between shows at the Capitol Theater, New York, where Phil Spitalny and His orchestra are currently playing, Evelyn (Mrs. S., of magic violin renown) dashes over America Proxy Frank Folsom's office to get the big boss's opinion of the M. of C. RCA Lady of Fatima." Tune, of course, is the Catholic hit, written by a Cincinnati housewife spun into prominence by deejay Bill Dawes. Not only thru his position as head of RCA Folsom in a position to speak authoritatively on the platter. He is one of the most prominent laymen of the Catholic faith, having recently been made a Knight of the Military Order. The "Fatima" record also marks Maestro Spitalny's bow as a member of the RCA Vict

TV SHOWS TOO BIG, TOO SOON

Big Tex Expo Still Pulls 'Em in Herds

300G 'So. Pacific' Advance

DALLAS, Oct. 7.—The State Fair of Texas opened its 16-day run here today (7), with officials optimistically anticipating a possible attendance of 2,225,000.

A Kind Stranger Was Good to Ross With 'Cheap' Ducat

NEW YORK, Oct. 7. — Pubber Charley Ross was more than happy to pay \$6 for a ducat to the third World Series game at the Stadium Friday (6).

When Ross got to the Stadium seat indicated on his ticket, he was surprised to find it occupied. He was dumfounded when two burly gents in plain clothes accosted him and took him to the Yankee offices for a chat.

FCC Still in TV Color Haze

Coy Wants To Stand Pat on CBS Decision

WASHINGTON, Oct. 7.—Chairman Wayne Coy, of the Federal Communications Commission (FCC), told FCC'ers at a top-level executive session this week that he favors immediate adoption of CBS color TV standards despite the set industry's overwhelming opposition and RCA's threatened court challenge.

It is generally agreed in Commission as well as trade circles, however, that the color TV issue will remain wide open and unresolved even if the Commission decides to issue final CBS standards right away.

Dex Fellows' Book Still On Duty at Wake Island Airstrip

By Lt. Col. Barney Oldfield, USAF

WAKE ISLAND, Oct. 7.—The ghost of circudom's great Dexter Fellows has lived thru a war, countless perusers and the elements on this tiny Pacific island—and is still here.

It is in the shape of his weather-beaten book, This Way to the Big Show, written in collaboration with Andrew H. Freeman, a good seller among newspapermen and circus fans in 1936, Dex's last active year with the big top.

The book was purchased, it says in the front, for "Naval Base, Wake" that year, and served time in whiling away hours for navy and marine personnel, plus the civilians, who were charged with building up defenses of the island before the Japanese struck

Pearl Harbor, setting fire to the Orient and the oceanic stretches hereabouts.

Among the people who had known him in newspaper offices thruout the U. S., it was well known that Dex took counsel with his well-wishers just in time. The book, had he waited another year to sit down with Freeman, might never have been written, and his name and flamboyant character would have died with the people who knew him when they passed on.

Because he took this time, Fellows, on this one island alone, has given many a man a touch of Americana via tales of Ringlog Bros. and Barnum & Bailey, the Buffalo Bill show, (See DEX FELLOWS' on page 63)

Moppet Disks Cleaning Up; Biggest Year Starts Early

By Bill Simon

NEW YORK, Oct. 7.—The children's record business, traditionally late in getting under way, is already off to a flying start and, according to all indications, heading for its biggest year. The field, steadily broadening over the past six years, has become one of intense competition, breeding a plethora of new marketing methods, devices and repertory ideas, all on several price levels.

A basis for the expanding kidisk market, most disk manufacturers opine, is the fantastic sale, in the last year, of low-priced phonos suitable

for small fry. (See other story this section.) Other factors given major credit are the universal acceptance of non-breakable disks, colorful packaging and wider choice of material. The emergence of new popular idols via TV, radio and films has created a special group of disk addicts. The transfer of successful literary characters, cartoon faves, etc., to disks has bred familiarity with the medium.

Chi Politicians Outvoted by TV

RCA Petitions For Delay Till June 30, 1951

CHICAGO, Oct. 7.—Chicago politicians are becoming alarmed as the November 7 election nears at competition for the voters' time they are getting from TV.

Attendance at rallies is off. Doorbell pushers are getting a brushoff when they call during the evening, and if they do get into homes they must compete with the TV set.

Campaign managers are fully aware of terrific potential of using TV to bring the candidates into voters' homes, and reaching voters who never would bother to go out to a political rally. But high costs are keeping them out of TV this year at least.

Both Democratic and Republican organizations are trying to raise money for a single show apiece, in which they would display their most photogenic and literate candidates. But individual candidates are shying off.

Headquarters for Everett Dirksen, (See Chi Politicians on page 9)

NEW YORK, Oct. 7.—While the Federal Communications Commission (FCC) mullied its color TV dilemma, Radio Corporation of America continued to press its fight to induce the Commission to "stay its hand" in issuing a firm and final order favoring the Columbia Broadcasting field sequential system.

RCA petitioned the FCC this week to set aside the period from December 5 to January 5, 1951, to review the improvements made in the performance of the RCA system, and to establish June 30, 1951, as the date on which the Commission should view experimental broadcasts of color signals under all then-available systems.

CBS spokesmen expressed indignation over the petition, with one characterizing it as: "... reminds me of the kid who killed his father and mother, and then asked for leniency on the grounds that he was an orphan. RCA told the Commission in August (See RCA PETITION on page 9)

What Happens When \$, Cents Are Reckoned

Telecasters Worried

NEW YORK, Oct. 7.—Trouble may be brewing for television. Its skyrocketing costs, in the face of the stifled condition in which it will continue to operate until further facilities become available, may, in the opinion of some observers, bounce back to an extent where some sponsors may suddenly cry, "Whoa! what goes on here?"

Authoritative reports this week were to the effect that the hour-long Ed Wynn show, making its NBC-TV debut Wednesday (4) for Motorola, ran up a total talent tab of \$70,000. Of this, only \$50,000 is billed to Motorola. By the same token, the NBC Comedy Hour stanzas, aired Sunday nights, are said to be averaging \$10,000 and more over the \$50,000 budget.

The cost problem is compounded by the inevitability of increased pay for rank-and-file video performers in (See Big TV Shows on page 9)

Art Murray Into Video in A Great Hurry

Puts Eggs in Video Basket

NEW YORK, Oct. 7.—On the basis of two test TV series this summer over the CBS and ABC networks, Arthur Murray has decided to put the bulk of his national advertising budget into television. A new hour version of the Arthur Murray Show is set to tee off next Sunday (15) at 9 p.m. over the DuMont web, and the terp king is in the process of negotiating a deal for the program to be aired by ABC-TV at the same time.

If the two-network deal jells, the 29-week series will be heard in 50 cities (six duplicated). Murray's branch studios across the country will split time charges except in New York, but Murray will pay all production costs, estimated at \$800,000. He will also pay \$150,000 as his share of time costs.

Also the dance dynasty was largely built via newspaper advertising, (See Arthur Murray on page 58)

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NO LET-UP IN ANTI-RED WAR

Anti-Commie Kettle Still A-Simmering

Incidents Keep Popping

NEW YORK, Oct. 7.—The anti-Communist battle continued unabated in the past week, with various incidents and actions around the country highlighting the two major issues facing show business today: (1) to block and beat the Commies, and (2) to preserve our civil liberties while doing the anti-Commie job.

The Radio-TV Industry, led by the American Federation of Radio Actors (AFRA), in two meetings Friday (September 29) and Monday (2), kicked around ways and means of solving the above stated dual problem. Network execs, advertisers, agencies and AFRA-ites attended the confab, and issued the following statement at the conclusion of the second meeting:

"The representatives of various elements of the broadcasting industry who have met today to explore the (See Anti-Commie on page 14)

Skiatron Co., WOR-TV Try New Service

First-on-Air Tests

NEW YORK, Oct. 7.—Beginning Wednesday (11) WOR-TV will conduct a series of experimental tests with the Skiatron Electronic & TV Corporation here to determine the practicability of the Skiatron TV subscription service. The tests, which will mark the first on-the-air demonstration of the device, will be aired during hours when WOR-TV is not transmitting. If the experiment is successful, the firm will be in a position to ask the Federal Communications Commission (FCC) for permission to set a date for a film test in 300 homes, similar to that proposed by Zenith in Chicago.

While the tests are conducted, the WOR test pattern, on which the Skiatron "scrambling" device will be used, will be received in undecipherable fashion on regular receivers. The station is planning public announcement of the trials to avoid confusion by viewers who might think their sets are not functioning properly.

According to Jack Poppele, WOR vicepres, the initial trials will be conducted via test patterns and stills. However, if the Skiatron system should click with the FCC, there is much speculation in the trade as to where films for paid transmissions will come from: Zenith has been unable to buy Hollywood product.

In line with this, Arthur Levey, head of Skiatron, says, pending FCC approval, he is negotiating deal with an important Hollywood film studio, which would give him access to re-issued films, principally A movies and many only two years old. By using reissues, explains Levey, he'll be able to offer subscribers programs for less than Zenith.

Editorial

A First Step

There is certainly no question that in so complex a problem as the present Communist issue, any possible solutions must be arrived at in a careful, well-considered manner. And the all-radio-TV industry conference of last week, spearheaded by AFRA, took just such an approach to the situation. (See story on this page.) The Billboard is particularly gratified to note that, while the conference concluded that "... We believe that each case in which an individual's loyalty is questioned ought to be considered by the employer or prospective employer in the light of all the information available to him bearing on the individual and the charges..." While this was determined, the conference also said: "... It is of paramount importance to avoid enabling Communists or Communist sympathizers to control or influence any of the processes of mass communication, including specifically radio and television."

Conference Aims Clear

These are clearly the two major objectives. The Billboard hopes the committee which the conference will appoint will be successful in arriving at ways and means to achieve these objectives.

And it all goes without saying that the columns of The Billboard and all of its facilities are at the service of the committee, and/or the conference-at-large toward this end.

Tin Panners in Feverish Scuffle To Cache Christmas Gold; 24 New Pops on List

Oldies, Westerns Bring Promotion Pitch To Boil

By Hal Webman and Jerry Wexler

NEW YORK, Oct. 7.—Tin Pan Alley's annual Christmas sweepstakes is resolving into one of the most hectic scuffles for the seasonal gold in several years. A listing of new Christmas pop songs (list follows this story) reveals that at least 24 new seasonal items have been recorded and will be publisher promoted, with another dozen of last year's vintage due for revitalized activity as the result of new diskings and late starts last year.

In addition to those songs already known for certain entry in the field, there are some publishers who are laying back with Christmas material for last-minute hyped recordings. Other publishers have seasonal material which will not be accorded the formal plug but which, if songs show the symptoms via records or performance, will open the seasonal wedge for (See XMAS GOLD on page 11)

World Series Aids Stem Take

NEW YORK, Oct. 7.—The World Series put more dough in clubs, restaurants and hotels than they have seen since the lush war days when all one had to do to make a buck was open a door and stand away from being killed in the rush.

The top cafes, Diamond Horseshoe, Latin Quarter, Copa, Versailles plus the smaller side-street rooms, were all lapping it up Thursday and Friday. Practically all the major clubs claimed they were doing capacity for all shows. In nearly every club ops said reservations had been piling in at such a rate that any reservation that wasn't picked up at least an hour before show time was given away.

Some sources claimed that biz Thursday and Friday amounted to about seven million bucks scattered among the hotels, cafes and eateries. But if the cafes were jamming 'em in, the restaurants were just as big. Toots Shor and Lindy's had lines; even the smaller restaurants around Times Square were busier than ever. The hotels were practically sold out the beginning of the week. Tho in their case it was a combo of conventions plus the World Series mobs that made the jam.

The combo flicker-flesh houses, however, didn't do so good during the day, tho at night there was sharp pick-up. To offset this World Series competition many of the flicker combo houses either had TV sets set up in the lobbies or flashed the scores on their screens.

Lewis, Odorizzi and Tuft Upped by RCA

NEW YORK, Oct. 7.—Radio Corporation of America this week announced a number of important personnel changes affecting both the over-all RCA operation and that of RCA Victor.

Ronello B. Lewis, RCA budget director since September, 1949, was elected controller of RCA, following a meeting of the board of directors. He succeeds Henry A. Sullivan, controller since 1929. The latter retired owing to ill health.

C. M. Odorizzi, heretofore vice-president in charge of service for the RCA Victor division, was named operating vice-president of that division, according to Walter Buck, division's general manager. Odorizzi will continue to serve as chairman of the board of the RCA Service Company. Buck also announced the election of Edward M. Tuft, heretofore director of personnel, as vice-president and director of the personnel department for the RCA Victor division.

Richard K. Winslow, science writer of The New York Herald Tribune since 1947, has joined the RCA department of information. He will cover scientific activities.

Toney Succeeds West

CAMDEN, N. J., Oct. 7.—Jim Toney, formerly advertising manager of the home instruments division of RCA Victor, will take over as RCA Victor's director of public relations, replacing John West. West, as has been previously reported, is moving to the West Coast to replace Sid Strotz as head of NBC's operations there.

Fed. Red Bd. May Curb Hysteria

Now Shaping Up

WASHINGTON, Oct. 7. — With machinery slowly taking shape for operation of the nation's first Subversive Activities Board under authority of the recently enacted Wood-McCarran law, speculation in government legal circles this week pointed to the possibility that the new set-up will serve to curb a good deal of hysteria over "black lists." Inasmuch as black-listing of Red organizations (See FED. RED BD. on page 14)

AL Council Defeats Anti-Commie Move

NEW YORK, Oct. 7.—The Authors' League (AL) council, Wednesday (4) at a special meeting, defeated a resolution presented by 17 members of the Radio Writers' Guild (RWG) which would have put the scripters' organization on record against Communism, Fascism and all forms of totalitarianism. To explain its action the AL council stated that "we declined to pass the resolution because as written it deals with matters outside the constitutional purpose of the AL."

In the past the AL has never gone on record politically. Even during the second World War when the overwhelming majority of its members were behind the conflict, it set up a writers' war board outside the Guild to offer scripting help to the United States. The resolution first was offered to the RWG for action and then passed on to the AL.

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AM TAKES NBC SPOTLIGHT

Mae No DeeJay

NEW YORK, Oct. 7.—The Billboard said last week (7) that "Mae West bids disk fans dial and hear her," and mentioned the possibility of a deejay shot for her on WJZ, New York, in association with Charlie King.

Says the William Morris Agency, acting on behalf of Miss West, "Tain't so, she is not associated with Charles King in any way and does not plan to do a program of the nature indicated in the news item." So that's that.

Hoffman, WOR, Pauley Top Lee Bidders

HOLLYWOOD, Oct. 7. — Radio-teleset manufacturer, H. L. Hoffman, heading a syndicate of Western interests, emerged the highest bidder for the vast Don Lee estate, while the First National Bank of Akron, on behalf of General Tire & Rubber Company (owners of the Yankee Network), was the second and only other bidder. Amounts of the bids were not revealed, altho Hoffman's figure is believed to be in the neighborhood of \$10,000,000. Lee estate was appraised a year ago at \$10,000,000, with 50 per cent of its assets in cash reserves.

Western syndicate includes the Hoffman Corporation, oil magnate Edwin Pauley and the financial firm of Blythe & Company, which heads a group of Coast investment bankers. Group also has an Eastern association, with New York's Mutual outlet, WOR (owned by R. H. Macy Company) also participating. Akron bank, altho directly acting for the owners of the Yankee web, is believed to be indirectly acting for CBS. Should the bank win in the bidding, Yankee would turn over KTSLS, Don Lee TV outlet, to CBS, it is believed.

Public Administrator Ben Brown has 10 days in which to decide upon the winning bid, after which his choice would be turned over to Judge Newcomb Condee's probate court for approval. Deal will then go to the Federal Communications Commission (FCC) for its final blessings. Lower bidders have a right to up their offers by at least 10 per cent after the amounts of opposing bids are made public.

Skelton Gets MGM's Tele OK, Preps Bow

HOLLYWOOD, Oct. 7.—Red Skelton this week secured permission from Metro-Goldwyn-Mayer (MGM) to go on video. The comic, now sponsored on CBS by Procter & Gamble, also is owned by the soap company for TV.

Indications are that he will make immediate preparations to whip a TV stanza together. Skelton is not committed to use the CBS-TV facilities.

DuMont, NBC Square Off To Stiff Battle

FCC in the Middle

WASHINGTON, Oct. 7.—A protracted legal battle looms between the DuMont and NBC video networks, with the Federal Communications Commission (FCC) in the middle over the FCC's proposal yesterday (6) to regulate network TV time. NBC officials immediately stated that they will oppose the FCC proposal by legal means if necessary. Earlier, a DuMont exec indicated that the web likewise is prepared to proceed "to the limit" on advice of counsel, up to and including an appeal to the Department of Justice on possible anti-monopoly action.

The FCC's plan, aimed at permitting all four webs similar opportunities to get into cities with fewer than four outlets, would serve to loosen temporarily NBC's grip on web TV time. It would adopt rules "to maintain competition between television network organizations" during the period when webs outnumber stations in most communities.

FCC's request for statements on the type of rules needed to rectify the present situation came close on the heels of ABC-DuMont protests against allocations of Bell System networking facilities, but ignored the carrier rationing of cable and microwave hook-ups, apparently preferring to tackle the problem from the station end.

FCC said it is proposing to look for a way to increase TV web competition in the light of a survey it took in May which disclosed that one web occupied 65-69 per cent of network time in the 17 one-station cities. The Commission failed to name NBC in its announcement, but accompanying charts showed the dominant NBC position during the week that the agency took its survey. FCC added that "the same network" also had "a position of dominance in the three communities with two television broadcast stations far out of proportion." (See DuMONT, NBC, on page 58)

Sister of Skillet

NEW YORK, Oct. 7.—Mitch Benson this week was shifted from the NBC AM program department to become Carl Stanton's assistant in TV programming. Benson will head up talent procurement.

When Bill Brooks, NBC v.-p., heard about it, he went to Benson and asked: "What's a matter, aren't you satisfied with being in the frying pan?"

Hooker TV Pkg. Firm to MCA; He's in Charge

NEW YORK, Oct. 7.—The MCA Corporation of America (MCA) this week purchased West Hooker Productions, brought Hooker into the firm to take charge of his former packages, and to sell and create new ideas for the talent agency.

Among the properties MCA has acquired in the deal are *Say It With Acting*, now on WNBT for Frost Stores, and *Peace of Mind*, a 15-minute across-the-board radio show now on ABC sustaining. Also added to the MCA roster are *Answer Yes or No*, the TV show which features Moss Hart, and *Pick Your Partner*, a gimmick video show which was on DuMont for *Esquire* Boot Polish. The former title of *Partner* was *Hold That Camera*, but that title was sold to the sponsor and a different program is continuing under the same name.

Hooker is primarily a TV package and, in the last several years, specialized in low-budget video programs.

Lever, Borden Plan Daytime Tele Plunge

NEW YORK, Oct. 7.—Lever Bros. and Borden this week were making final plans to go into daytime network TV shortly. Neither advertiser has set programs or selected webs, but the Lever business is expected to go to NBC-TV.

The Borden buy would be five half hours a week.

Brooks Slated for NBC Public Relations Post

NEW YORK, Oct. 7.—Bill Brooks, now vice-president of news and special events for AM for NBC, is slated to become the web's vice-president in charge of public relations, according to authoritative sources. His designation is expected to be made by Joseph H. McConnell, NBC president, at next week's convention in White Sulphur Springs.

Brooks' appointment ends considerable conjecture as to who would get the post, as well as ending NBC's search for a p. r. veepee. The job is one of the two last major vacancies left in the NBC table of organization under the Booz, Allen & Hamilton reorganization plan, the other being a v.-p. to head AM operations. This responsibility is now being assumed

by Charles R. Denny, NBC executive vice-president, and is to remain in his hands for some time to come.

Brooks became an NBC vice-president three or four years ago and until NBC split its radio and video operations, headed news and special events for both. Subsequently, he remained in AM. He is credited with one of the top public service jobs of the year in NBC's recent A-bomb series.

The Booz, Allen & Hamilton recommendation is said to call for a "high level" public relations operation, with special reference to government. It is presumed that when Brooks takes over, Sydney Eiges, NBC vice-president in charge of press, will report to Brooks, and Brooks to Denny.

It's Showbiz First and Last For Confab

Affils Want in on \$'s

By Jerry Franken

NEW YORK, Oct. 9.—The problems confronting AM, and what to do about them, will take the limelight at next week's NBC convention, the web's third annual huddle with its affiliates. This is in sharp contrast to the two preceding sessions, when the emphasis was heavily on video—and its problems.

At the same time, the network will devote considerable energy at the convention, to be held at the Greenbrier, White Sulphur Springs, W. Va., to convincing its affiliates that because of video, NBC, and hence its affiliates, are hip-deep in show business. Both in the business and social functions being scheduled, the network is going all out to get over its "no biz like showbiz" message. More vaude acts than ever before will be hired to appear at the convention; a show will be staged every night of the three-day meet, rather than merely once as in the past, and the web's own business presentations will be hyped with every showmanly gimmick NBC feels will be appropriate.

This year's convention falls two weeks after Joseph H. McConnell's first anniversary as NBC president; he attended last September's convention as a "guest," shortly thereafter giving up his post as executive vice-president of RCA for his NBC presidency. It is being assumed that sometime during next week's sessions, a (See *Showbiz First and Last*, page 10)

CBS Gunning For 2 NBC Segs

NEW YORK, Oct. 7.—CBS this week was unable to persuade Gulf Oil to switch *We, the People* (AM and TV) from NBC, but had deals cooking which would move two other shows over from its rival network. Sterling Drug is being wooed to move its *American Album of Familiar Music*, now on NBC Sunday evenings, 9:30-10, into the 6-6:30 slot on CBS the same night. Since the sponsor is interested in purchasing the 5:30-6 p.m. segment of the Frank Sinatra disk jockey show on CBS Sundays, the switch would mean a continuous hour with a substantial discount to Sterling.

CBS is also hot after *Big Town*. This Lever Bros. show is now on NBC Tuesdays, 10-10:30 p.m. CBS is offering an equally strong slot—Thursdays, 9:30-10 p.m.—during one of its strong mystery line-ups. This the same time that the TV version airs on CBS-TV. The CBS selling philosophy is that each medium has different audiences.

We, the People, which was pried loose from CBS last season by NBC, this week decided to stay put. CBS was offering the half hour after Godfrey, 9 p.m. Wednesdays for the TV version of the show and Thursday night, 9:30-10 slot, for the AM facsimile.

Net Scripters Ask 50-100% Pay Hikes, Threaten Strike

NEW YORK, Oct. 7.—Staff news and continuity writers at ABC, CBS and NBC this week backed up their demands for 50 to 100 per cent salary increases by taking an unanimous strike vote Thursday (5). The vote, authorizing a strike anytime after 6 p.m., October 31, was taken after the Radio Writers' Guild (RWG), representing the scripters, declared the three networks had been "stalling" in failing to reply to Guild demands. A strike after October 31 would cripple the networks on the eve of the pending elections. Some 60 continuity, dramatic and news writers are employed by the networks as New York staffers.

Guild representatives stated that negotiations were originally scheduled for the last half of September, but were postponed several times at the networks' request. The webs point out that they are also involved currently in a number of other union negotiations, including radio performers, staff announcers and video performers. The Guild sought to avoid delay by forwarding its demands and requesting counter-proposals Thursday (5), but took the strike vote when no web answers were presented.

The Guild is asking 100 per cent increases for continuity and dramatic staffers, the present minimum being around \$100 weekly for senior writers and \$68.50 for juniors. A 50 per cent hike is sought for news writers, bringing the new proposed minimum to around \$150. The Guild declares that, since 1944, it has been given only about \$10 in pay hikes for senior writers. The Guild is also demanding:

TV rights of assigned scripts to be declared a subsidiary right with payment according to contract schedules; non-assigned TV scripts to be the writer's properties—not, as now, the networks; one week's pay for every six months employment as severance, without ceiling; dismissal only for cause, with arbitration provisions; a pool for commercial announcements for news shows, at \$1 per commercial, to be shared annually by staff news writers. The Guild asks also that commercials written by continuity or dramatic writers to be paid for at 90 per cent of the RWG commercial scale. This item, under Guild demands, is to be subject to the 25 per cent deduction from staff salaries

Detroit Chain To Air WXYZ-TV 'Shoppers'

DETROIT, Oct. 7.—The Television Shoppers show daytime TV strip has been bought by the Federal Department Stores, Detroit chain, to run 1:30 to 2 p.m. across the board on WXYZ-TV. The format will use a man and woman shopper team, in an office set, commenting on merchandise and newspaper advertising of the chain. In addition to live model demonstrations of clothing and a sprinkling of feminine interest tidbits.

The show was sold for 26 weeks thru W. B. Doner & Company.

WEAF Will Be Controlled By NBC; "Revolution" Seen

Aylesworth To Head Chain; To Sell Programs, Not Time, Only

NEW YORK, Sept. 1950.—After November 13 Station WEAF will be controlled by the National Broadcasting Company, Inc., which has been organized to take over the station. The purpose is to sell the broadcasting of the station to the advertiser as well as the use of the station.

the networks now get on writers' commercial assignments. The RWG is not contesting this cut-in.

NEW YORK, Oct. 7.—The schism within the Radio Writers' Guild (RWG) widened still further this week with the resignation of Eric Barnouw from the council of the Eastern region. Barnouw, the secretary of the Authors' League, resigned to throw in his lot with the dissident faction, headed by Welbourn Kelley, and is expected to run on that ticket in the November election for RWG officials.

Howard, CBS-TV Set 'Irma,' 'Luigi' On Spring Sked

NEW YORK, Oct. 7.—Cy Howard this week finalized plans with CBS-TV to put both *My Friend Irma* and *Life With Luigi* on video for the web early next spring. Since both Marie Wilson and J. Carroll Nash, the respective stars of the Howard packages, are free lancers, they are available for the video show. As many of the regular cast as can do TV as well as radio will be retained in the video comedy series which is expected to be on film.

Lever Brothers and Wrigleys, the sponsors of the radio packages, will get first look at the TV versions when they are ready. Material is already on hand for the video facsimiles of the AM programs.

Howard also this week signed with Hal Wallis to make a film for theater release based on *Life With Luigi*. This will be the second Howard radio package to become a film, *My Friend Irma* being the first.

Hub 'Strike It Rich' Show Strikes Gold At N. E. Food Expo

BOSTON, Oct. 7.—CBS's *Strike It Rich* show staked out a new field for audience participation airers this week when the broadcast was booked as a feature attraction of the New England Foods Exposition here at the Boston Gardens this week. The across-the-board afternoon show, which is sponsored by Colgate-Palmolive-Peet Company, was picked up thru CBS's local affiliate, WEEL.

At the same time, producer Walt Frammer utilized the evening run as a testing ground for a new TV show, based on his old sidewalk program, *Have You Got It?* These test performances for the exposition crowds are in line with Frammer's plans to produce syndicated audience participation packages for local TV stations. Package deal will cover everything from script to prizes. According to Frammer, the *Strike It Rich* show has received several offers to present a similar broadcast-performance at other fairs throught the U. S.

'Danger' Director Risks Own Neck—Comes Out Winner

NEW YORK, Oct. 7.—A head-on collision this week over the choice of material on *Danger*, sponsored by Ann-M-I-dent on CBS-TV, between Yul Brynner, the director, and Cecil & Presbrey, the client's agency, resulted in a victory for the megger. The dispute concerned the famous short story by Saki, *Sredni Vashar*.

Cecil & Presbrey felt the story was too "artistic and highbrow" for TV and asked that safer material be used. Brynner claimed that the story would make good TV fare. Since the package is produced by CBS-TV, the web finally settled the hassle by supporting Brynner, who is a staff director at CBS-TV.

The program went on Tuesday (3) 10-10:30 p.m., and, according to trade information, was well liked by televisioners. In fact, the sponsor phoned the agency to compliment on the program. Brynner now has a fairly free hand in selecting material.

Anti-Trusters Probe To Follow FCC Decision?

WASHINGTON, Oct. 7.—The House Monopoly Subcommittee may look into anti-trust violations by radio-TV licenses after the Federal Communications Commission (FCC) issues its forthcoming decision on whether it will establish a fixed policy on the subject, it was learned this week.

The subcommittee, a branch of the House Judiciary Committee, is engaged in a lengthy study of all anti-trust laws with a view toward eventual overhaul. Chairman Emanuel Celler has a standing request with the FCC for copies of the decision for distribution to subcommittee members and has marked the matter for a possible probe next session.

A number of stations are now operating on temporary licenses, while the FCC makes up its mind about what attitude it should take toward licensees who have been accused or convicted in court of anti-trust violations in fields outside of broadcasting. Among licensees involved in anti-trust actions in other fields in the past are Warner Bros., Westinghouse, Paramount, Schine Theaters and 20th Century-Fox.

3 Coast Stations Settle With AFRA

HOLLYWOOD, Oct. 7.—Strike clouds that hovered over three local indie stations scattered last week when American Federation of Radio Artists (AFRA) reached an agreement for announcers' pay boost and contract renewal. Negotiations involved KRWB, KLAC and KMPC. AFRA's new pay hike ups KFVB from \$87.50 to \$93.50, KLAC from \$78.75 to \$90 and KMPC from \$90 to \$95 per week for staff announcers. AFRA originally held out for \$102.50 at the three outlets, while stations contended conditions didn't warrant pay boosts at this time.

Contract is retroactive to September 17, and allows AFRA to reopen negotiations for additional raises within six months, provided cost of living index goes up 10 points or more. Negotiations with the three stations were underway for two months, and after recent impasse, a walkout was threatened. Union renewed existing contracts with the other indie stations sans pay boost. AFRA contended salary structure at the three outlets was out of line with the others.

NBC Fall Sked To Battle AM Competition

NEW YORK, Oct. 7.—Charles (Bud) Barry, NBC's radio program veepee, has developed the web's fall program sked with the expressed intent of gunning for the strongest line-up of each of the competing three networks. Thus, NBC is setting out to battle the CBS Sunday night comedy line-up, the ABC Friday night mystery line-up and the MBS Sunday afternoon mystery-adventure strip. The NBC plan is to fight these line-ups with similar programs which, it is hoped, will have stronger appeal.

Thus, to buck the CBS *Rate Your Mate-Our Miss Brooks-Jack Benny* grouping, is Barry's 6 to 7:30 p.m. "dream show," which kicks off early next month. This potent grouping of such stellar names as Groucho Marx, Fred Allen and Bob Hope is particularly aimed at cutting into Jack Benny's audience and one plan is to time these stars' routines so they will begin just before the pre-Benny station break and lap well over into Benny's time. This, it is hoped, will keep listeners from switching.

To battle the ABC Friday night grouping, Barry has slotted *Nero Wolfe* opposite ABC's *Fat Man*; *The Man Called X* is pitted against *This Is Your FBI*; *Night Beat* will battle *Ozzie and Harriet*; *Counterspy* opposes *The Sheriff*, and as a change of pace, *Life of Riley* is set against ABC's boxing bill.

In opposition to Mutual's line-up of *Hashknife*; *Martin Kane*, *Private Eye*; *The Shadow* and *True Detective*, Barry is offering *The Falcon*, *The Saint*, *Dangerous Assignment* and *Charlie Wilde*, *Private Eye*. Radio pundits feel the contests would be even more titillating if the two "private eye" stanzas were pitted directly against each other. They are speculating as to whether Wilde would raise kane, or whether Martin would drive Charlie wild.

Piel Brewers Hunt Agency

NEW YORK, Oct. 7.—Piel's Beer this week was shopping for an agency. The lucrative client's business formerly was handled by the William Esty Agency.

Among the agencies in the running for the account are Ruthrauff & Ryan, Kenyon & Eckhardt and Duane Jones. The last named agency is getting a thoro looking over because Jerry Martin, formerly at the Esty Agency, is now the video head of Duane Jones.

NBC Mulls Purchase Of Chi Aud for TV

CHICAGO, Oct. 7.—A deal to convert the cavernous old Auditorium Theater into a television studio was in the works in Chicago this week. NBC was hot after the house, but before it could talk money with Roosevelt College, owner, they were cooled off by word from New York that Chi expansion hinges on NBC getting off the hook with several high-priced TV sustainers.

It was possible that if the NBC deal fell thru other stations might be interested. NBC plans were to erect four or five permanent sets on the stage, eliminating cost of striking sets between shows. Sets would be used for a new block network morning shows NBC is considering.

One would be along the lines of ABC's *Breakfast Club*. Another 15-minute show might be *Hawkins Falls*, Thursday night sustainer which would be moved to daytime serial unless sold in its present form.

methods in selling radio advertising is in the wind. The new plans call for the selling of complete series of programs of entertainment to the advertiser as well as the use of the station.

See Inside Front Cover This Issue

NLRB Orbit Extended to All Radio-TV

WBSR Is Key Case

WASHINGTON, Oct. 7.—The National Labor Relations Board (NLRB) this week announced a sweeping policy, claiming for the first time jurisdiction over every radio and TV station in the nation.

In a unique maneuver to establish a general yardstick for administering the Taft-Hartley Act, NLRB issued eight separate decisions and declared that they will be used as a pattern for deciding future cases.

Though it had previously asserted jurisdiction over individual stations, NLRB never before claimed blanket authority to step in to settle labor-management disputes. As the key station case, the agency selected WBSR, Pensacola, Fla., and ordered a union election among its technical employees. The agency said that among areas where it will take jurisdiction are "all instrumentalities and channels of interstate and foreign commerce." NLRB based its jurisdiction claim on the assumptions that no commercial signal is so weak it cannot be heard outside of its home State, that all stations use one or more interstate press services, and that all stations either accept advertising from other States or plug products made in other States.

Jones Schedules More Video Pix

HOLLYWOOD, Oct. 7. — Spike Jones will plunge into full-scale telepic production immediately after his return from a five-week engagement at the Flamingo, Las Vegas, Nev. He will start filming a series of 10 30-minute films to add to the two half-hour reels he recently completed. He closes at Flamingo October 26 and filming will get under way November 1. Ralph Wonders, Jones's manager and head of Arena Stars, p.m. firm, is currently in New York peddling the two pilot reels. At press time Jones told *The Billboard* no sponsor had been set for the Musical Depreciation video reels. However, all-speed-ahead decision on completing an additional 10 half-hour films indicates Wonders has lined up a bankroller.

First two reels were filmed at the Jerry Fairbanks studios at a cost of \$33,000. Jones expects to return to the Fairbanks studio, but expects production costs to drop to \$15,000 per show. Films are being produced by Arena Stars, Inc., which manages Jones and in which he is a stockholder. According to initial plans, films would be sold to a sponsor for single showing only, with Arena retaining all rights on films' further use. A clause would protect the sponsor for a certain period of time against films being resold to other bankrollers.

Segs employ the zany talents of his Musical Depreciation troupe and consist of broad interpolations of his RCA Victor disk hits. To keep interest alive in the series, Jones intends to concentrate on different members of his company in each film. Pilot reels include a Western show centering around *Chinese Mule Train* and another based on his *Foreign Legion* number. Based upon his experience with the two pilot reels, Jones will grind out two shows per week, thereby completing his production slate before the yule season.

Employment Agcy.

DETROIT, Oct. 7.—A new use of TV, to recruit employment for private industry, is being made via a series of one-minute films being used by the Kroger Company's Detroit district on WJBK-TV. Films were prepared by Otto & Abbs Advertising and may be used in other areas if found successful here.

Pictures show training school activities and make a pitch for the advantages of steady Kroger employment.

MCA Seems To Want Sauter Pie in Soap Opera Bakery

NEW YORK, Oct. 7.—Despite denials, rumors persisted this week that the Music Corporation of America (MCA) is continuing to dicker with Jim Sauter to purchase his interest in Air Features. Almost concluded on several occasions, the deal fell thru in the past because of last minute objections from Frank and Anne Hummert.

Not content to give up, the talent agency, however, is trying to work out an arrangement acceptable to the Hummerts, who insist on retaining unchallenged control of their soap opera factory. Sauter, the prexy of

Air Features, is said to want to exit radio.

Figures on the financial aspects of the deal are unavailable, but it is known that Sauter would only be interested in heavy loot. If MCA should come up with a formula agreeable to the Hummerts, the talent agency would be projected into the important daytime radio picture with both feet. Air Features now owns 12 soapers currently heard on the air. With the consistent weakening of nighttime radio by TV, daytime radio and daytime packages seem to have the longest broadcasting future.

THE WHOLE INDUSTRY IS TALKING ABOUT...

... WLW-Television's daytime programs. And no wonder. Think of a noontime TV program making a rating of 19.5, with 93.7% share of audience (a July rating of 15.2 with 75% share of audience)! That's the three-station achievement of "Fifty Club" ... a performance rivalling many nighttime shows. (Check Videodex, Pulse, Hooper.)

Only one show? No, there are many others with comparable ratings. For further information, call the nearest WLW Sales Office for facts about the new daytime programming that starts at 7:30 AM on

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Crosley Broadcasting Corporation

The Comedy Hour
(Bobby Clark)

Reviewed Sunday (1), 8 to 9 p.m. Sponsored by Frigidaire, thru Foote, Cone & Belding over NBC-TV. Producer, Mike Todd; assistant producer, Robert Masson; supervisor of production, Bob Sarnoff; TV director, Klingman Moore; choreography, Dick Barstowe; musical director, Al Goodman; costumes, Frank Thompson; scenic design, Furth Ullman. Cast, Bobby Clark, Joan Blondell, Sigmund Romberg, others.

Bobby Clark's baw suffered from an obvious lack of TV production quality and staging. Clark's appearances on the show always were interesting, if not hilarious, but some of the other features were notably devoid of tele interest. This is especially true of the lengthy turn taken by Sigmund Romberg, with assorted members of the cast doing a group of eight of his most popular numbers.

Nostalgia alone is not enough, as has often been demonstrated in the medium. The idea was to have Romberg at the piano with the others rendering the numbers superimposed. Most of these, with the exception of a couple of dance routines, were static and non-vital.

Clark romped thru several skits, most of which were weakened by relying too much on broad comedy alone and not enough on content. Too frequently, they wound up without the trace of a boff finish. Particularly does this apply to a long, drawn-out and seldom humorous skit in which Clark took on the toga of a private eye, with Joan Blondell, frau of Producer Mike Todd, lending an assist. This sketch seemed to ramble on interminably and finally just appeared to peter out at the end.

Much better was a murder trial skit, with Clark the judge, of course. Some of the wildest shenanigans yet on tele occurred in this sketch, which was a virtual madhouse of blowing spitballs and racing about, smacking people on the head. It was, as Clark said, a perfect demonstration of pure humor.

The change of pace from this to the Romberg episode, which followed, was much too stark, however, and show as a whole seemed to lack substantial in-between, non-extreme stuff. The feeling persists that, in terms of production as well as material, too much dependence was placed on the broad legit approach. Todd will have to alter this approach rather than try to make the medium fit it.

Frigidaire sponsors, taking every fourth show of the NBC comedy lineup, the other three being bankrolled by Colgate. The commercial showed an objectionable salesman-type escorting a young couple around a model house he was trying to sell, extolling the various Frigidaire products in it. *Sam Chase.*

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Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

What's My Name

Reviewed Monday (2), 8 to 8:30 p.m. EST. Sponsored by Speidel, thru Sullivan, Stauffer, Colwell & Bayles via NBC-TV. Producers: Louis C. Cowan and Edward A. Byron. Director, Sherman Marks; writers, J. Frank Clark and Alex Singer. Cast, Paul Winchell and Jerry Mahoney, Jimmy Blaine, Patricia Bright, John Gart ork.

Paul Winchell (and dummy Jerry Mahoney, of course) takes this show out of the realm of the ordinary quiz-audience participation category. The ventriloquist, one of the most video-wise performers, always seems to turn in a good performance, and this show has no exception.

The show was brightest when Winchell romped thru a hoke comedy routine with Jerry and Belo Lugosi, a laugh-provoking bit of nonsense supposed to take place in a graveyard at midnight. It moved slower when the quiz portion of the stanza was on, which was unfortunate since that obviously is the meat of the format.

This feature can be strengthened if the quiz aspects were presented more crisply and with less confusion attendant as to what was wanted. Some of the routines, out of which the quizzes were to guess the name of a person, seemed too rambling and diffused. Productionwise, they were generally good, especially the Alice in Wonderland number, altho lighting sometimes seemed to vary too much from one number to the next.

Winchell's work in interviewing contestants was smooth and filled with byplay with Jerry. Another good side number was the duet he sang with the dummy, obviously using a recording to get both voices functioning simultaneously. Winchell also occasionally had the dummy functioning virtually independently, with the ventriloquist out of camera sight.

The show needs only smoothing out and better integration of its various components. In Winchell, Speidel has a natural video personality. Commercials stressed that without the sponsor's watchband, a watch is old-fashioned. Not too convincing. *Sam Chase.*

You Bet Your Life

Reviewed Thursday (5), 8-8:30 p.m. EST. Sponsored by De Soto-Plymouth dealers thru Batten, Barton, Durstine & Osborn via NBC. Producer, John Guedel; co-directors, Bernie Smith, Robert Dwan, Bill Verdier for NBC; emcee, Groucho Marx; music director, Jerry Fielding; announcer, George Fenneman.

Groucho Marx's long-heralded TV shot was nothing but a simulcast of his radio show and, as such, rather disappointing. The contestants were lined up on a bare stage in front of two mikes and Marx, nattily attired in a white shirt and a bow tie, sat behind a table thruout the entire half hour. The only concession to the visual demands of video was a De Soto-Plymouth sign draped over the table, and the value of this was almost nil, since the bulk of the program was devoted to close-ups of the comedian and contestants.

It's a big tribute to Marx's personal magnetism that, in spite of the static format, the quizzer still managed to be fair entertainment. Marx's ability to restrain from mugging was refreshing, but it's difficult to understand why the producers didn't utilize his great talents as a visual comedian via a few sight gags.

Groucho's flair for breaking up a contestant with the apt ad lib was as sharp as ever on this session. He parried his usual sexy innuendos with an engaged couple, who worked in a bottle factory.

Fortunately, the impact of his more caustic cracks was minimized by keeping the camera on Marx instead of the couple he was cutting up; so, at least, if the victims winced you didn't see it. The rest of the contestants claimed such odd occupations as manager of a self-service laundry, a wood carver and a member of a cat care club.

The De Soto-Plymouth dealers' commercials were effective and limited to one brief spiel by a telegenic announcer, John Fennerman, and a short film shot. *June Bundy.*

Musical Comedy Time

Reviewed Monday, 9:30-10:30 p.m. over NBC-TV network. Sponsored by Procter & Gamble, thru Benton & Bowles and Pedlar & Ryan. Producer, Richard Berger. Director, Larry Schwab Jr. Adaptation, John Whedon, Sam Moore. Music, Cole Porter, Harry Sosnik. NBC-Bernard Schubert production. Cast, Martha Raye, John Conte, Larry Haines, Bill Lynn, Kathryn Milroye, Helen Raymond, Fred Wayne, others.

Procter & Gamble inaugurated its hour-long musical comedy adaptation with a promising start. The show was *Anything Goes*; it had faults to be sure. Yet it was a professional job all around, avoiding the pitfalls other comparable attempts—notably *Inside USA*—flopped into. The main trouble with *Goes* was the same thing that bedevils so many musicals—too much talk and not enough music. Cole Porter's wonderful score has far too many wonderful tunes to permit interruption by so flimsy a (See *Musical Comedy* on page 10)

The Billy Rose Show

Reviewed Tuesday (3), 9-9:30 p.m. EST. Sponsored by Hudson Motors thru Brooke, Smith, French & Dorrance Agency. Producer, Jed Harris; writer, Ed Chodorov; camera director, Daniel Petrie; sets, Herman Rosse; music, Alex North; announcer, Bernard Dudley; narrator, Billy Rose. Cast: Murvyn Vye, Jackie Miles and others.

Hudson's got a hit, and it derives from the same approach that has been responsible for Billy Rose's almost uninterrupted string of solid clicks in virtually every showbiz field from fairs thru legit, not to mention newspaper columning. Approach is simple horse sense. When you tackle a new problem find out as much as possible about it; get the best available people to do the various jobs called for. Put them all together and as often as not they spell "smashheroo."

In his intro to this opener, tagged *The Night They Made a Bum Out of Helen Hayes*, Rose explained that he wasn't going to give the viewer beautiful gals or elephants, because he didn't believe in one and a half-inch fems or six-inch pachyderms. The show that followed proved he had something there. Practically every shot in the 20-some-odd minute drama that followed was perfect for the limited size of the video tube. No dark scenes, no long shots, virtu- (See *Billy Rose Show* on page 10)

Take a Chance

Reviewed Sunday, 10:30-11 p.m. over NBC-TV. Sponsored by Nestle Corporation for Nescafe and Nестea thru Cecil & Presbrey. Producer, Dick Lewis for Premium Productions, Inc.; director, Grey Lockwood; announcer, Bob Shepard. Music Arlo, organist: Cast: Don Ameche and Elise Gammon.

Oh, brother! Where'd they get this one? Whatever possibilities it may have had on paper—and they seemed to be reasonably good for a quiz show—were slaughtered in the execution. Whether this was the fault, in the initial show Sunday (1) of Don Ameche or in the direction, is relatively unimportant. What counts is that as the program played, it was cornball amalgam of stock quiz-show procedure, lethargically major-domoed by The Teeth.

No doubt Ameche can handle this sort of an assignment, but someone should back him in a corner and tip him on some TV facts of life, for on this show he broke all the rules. Midway in the show, during a Nescafe commercial, the announcer revealed that it had taken 18 minutes to dispose of the first team of contestants. That tells the whole story.

The show has an almost built-in repetition factor. Each question is taken out of a Nescafe bottle, and that's announced repeatedly. There's the business of walking from one spot to another, back and forth several times; the business of repeating what the contestants have won, with liberal plugs to the donors of the merchandise. That's why these participation stanzas need frenetic emseing. Either that or streamlined production. As it was this show actually handled only two contestant units, the first married couple, and the single man after—probably a record low for the course.

Nescafe seems to have come up with one winner in Bob Shepard, announcer, who both photos and sells well. Actually, tho, the program is fantastically overboard with plug copy, not alone for Nescafe but for the sales blurbs Ameche had to read for every prize. Nescafe may save money doing this, but the irritant factor it adds to the show would make cash prizes infinitely more worth while. *Jerry Franken.*

Pulitzer Prize Playhouse
(You Can't Take It With You)

Reviewed Friday (6), 9-10 p.m. EST. Sponsored by Schlitz Brewing Company, thru Young & Rubicam, Inc., via ABC, New York. Producer, Edgar Peterson. Director, Alex Segal. Editorial director, Margaret Wilder. Adapted from the Kaufman-Hart play by Nancy Moore. Production designer, James McNaughton. Music, Bernie Green. Cast: Charles Coburn, Ella Raines, Joan McCracken, Nydia Westman, Edith Wood, Glenn Discus, Elliott Reed, E. C. Marshall, Ralph Bunker, Bond Taylor, Joseph Buloff, Calvin Thomas, Dora Clement, Ralph Stanton, Casey Allen.

After all the hoopla preceding this series it's a pleasure to be able to report that the preem Pulitzer Prize Playhouse presentation, *You Can't Take It With You*, was a winner. The old George Kaufman-Moss Hart comedy, which rated a Pulitzer in 1937, was given tasteful, restrained production, designed for sustained entertainment values, rather than flash impressions. Entrenched in this solid production foundation, the play built nicely, drawing legitimate laughs from situations instead of mugging, slap-stick gimmicks, or obvious attempts to bring it up to date via topical references. The play wears well.

Nancy Moore did an admirable job on the adaptation, preserving all the zanny charm of the original. With the exception of a brief office scene at the beginning and a glimpse of the front door, all of the action took place in the family's living room, the latter's design accomplishing the neat trick of looking like an eccentric's (See *Pulitzer Prize* on page 10)

RCA Petitions For Delay Till June 30, 1951

(Continued from page 3)

that it was against any delay in establishing color standards, and now it asks for that very delay."

The RCA petition was signed by C. B. Joliffe, exec veepee in charge of the RCA laboratories division. Other engineering brass of the corporation in the meantime were pitching the RCA color stand at various functions. Dr. E. W. Engstrom, veepee in charge of research at the laboratories, addressed the alumni dinner of the University of Minnesota, where he received a gold medal for "pioneering in television research." He told the group that the FCC's present stand, if made final, will react unfavorably on TV's growth, bring unnecessary cost to set owners and create difficult problems for the broadcasters.

FCC Chief Seen Pat on Color TV

(Continued from page 3)

tagonist produce convincing proof of a superior and compatible system prior to any substantial sale of CBS color sets to the public.

With RCA declaring in a formal statement to the Commission this week that it can have a superior and compatible system ready for commercialization by next June 30, the industry titan asked the Commission to hold off final standards until then and meanwhile review the RCA set-up sometime between December 5 and January 5. It is assumed here that RCA will be knocking at the Commission's doors to reopen color proceedings whether or not CBS's color system gets immediate adoption. As one FCC'er put it, here is how the immediate future of color shapes up on the basis of current developments:

Few CBS Sets Seen

"If the Commission decides to go ahead with CBS color, it is apparent that the industry will be lined up heavily against producing CBS sets in any volume for a long time. This, coupled with growing defense inroads on materials and manpower for domestic sets production, make it pretty clear that there will not be any substantial number of CBS color sets on the market by next June when RCA will be asking the commission to adopt standards in keeping with its system which RCA will claim to be commercially ready, superior and compatible.

"Added to this is the possibility that the court may grant RCA an injunction on any immediate FCC color standards if RCA challenges the Commission in court, as RCA has threatened to do if the Commission issues CBS standards."

Faced with this prospect, and snowed under by industry demands for delay in adoption of brackets switch standards, the Commission wound up its week without any certainty as to what its next step will be. At least two commissioners are known to have suggested a delay.

However, some dopesters figure that Coy's stand will be the majority's action in order to study the brackets switch problem further.

Motorola, Inc., and Philco joined this week in the demand for delay, with Motorola asking for hearings on the question. RCA in its follow-up this week to its protest against the FCC's proposed color decision pointed out that its laboratory color system will be brought to "fruition" by June

TV Dealers Aim For Law To Force Big 10 Grid Casts

MINNEAPOLIS, Oct. 7. — Irked by the Big 10 universities' edict banning on-the-spot telecasting of football games, including those of the University of Minnesota, tele dealers were aiming for the 1951 session of the Legislature to force the school to grant TV rights for the 1951 grid season.

The Twin Cities Appliance Dealers' Association will take the issue to the House Appropriations and Senate Finance committees of the Minnesota Legislature when that body convenes in January. It is to these committees which the University of Minnesota, a State institution, must come for money, and they may force the university to agree to on-the-spot telecasts as a condition to getting State funds.

Meanwhile, a St. Paul tel dealer, Herb Johnson, of Pioneer Tel-Vision, Inc., has started a petition which he hopes will attract 250,000 signatures protesting the university's video policy, in the hope that the policy still can be changed for the current season. Meanwhile, University of Minnesota officials said they are watching the West Coast Conference plan wherein sponsors make up the difference in gate receipts should there be a fall-off due to video.

Big TV Shows Face Troubles

(Continued from page 3)

all categories. The webs are now negotiating with the TV actors' union, which is on record as planning a strike if satisfactory fees are not established. Comparable hikes in costs are in store in other phases of video production.

Big Shows Too Soon?

Thus, as matters stand now, Colgate is paying \$150,000 or more for its three Comedy Hour telecasts, in return for which it is still unable to get national coverage. The theory is now being advanced that the extravaganza type of show was introduced to video sponsors too soon, at a time when they may not be able to get a commensurate return via hyped sales. Some broadcasting execs believe that TV "shoulda stood in bed" insofar as these shows are concerned, holding onto modest-priced shows instead.

It is pointed out, for example, that for its TV expenditures in three weeks, Colgate could get about 15 weeks of full network evening airtime in AM, with a \$10,000 weekly talent budget. This would encompass, as well, coverage of all the U. S. At the same time, the Ed Sullivan TV show, competing with Colgate, is coming in with ratings in the high 20s—Colgate has hit the low 30s—with a talent budget about one-third as high.

One strong argument in favor of TV is that the pressure of competition may keep advertisers in. Other sentiment, however, is that this "keeping up with the Joneses" policy may not be able to survive when it comes to counting sales costs in dollars and cents. If that happens, big time TV may be headed for trouble.

30 when final standards could be issued. RCA asked for an appearance between December 5 and January 5, proposed that the FCC "review" the entire color case between January 5 and June 30.

WCPO Cuts Rates as WKRC Plans Hike for Entire Sked

CINCINNATI, Oct. 7.—A realignment of rates, reducing charges for evening (Class A) time to the approximate cost of afternoon time is in the works at WCPO, Cincinnati, it was learned this week by The Billboard. The slash follows hard on a move in the opposite direction by WKRC, Cincinnati, which last week boosted its rate structure. Local radio circles are wondering how confused a trend can get.

The WCPO estimate of the situation is based on a recently issued report prepared by C. E. Hooper, Inc., which shows that nighttime radio listening is now virtually no larger here than daytime. In the past, evening sets in use were usually double those of the afternoon.

The Hooper study showed that from 6 to 10:30 p.m. there is a 14.5 radio sets-in-use figure. The noon to 6 p.m.

hours show 12.9 per cent sets in use. This, according to thinking of WCPO execs, calls for a realistic adjustment of time charges to make rates compatible with audience.

WCPO is an MBS affiliate, while WKRC is affiliated with CBS. WCPO, according to the latest Hooper Cincinnati report, now has a top sets-in-use figure over all other local stations in all parts of the day except the noon to 6 p.m. hours. The station has a heavy baseball schedule, which is believed to have helped its ratings during the summer.

The WKRC move, which became effective October 1, expanded the Class A and Class B time periods, and brought two hours daily into higher rate categories. Class C was expanded to 7 a.m. instead of 8 a.m., and Class A time will embrace the 10:30 to 11 p.m. time, which formerly was Class C.

Benny's CBS-TV Bow October 28

NEW YORK, Oct. 7.—Jack Benny will do his first CBS-TV show for Lucky Strike Saturday, October 28, in the Ken Murray slot—8-9 p.m. The comic was slated to be presented in his bi-monthly video show on Sunday nights 7:30-8:30, but the time could not be cleared.

Budweiser, however, was persuaded to vacate its time every two months to make room for Benny, who now will be pitted against NBC-TV's Saturday Night Revue. Murray, incidentally, will appear on the first Benny show along with the cast of the comic's radio presentation. Now that the show will be done on Saturday, Phil Harris will be able to join the video stanza.

"This Is UN" Album Gets Radio Preem

NEW YORK, Oct. 7.—This Is the U N, Its Actual Voices, the documentary record album being released later this month by a new label, Tribune Productions, gets its world preem Sunday, October 15, over WNBC, New York. Ted Cott, WNBC general manager, has set aside a full hour, 6-7 p.m., for the show. The album, which is narrated by Franchot Tone and contains a history of the United Nations (UN) from 1945 to 1950, will be introduced on the WNBC show by UN Assistant Secretary-General Benjamin Cohen.

Others in the air show will be Dr. Franklin Dunham, chief of radio of the U. S. Office of Education, and Dr. Clark Eichelberger, director of the American Association for the United Nations. The album will also be given a full hour a week later, Saturday, October 21, over New York City's municipal outlet, WNYC, is being offered by NBC's Jim Gaines to all of NBC's o. and o. stations, and is skedded by 34 member stations of the National Association of Educational Broadcasters. The album was written and produced by Saul Carson and Eleanor Gardiner.

CHI POLITICIANS

(Continued from page 3)

GOP Senatorial candidate opposing Majority Leader Scott Lucas, pointed out that cost of a one-minute film for spot would run from \$750 to \$1,000, and 20 spots considered the minimum to justify investment in film, would run more than \$20,000. This is considered too big a chunk out of the legal limit of \$25,000. For \$3,000 the candidate can rent himself a radio network that includes every major city in the State.

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Showbiz First And Last for NBC AM Meet

(Continued from page 5)

report on the terrific gains made under McConnell in TV; NBC's general talent situation with special reference to its dominance in comedy; the completion of the internal NBC reorganization and the restoration of web morale, will be made to affiliates.

Big Questions

Nevertheless, advance word from key affiliates is that they want to talk turkey to NBC on the AM question. They want to know why, in the face of strong billings gains by CBS in radio, NBC can't go and do likewise. They want to know whether NBC can sell its tandem plan, and if it can't why the plan isn't dropped and a different push put behind it, and how about selling NBC's seven open hours of Class A evening time.

Some affiliates take the stand that NBC should revise both its philosophy and sales procedures for AM. They argue that if they haven't worked out as well as expected, it's time to get off the hook. The stations also add that they won't sit still for an AM rate cut—a position NBC staunchly supports.

NBC is virtually prepared to meet its stations comments on the sound broadcasting situation with a "we're no miracle men" stance. The network's attitude, more or less, is that broadcasting is in the throes of an industrial revolution, and old orders must give way to new. The web will reiterate its complete faith in the durability of sound—but won't stick its neck out by crystal balling.

NBC's TV affiliates will again endeavor to increase their compensation on network video business. They now get 33½ per cent (37½ per cent in AM). Some of them feel that since many more stations have gone interconnected this year, NBC's increased video volume calls for a bigger station cut.

Agenda for the NBC convention has been tentatively set up as follows, with AM taking over Wednesday (13) and TV, Thursday (19):

Wednesday, Oct. 18

Welcome... Niles Trammell, NBC Chairman
President's Remarks... Joseph H. McConnell
SPAC Report
... Clair McColough, WGAL, Lancaster, Pa.
Report on AM... Charles Denny, Exec. V.-P.
AM Sales... Harry Kopf, AM Sales V.-P.
AM Programs... Charles C. Barry, Program V.-P.
News... William Brooks, News V.-P.

Thursday, Oct. 19

TV Picture... Sylvester Weaver, TV V.-P.
TV Production... Fred Wile, TV Production Head
TV Facilities... Carleton Smith, Director of TV
TV Sales... George Frey, TV Sales Head
TV Economics... Edward R. Madden, V.-P.

Friday, Oct. 20

Closed affiliates meeting.
NBC-affiliate meetings.

MUSICAL COMEDY

(Continued from page 8)

book, and the story, rather than the music, should have been telescoped.

In the Ethel Merman role, Martha Raye came thru with a sock performance. True, she overmugged occasionally, but she disposed of her vocalistics in fine order. John Conte, opposite, did just about as well, with Billy Lunn scoring a click as the slightly gamy gangster.

Production gave the show agility and fluidity, and the few ensemble numbers were handled well, using a

BILLY ROSE SHOW

(Continued from page 8)

ally all close-up and medium shot camera work. Thus full effectiveness of Chodorov's excellent writing, and the uniformly solid playing was achieved.

Everybody concerned with this preem rates kudos for a job well done, from producer Harris thru set-designer Rosse. Surprise thesping job was that turned in by veteran vaudeunitary comic Jackie Miles, as the not-so-timid poker player. Aside from a slight tendency to ham it up in the more intensely dramatic moments at the show's climax, Miles did a really fine acting job. Vye, as Sport, a cold-blooded gambler, did a realistic, believable lead job.

Rose himself, as before and after narrator, had a small case of "opening night" jitters, which he should overcome with a little more time before the cameras. Hudson commercials were authoritative and believable, not overdone and not too long. The same audience that loved the Damon Runyon yarns, in print or pix, the mob that goes for Rose's Pitching Horseshoes pillar will eat this one up. Joe Csida.

PULITZER PRIZE

(Continued from page 8)

menage yet never obscuring the action or actors' Credit for this, of course, also goes to the show's smooth unobtrusive lensing.

With the exception of a few sane characters, the loony family roles are the kind that make a bad actor look good and a good actor look superb. Since most of the cast are in the latter category, the acting was excellent. Charles Coburn of the flickers wisely underplayed the role of gramps, and Nydia Westman practically walked off with the show as the slightly pixilated mother. Dancer Joan McCracken didn't have much to do, but did that well. The only disappointment was movie actress Ella Raines, who gave a dismal performance. Alice, the only sane member of the family, has a thankless part at best which calls for a lot of personal charm to put it over. Miss Raines, who is a beauty, looked dreadful on TV, and her acting can only be described as amateurish. Perhaps it was due to an ignorance of TV technique, because the gal has always emoted nicely in films.

Schlitz Beer's commercials reflected the same quiet good taste of the rest of the show—brief, breezy and surprisingly adult. One of them pulled a neat reverse psychology twist by advising listeners to go into the kitchen while the commercial was on to get a cold glass of something, preferably Schlitz. June Bundy.

limited number in the groups and by-passing long shots. Any number of times, tho, the audio failed to keep up with the singers, and vocals faded annoyingly.

Procter & Gamble commercials for Tide and Camay hardly kept up to the standard of the show itself. Jerry Franken.

BRIEF AND IMPORTANT

"Songs" Not for Sale Yet on CBS-TV

CBS-TV last week temporarily shelved its "Songs for Sale" video show which was to go on October 7, 11-12 p.m., because it couldn't clear enough stations. In the Midwest, especially, did the web find that TV stations airing an hour earlier had prior commitments. The net is trying to find another slot for the program, which is rated a strong commercial prospect. Show stars Jan Murray.

Schaefer May Bankroll Red Barber Show

Indications last week were that Schaefer Beer would bankroll the Red Barber CBS-TV sports show. Program is on Wednesday evenings 10:30-10:45 following the fights, but probably will be shifted. Batten, Barton, Durstine & Osborn is the agency.

King-Trendle To Produce Adventure Aier

King-Trendle (K-T) Productions of Detroit signed last week with ABC to produce a new adventure-espionage series, titled "Adventures of Don Barkley." Show goes into the 8:30 p.m. Wednesday period, starting October 11. It will air live from Detroit. Pact followed cutting of an audition recently. K-T produce "The Lone Ranger" shows.

CBS Signs George Fisher as Movie Editor

Movie gossip George Fisher was inked exclusively by CBS as motion picture editor for its Pacific Regional web. He has been heard on CBS for the past five years, but also aired over other net stations. New pact will tie him solely to Columbia.

Elman To Head AM 'We, the People'

Dave Elman last week became supervisor of the radio version of "We, the People." The program, sponsored by Gulf, is on NBC Thursday evenings 9:30-10. Elman is the owner of the well-known "Hobby Lobby."

Cecil & Presbrey Shuffles TV Section

With the recent resignation of George Foley as head of its video department, Cecil & Presbrey last week restaffed and reshuffled its TV operation. Frank Gilday, account executive on Auto-Lite, becomes director of TV; Leo Langlois, formerly with Campbell-Ewald, will become executive producer; William Patterson, production supervisor, and Joseph Lamneck head up commercial production, assisted by John Donnelly and Frank Arundel.

Vail To Direct "Aldrich" Video Version

Lester Vail last week was appointed director of the video "Aldrich Family" by General Foods. The sponsor reportedly has not been pleased with the program's rating, and indications are that if it doesn't catch on soon something may be done about it. Young & Rubicam is the agency.

Toy Train Firm Speeds Into WABD

The A. C. Gilbert Company, makers of American Flyer toy electric trains, last week bought the 6:45 to 7 p.m. period Saturdays from WABD, New York. It will utilize a film show in that slot, starting October 28 in its annual pre-Christmas push.

Procter Finishes "Police Story," Gets Mounties Rights

Bernard Procter last week finished production on "Police Story," a new TV dramatic documentary series, and acquired video rights to "Northwest Mounted Police." In his deal for the Canadian Mounties, Procter gets their files and the right to use their barracks for location shooting for the new TV film package. Procter has both "The Big Story" and "Treasury Men in Action" on TV for sponsors.

Hardesty To Head NAB's Station Relations Dept.

Jack Hardesty, assistant director of the public affairs department of the National Association of Broadcasters (NAB), will take over as head of the association's new station relations department, it was announced last week by NAB General Manager William Ryan. Hardesty, who came to the NAB July 31 from WOIC, will concentrate on the NAB's new membership campaign, and will also do a "sales job" of seeking to "sell the NAB" to its own members. General Manager said that he and Hardesty will go on the road soon to contact manager said that he and Hardesty will go on the road soon to contact Elder as the NAB's assistant public affairs director. Elder, a public relations consultant, worked on Washington newspapers from 1938 to 1949, and since 1947 has been head of public relations for the District of Columbia Association of the Amateur Athletic Union.

Mike Jablons Now Asst. to Commissioner Hennock

Mike Jablons has sold his interest in Gainsborough Associates, Inc., to join the FCC as a special assistant to Commissioner Frieda Hennock. Jablons has had extensive experience in radio, having been with MBS and WNYC before becoming a packager. He is co-producer of the Buddy Rogers AM and TV shows, and "Talent Parade" on WOR-TV. His partner in Gainsborough, Nat Rudick, is buying Jablons' interest.

Detroit Ford Dealer Revives WXYZ-TV's Bowling Show

WXYZ-TV, Detroit, has sold "Make It and Take It," bowling show being revived for a 26-week season, to Floyd Rice, Ford dealer, thru Powell-Grant Advertising. Fred Wolf is commentator, with Wolf and the high man of each evening telling how to improve various players' games.

Ellery Queen Drafts Megger, Scriptor From Other Webs

The directing and scripting talent on the new Kaiser-Fraser Ellery Queen video series to be presented over the DuMont web is being tapped from other networks. Don Richardson, the director of "Mr. I. Magination" over CBS-TV leaves the show to take over meggering the new mystery show; the story editor and adaptor for the series will be Ethel Frank who exited her writing chore on "Cameo Theater," an NBC-TV package.

BOB HOPE—WLS SHOWBOAT REVUE, 1929

Sharp Chatter, Warbling Hoofing Tab Hope a Hit

Bob Hope stepped into the show-stopping category here with a consistently appealing line of chatter, warbling and eccentric stepping. The way he puts over his material with a winning personality boosts him high in the estimation of his augurs. Capable of an unbilled, pretty girl in several laugh-provoking scenes. Opens with a few "binary and

See
Inside Front Cover
This Issue

XMAS GOLD PANNING HECTIC

AFM Eases Up On Date Nixing In Victor Break

NEW YORK, Oct. 7.—In what appears to be a relaxation of its stringency against cancellation of record dates here, the American Federation of Musicians (AFM) has found that RCA Victor is not liable for a canceled Jane Pickens session recently. The diskery is obliged to pay only for the session which was carried thru a week later, and for a few tootlers who were scheduled to play the original date and were not used when the date was actually held.

The date had been canceled with a day's notice to the musicians when Miss Pickens notified the diskery that she had been taken ill. The union, standing on its no-cancellation rule, at first insisted that the men be paid notwithstanding. A situation like this represents a dead loss to the diskery because the AFM also bars pre-recording (tracking) of the instrumental part of the session and subsequent dubbing of the vocalist. Heads of the several major waxeries have been conferring with AFM and Local 802 reps on this question, and the new ruling on the Pickens date would appear to be a sign that the record men have won a point.

It is also reported that the AFM is considering easing its ban on pre-recording in cases where it can be definitely established that the featured performer was really ill.

Damone, Merc Sign Renewals

NEW YORK, Oct. 7.—Vic Damone has completed a renewal long-term waxing pact with Mercury Records. The deal was negotiated by the singer's personal manager, Marvin Cane, with Mercury Veepee Joe Carlton. Damone's agents, the William Morris Agency, also pitched on behalf of the warbler. The deal calls for a five-year term to follow on top of the expiration date of Damone's current paper, which will run out in about nine months. The inking of the Mercury deal kills a steady flow of trade reports that Damone was headed for another diskery.

The five-year deal guarantees Damone in the vicinity of \$45,000 annually. Mercury and the singer will split the cost of his dates. The contract also has specific clauses involving minimum promotion and exploitation expectation.

To Get Accent

With the new pact under its belt, Mercury intends to peg a good deal of its pop effort around the work of the singer. Damone is now in Hollywood at work on his first flicker and reportedly has inked a fresh three-year MGM movie deal. The diskery plans to capitalize on Damone's still-blossoming efforts. The movie deal had originally bred reports that Damone would sign with MGM diskery affiliate. Other rumors had Damone talking with both Victor and Columbia. Incidentally, Damone has been with Mercury since the label's inception.

Damone has been the label's hottest attraction in the past few months, with a string of swift-selling platters including *Tzena, Tzena, Tzena; Just Say I Love Her, I Love the Gal, Cincinnati Dancing Pig* and *Vagabond Shoes*.

CHRISTMAS SONGS, WINTER SONGS GEARED FOR PEAK ACTIVITY IN DECEMBER

* Indicates song which is being carried over from last year for a top plug effort in the coming season. Such a song, in most cases, has drawn new recordings which are listed. This list excludes such stand-by seasonal standards as "White Christmas" and "Winter Wonderland."

Publisher: St. Nicholas Music
* "Rudolph the Red-Nosed Reindeer": Gene Autry (Col), Ken Griffin (Col), Red Foley (D), Harry Babbitt (Coral), Spike Jones (V), Montana Bill (V), Smiley Burnette (Cap), Sugar Celia Robinson (Cap), Korn Kobblers (MGM), Eddy Howard (Merc), Teddy Black (Dana), Billy Cotton (London), Caroleers (Varsity).
* "When Santa Claus Gets Your Letter": Gene Autry (Col).

Publisher: Santly-Jay
* "Red Cheeks and White Whiskers": Blue Barron (MGM).

Publisher: Shapiro-Bernstein
* "It's a Marshmallow World": Bing Crosby (D), Johnny Desmond (MGM), Arthur Godfrey (Col), Vic Damone (Merc), Vaughn Monroe (V), Anne Shelton (London), Ray Anthony (Cap).

Publisher: General Music
* "Santa Claus Got Stuck in My Chimney": Ella Fitzgerald (D).

Publisher: Beacon Music
* "Little Toy Village": Ernie Benedict (V).

Publisher: Arena Stars
* "Mommy, Won't You Buy Me a Baby Brother?": Spike Jones (V).

Publisher: Fergie
* "You're All I Want for Christmas": Bing Crosby (D), Frankie Laine (Merc), Johnny Desmond (MGM), Frank Gallagher (Dana), Hugo Winterhalter (Col), Joe Graydon (Coral), Seger Ellis (Bullet).

Publisher: Bradshaw
* "Little Christmas Tree": King Cole Trio (Cap).

Publisher: Leeds
* "Christmas Lights": Ernest Tubb (D), Andrews Sisters (D).

Publisher: Pickwick (Leeds Affiliate)
* "Mole Kalkikima" (Merry Christmas in Hawaii): Bing Crosby-Andrews Sisters (D).

Publisher: Biemon (Leeds Affiliate)
* "The Christmas Tree Angel": Andrews Sisters (D), Fran Allison (V), Arthur Godfrey (Col), Art Lund (MGM), Bill Bickie Trio (Coral).

Publisher: Dechase (Leeds Affiliate)
* "Christmas Polka": Jimmy Wakely (Cap), Frank Yankovic (Col), Uniques (London).

Publisher: Hill & Range
* "Frosty the Snow Man": Gene Autry (Col), King Cole Trio (Cap), Red Foley (D), Curt Massey (London), Ray Rogers (V), Jimmy Durante (MGM), Harry Babbitt (Coral), J. L. Wolfe (Bullet), Vaughn Monroe (V).

* "C-H-R-I-S-T-M-A-S": Eddy Arnold (V), Ernest Tubb (D), Rosemary Clooney (Col), Al Morgan (London).

Publisher: E. B. Marks
* "Parade of the Wooden Soldiers": Mindy Carson (V), Andrews Sisters (D).

Publisher: Broadway
* "Christmas in My Heart": June Winters (Merc), Fran Allison (V), Percy Faith (Col).

Publisher: Famous-Parade
* "Silver Bells": Dick Contino-Pontane Sisters-Hugo Winterhalter Ork (V), Doris Day

(Col), Margaret Whiting and Jimmy Wakely (Cap), Kitty Kallen and Richard Hayes (Merc), Shep Fields (MGM), Bing Crosby and Carol Richards (D), George Cates (Coral).

Publisher: Burke and Van Heusen Associates (Affiliated with Famous-Parade)
* "A Crosby Christmas": Bing Crosby and His Four Sons (D). (Above is comprised of four separate songs listed below.)

* "That Christmas Feeling": Bing Crosby (D).

* "Poppa Santa Claus": Bing Crosby and Andrews Sisters (D).

* "I'd Like to Hitch a Ride With Santa Claus": Andrews Sisters (D).

* "The Snow Man": Only available on dialing of "A Crosby Christmas."

Publisher: Regent Music
* "Christmas Spell": Anne Shelton (London).

Publisher: Mills Music
* "Sleigh Ride": Boston Pops, Freddy Martin, Three Suns (all on Victor); Ethel Smith, Andrews Sisters, Leroy Anderson (all on Decca); Jan Garber, Capitol Symphonic Band (both on Capitol); Madcaps (London), Johnny Desmond (MGM), George Cates (Coral), Percy Faith (Col).

Publisher: Walt Disney Music
* "Christmas Symphony": Perry Como (V), Shep Fields (MGM).

* "Jingle-a-Ling": Richard Hayco-Harmonists-George Bakstman Ork (Merc), Dick Contino-Pontane Sisters-Hugo Winterhalter Ork (V), George Cates (Coral), Frank DeVoi (Cap), Andrews Sisters (D).

Publisher: Al Galileo Music
* "Snowy White Snow and Jingle Bells": Vaughn Monroe (V), Toni Eager (Col), Primo Scala (London), Andrews Sisters (D).

Publisher: United Music
* "Winter Walks": Frankie Carle (V), Russ Morgan (D), Trudy Richards (MGM), George Cates (Coral).

Publisher: Supreme Music (Affiliate of Regman-Vocco-Cann)
* "If I Were Santa Claus": Guy Lombardo Ork (D).

Publisher: Lombardo Music (Affiliate of Regman-Vocco-Cann)
* "Looks Like a Cold, Cold Winter": Bing Crosby (D), Mindy Carson (V), Tommy Tucker (MGM), Georgie Gibbs (Coral).

Publisher: Laurel Music
* "Jolly, Jolly, Jingle": Vera Lynn (London), Blue Barron (MGM).

Publisher: Capitol Songs
* "Till He Comes for Christmas": (Took song over from E. H. Morris this year with Bing Crosby (D) and Perry Como (V) available.)

* "Christmas Candy": Margaret Whiting and Jimmy Wakely (Cap).

* "Do You Believe in Santa Claus?": Jerry Marlowe (Cap).

Publisher: Choice Music
* "Blue Christmas": Billy Eckstine (MGM), Hugo Winterhalter (V), and from last year Hugo Winterhalter (Col), Russ Morgan (D), Ernest Tubb (D), Jesse Rogers (V).

Kidiskers Ready for Record Exploitation War in Field

NEW YORK, Oct. 7.—Children's record manufacturers, responsible this year for the finest crop of kidisks in the industry's history and aware of the tremendous growth of the market, are geared for the biggest exploitation war the field has seen. The line leaders are ready and forces are marshaled to bombard the market on all levels, distrib, retail and consumer. Some diskeries have pegged their push on exclusive character creations, on Disney titles, on name artists, pop-kiddie tunes, fancy art packages and over-all line stability.

Major share of the money, as usual, will be laid out by several of the majors and a newcomer, Children's Record Guild.

CAPITOL'S PROBLEM

Capitol, facing serious competition from other majors for the first time in several years, is committed for \$200,000 in consumer magazine ads. Peg will be the newly created "Bozo seal of approval," cashing in on the

popular acceptance of Cap's own Bozo character. Bozo himself will be pushed via the diskery's licensing of a raft of new Bozo products, such as kiddie clothing and toys. Six Bozo toys are being sold disk dealers by Capitol salesmen. The outfit, which rocketed to success in the field with its introduction of the "record reader" packages, is now placing heavy emphasis on a new single-disk line retailing at \$1. Among these are three based on Warner Bros.' cartoons (*Twetzie Pie, Bugs Bunny and Daffy Duck*). Another is based on the flick, *Destination Moon*. Other regular album sets and readers include material with such heavily established names as Bozo and Hopalong Cassidy, and a new one with Baby Snooks (Fanny Brice). All Cap kidisks are now released simultaneously on standard flex and 45 r.p.m.

DECCA GIRDING

Decca, whose kidisk program was allowed to lag in favor of pop hits (See *Kidiskers Ready* on page 19)

A Special Children's Section will be found on the last two pages of this department.

Pubs Frantic With 24 New Disked Songs

And That's Just Pops

(Continued from page 4)

them. And the list only touches lightly on country and Western and rhythm and blues seasonal entries, both fields usually producing as many, if not more, individual products than the pop field.

Critics Score Moves
The divers activity being poured into Christmas ditties publisher-wise, as well as record-wise, is considered in some trade quarters to be ridiculous in view of the fact that the annual returns on seasonal stuff is restricted to no more than three new items as a rule. Tradesmen feel that the effort of clefters and pubbers—all looking for another *White Christmas*—is greatly exaggerated in view of the high odds involved. Some top publishers, like the Chappell firms, the Big Three and the Warner Bros.' firms, have steered clear of new Christmas material this year and will make only routine efforts with seasonal standards.

Some pubbers are making indirect stabs for Christmas action with songs which are primarily designed for the winter season generally. Such songs include Mills Music's *Sleigh Ride*, which scored lightly as an instrumental by the Boston Pops last year and now has a Mitch Parrish pop lyric and a 100 per cent diskery coverage; Disney's *Jingle-a-Ling*, which was drawn from a Disney featurette, *Beaver Valley*; Shapiro-Bernstein's *It's a Marshmallow World* and Regman-Vocco-Cann's *Looks Like a Cold, Cold Winter*.

Diskeries Moan
Disk execs, too, are moaning about the heavy number of out-and-out Christmas waxings which they were forced to turn out because of the publisher pressure. So far, 101 new recordings of new seasonal material have been listed, with many more still in the offing. These diskings, representing efforts mainly of the majors, cover only pops and do not include the dozens of country and rhythm and blues as well as international waxings geared for the Christmas market.

Aussie Flickers In APRA Pact

SYDNEY, Oct. 7.—The Australian Performing Rights Association (APRA) has at last concluded an agreement with pic theaters thruout Australia for a period of five years ending December 31, 1954. Arrangement provides that theaters with a gross weekly take, less amusement tax, of \$10,500, shall pay an annual fee of \$13 per 100 seats per annum; those under \$10,500, \$6.50 per 100 seats per annum. Suburban and country theaters pay 75 cents per 100 seats annually when showing one night a week, and rising to \$3.12 per 100 seats for a theater showing six nights per week.

Under the agreement, exhibitors must pay immediately any outstanding fees due under the old agreement. The old rates came into force in May, 1940. The license given exhibitors gives them legal authority to perform publicly any and every musical work, including words, and provides that APRA will indemnify an exhibitor against any claim made on him for breach of copyright.

Capitol Sales Hit Peak for Fall, Winter

Top Disks Hit New High

HOLLYWOOD, Oct. 7.—Capitol's biz is booming, with sales orders for its fall-winter program alone topping last year's pre-yule drive by more than a \$1,000,000. Furthermore, Cap has more top selling disks at this time than it has had in years.

According to Cap's reports, King Cole's *Mona Lisa* is in the 920,000 bracket, while Kay Starr's *Bonaparte's Retreat*, Les Paul's *Nola* and the Kay Starr-Tennessee Ernie *Never Be Free* have passed 500,000. According to Cap Presy Glenn E. Wallichs, the firm is heading for a banner year. Top sellers passing the 300,000 mark include the Nat Cole-Stan Kenton *Orange Colored Sky*, Dean Martin's *I'll Always Love You*, Jo Stafford's *No Other Love* and Joe Fingers Carr's *Sam's Song*. Within two weeks, the Margaret Whiting-Jimmy Wakely *Bushel and a Peck*, backed by *Beyond the Reef*, has crossed the 100,000 hurdle. Others topping 100,000 include Gordon MacRae's *Just the Way You Are*, Hank Thompson's *Humpy-Dumpty Boogie*, Ray Anthony's *Count Every Star and Can Anyone Explain?*, Stan Kenton's *Easy Go*, Jan Garber's *I Love You Because*, Les Paul's *Goofus* and Julia Lee's *My Man Stands Out*. Anthony's *Harbor Lights*, backed by *Nevertheless*, is starting faster than any of his more recent releases.

For the second time in six weeks, Capitol has had to skip a release to allow its plants to keep up with orders. Its Los Angeles plant is at present doubling its last year's production, while the Scranton, Pa., factory is operating at capacity.

Execs Huddle On New Canada Logging System

NEW YORK, Oct. 7.—Talks between American and Canadian music execs have been held relative to a projected change in the method of logging tunes played over the Canadian air. The Canadian Association of Publishers, Authors and Composers (CAPAC) now logs tunes performed over the Canadian Broadcasting Corporation (CBC) network. Those objecting to this system would prefer that tunes performed over the indie outlets also be logged. Music on the CBC, it is claimed, puts considerable emphasis on cultural and standard material, to the detriment of pop material.

American publishers do not see eye to eye on the matter as yet. The Warners Music group is reportedly in favor of the new plan, whereas Chappel & Company, Inc., is in favor of the prevailing method. One top music exec stated that the advisability of inaugurating the projected new system was doubtful.

A pop publisher, however, maintained that a more exact calculation of pop as well as standard material would rebound to the benefit of the pop publishers. He pointed out that pops in Canada are widely performed in cabarets, dance halls, etc., but the CAPAC distribution system, based on the radio yardstick, takes little account of such performances.

News Review

Victor Shoots "Rootie Tootie" Works in TV-Aimed Kidisk Bally

NEW YORK, Oct. 7.—The Rootie Tootie Luncheon Club, a unique kidisk promotion co-sponsored by RCA Victor and Bruno-N. Y., local Victor distributor, premed at the Carnival Room, Capitol Hotel, last Saturday (30). The combination luncheon-show offering played to a near-capacity house, which included 250 Annie Oakleys handed local disk dealers. Room holds approximately 750.

Provided the show goes on TV, and that a number of flaws can be remedied, the format should pay off in disk sales. (At this writing, the package was virtually set to tee off on WNBT October 14. Question of sponsorship remains unsettled, tho there's a strong possibility it may go network, in which case local Victor distrib may have a chance to pick up the tab on a co-op plan.)

The initial show, figured for a half-hour deal, actually ran about 30 minutes over, which left the small fry with ravenous appetites and restless spirits. The problem of serving hot meals to the large crowd simul-

taneously proved a tough nut, and decided Victor's test crew against food at future segs. As it now stands, there will be a half-hour show, from 11:30 to noon. Admission charge also will be dropped, and tickets may be obtained gratis from Victor disk dealers or WNBT. At the tryout, the tab was \$1.85 for kids, \$2.85 for adults. This included lunch, show, tips, tax and gifts.

Carlin Intro

The show itself was introduced by genial Sieve Carlin, head of Victor's kidisk department, who also produced the package. Carlin in turn introduced (See VICTOR SHOOTS on page 18)

Philly Ork May Tour Europe-If

PHILADELPHIA, Oct. 7.—If the dollar shortage in Europe can be overcome, the Philadelphia Orchestra, nation's leading symphony troupe, will make a month-long tour of Europe in 1951. Eugene Ormandy, the orchestra's conductor, just returned from abroad, said that the people over there think Philadelphia is filled with millionaires who should send the orchestra over to play for them.

European tour, like the one the orchestra did last year in Great Britain, can be undertaken only if the full cost is guaranteed by its sponsors, said Ormandy. Ormandy met with Harold Fielding, London promoter, who arranged the orchestra's 1949 concerts in Britain, to discuss plans for the proposed tour next year. The tour would begin in May, after the orchestra's annual visit to Ann Arbor, Mich., or in September.

AFRA, Diskeries Up in Air

NEW YORK, Oct. 7.—The American Federation of Radio Artists (AFRA) and reps of major record companies had an inconclusive talk Thursday (5) relative to setting scales for vocalists and signing groups. One of the problems is the fact that it is apparently very difficult to get all key execs present in one conclave. One of the top disk execs stated that companies would soon decide whether they would deal with AFRA individually or in concert.

Vega Preps LP Low-Price Disk

NEW YORK, Oct. 7.—A third low-price 33½ disk, Vega Records, is readying operations on a national scale, competing with the Remington and Varsity-Royal cut-raters. Vega has had a series of 99-cent, 10-inch LP's on the market for some three months, selling thru the Emporium in San Francisco, May & Company in Los Angeles, Hudson Ross in Chicago and other area outlets.

Vega is manufactured by Trumpis-Collar, California engineering and consulting firm numbering among its subsids Universal Plastics and Masterbilt disk pressing machines.

To date Vega has released pop, Western and light novelty material, and has proceeded on a local and regional basis. The company claims that its self-developed materials and pressing techniques can produce a 98-cent 33½ disk with sufficient margin to enable it to give 50-and-10 terms to distributors or retail outlets willing to co-operate with major paid advertising. The firm is now lining up distributors on a national basis.

BMI To Decide on Outside Licensing in Can. Market

NEW YORK, Oct. 7.—Broadcast Music, Inc. (BMI), brass within a few days will probably decide whether to engage in so-called outside licensing in Canada. This would mean licensing of all music users in the Dominion, including cabarets, dance halls, ballrooms, theaters and parks. In addition to broadcasters. Execs of BMI, Ltd., and of the parent BMI org here, are slated to go into session Monday (9) to thrash out the matter.

Thus far, BMI in Canada licenses only the broadcasters. It is known that ballrooms and some users of music have been wooing the organization for a licensing set-up, inasmuch as this would create a more competitive situation with regard to the Canadian Association of Publishers, Au-

thors and Composers (CAPAC). CAPAC does license ballrooms, etc.

In the United States BMI engages in outside licensing. That the day is coming when it will make the move in Canada is true beyond a doubt. The question is when. From BMI's point of view there is a moral obligation to widen the Canadian licensing field inasmuch as, under the current set-up, the broadcasters are absorbing the entire burden of the disbursement of funds.

A decision, one way or another, will have to be made rapidly, inasmuch as performing rights societies—including BMI and CAPAC—are required under Canadian law to file a schedule of maximum rates with the copyright appeals board by October

MGM To Issue First Longhair On October 20

NEW YORK, Oct. 7.—MGM Records, which has been readying a longhair line for some six months, will break with its first classical disk release October 20. The line, which will be known as the Popular Classics Series, will start with four new albums and three single diskings. Most of the albums in the series will be issued only on 33½ and 45 r.p.m. platters, with a rare package skcedd for 78 r.p.m. merchandising. Singles will be issued on 45 and 78 only. Material for the line has been culled from domestic and foreign sources and will eventually include wax from the Musicraft catalog, which now is in the hands of MGM.

The high spot of the first release will be the first complete modern recording of Tchaikovsky's ballet music, *Aurora's Wedding*, recorded by the Royal Opera House Orchestra of Covent Garden under the leadership of Warwick Braithwaite. Music is actually the third act of the composer's *Sleeping Beauty*, a featured piece of the Sadler's Wells Company. MGM will tie this set-up with the English ballet company's current visit to this country. Other Sadler's Wells ballets will serve as sources of repertoire for MGM.

Package Included

Others in the first release include a package of brief orchestral evergreens tagged *A Promenade Concert*, pianist George Copeland playing a group of Debussy piano pieces and a Bach organ package performed by Carl Weinrich. The Bach set will be available only on long-play platters.

The single disks will feature sides by Lauritz Melchior, Donald Dame and a house orchestra led by Macklin Marrow.

The diskery also has completed arrangements to complement its catalog with standard orchestral works recorded in England by the London Philharmonic Orchestra.

Leeds To Set Up New Brit House

NEW YORK, Oct. 7.—Leeds Music execs Wednesday (10) depart for England to set up a British affiliate for the Pickwick catalog. Operation will be known as Pickwick Music, Ltd. Details are being set by Lou Levy, Leeds president, and Sal Chiantia, executive vicepres, both of whom are going abroad to crystallize the deal.

Plan is to establish Pickwick Music, Ltd., branches in France, Italy, Belgium and Scandinavian countries by January 1, 1951. Leeds, however, decided to act rapidly in settling up the British office in view of the fact that two Pickwick songs are breaking well in England. These are *Beloved, Be Faithful* and *Stars Are the Windows of Heaven*. Levy will take to England masters of the Bing Crosby-Andrews Sisters' Decca waxing of *Mele Kalikimaka*, Hawaiian Christmas song.

31. Should BMI decide to engage in outside licensing, appeals board will have to get the rates, in order that music users might have a chance to have a look-see and argue against them if so minded.

CAPAC, too, must file its new rate schedule. It has been stated that CAPAC rates will remain substantially the same as last year.

For News About **The Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Radio Show Plug For Sheet Music Set for NBC Key

NEW YORK, Oct. 7.—Half-hour radio show, tentatively titled *Songwriter's Hall of Fame*, plugging sheet music and the music business on an industry-wide level is slated to kick off over WNBC, NBC key outlet here. Once the show is established over the New York flagship, it is likely that it will be aired over all of the owned-and-operated stations of the network. Deal was set this week by Arnold Shaw, chairman of the music industry's public relations committee, one of several committees working to devise means of promoting the sale of sheets, and Ted Cott, station manager.

The committee includes Walter Douglas, chairman of the board of Music Publishers' Protective Association; Charley Tobias, clefper and vice-president of Songwriter's Protective Association; Joe Csida, The Billboard, and Abel Green, Variety.

Program will be a disk jockey-type format, each show being in the nature of a salute to a noted clefper. Disks used on the show will document and sketch out the clefper's biography, program will be offered for sale, and, if sponsored, all participants will be paid, but the money will be kicked back into an industry promotion fund.

On Wednesday (11), the committee and pubber and clefper execs will meet to kick around details not yet set.

Public relations committee, incidentally, is working on other methods of promoting sheet music. Charles Tobias has a TV package in the works, and radio and TV talent, including jockeys, are being contacted.

A number of artists, including Rudy Vallee, have indicated willingness to pitch. Ditto Dave Miller and other jockeys.

Beneke Skedded For Palladium

HOLLYWOOD, Oct. 7.—Palladium Ballroom here is turning into this year's battleground of the Glenn Miller-styled bands, with Tex Beneke the latest inked to mount its podium. Beneke will open December 19 and be followed January 23 by the Ralph Flanagan ork. So far, Palladium drew top biz with Jerry Gray, and expects a hefty turnout for Ray Anthony, who opens Tuesday (10).

Heretofore Beneke has held the holiday season booking at the dancery. His return this year during the same time may offset proper comparison of the drawing power of the four bands, inasmuch as the Christmas season brings an unusual turnout as compared to other times during the year.

New Switch: Pubs Get Too Much \$\$

NEW YORK, Oct. 7.—Usually it is the music publisher who squawks about the size of royalty checks from diskeries. This week there was a switch to this situation. London Records, in a letter to pubbers, advised the latter that London had overpaid them in the last royalty statement.

Pubbers received the London statement several weeks ago. The statement had been delayed owing to London's installation of new International Business machines.

Several pubbers, queried this week, were at a loss about what to do in view of London's claim of overpayment. Some pubbers stated they had already apportioned some of the royalty money to songwriters.

Do's and Don'ts for Network Spinners Outlined by Poole

Editor's Note: Bob Poole this year was voted top jockey by the deejay fraternity in The Billboard's Fourth Annual Disk Jockey Poll (The Billboard, October 7). The spinner, whose show, "Poole's Paradise" is heard over more than 400 stations of the Mutual network, here outlines a modus operandi for the network jockey.

"A network disk jockey shouldn't try to compete with local spinners in any way," according to Bob Poole, who airs two across-the-board platter shows on the Mutual web from 11:30 a.m. to noon and 3 to 4 p.m. "You can never top the local deejay for audience loyalty," says Poole. "and, besides, you don't know who you're running against at various times of the day. A net guy has to build a personality for himself that will make the locals pick him up. After all they don't have to use the show if they don't want to."

"One of the basic differences between net and indie d.j. shows," explains Poole, "is in selection of music. You have to remember that national tastes are very different from local tastes, and you can't specialize in one type of music. On my morning show I play seven disks, one novelty, one Western or folk, two pop ballads, two standards and one rhythm. Right now hymns, spirituals and religious music are in demand. When I first tried playing one classical number a day the reaction was unfavorable, but now my mail runs about 40 per cent for classical and 60 per cent against. I toss in a kid disk once in a while during the summer and vacation times."

Poole is emphatically against a network jockey's playing favorites with the disks. "Song-plugger pressure gets terrific at times," admits Poole, "but you have to forget your own likes and dislikes. The local jockey can get audience reaction to anything he plays almost immediately, but it takes a net guy at least two weeks to get the same reaction. If you play the wrong thing, that delayed audience reaction can almost kill a show and certainly cost you a lot of listeners." In line with this, Poole says he isn't interested in being the first spinner to play a new record, and he cautions that the network deejay must always explain things to the audience that might not need an explanation on a local station. "If you're dubious about certain records," advises Poole, "give them a big intro build-up instead of just tossing them on the turntable."

Another danger sign for the network disk jockey is the matter of time. "You must be extremely careful not to mention the time of the day," warns Poole.

The affiliates also present a programming problem in that many of the local stations' spinners also act as engineers and monitor his show. Poole tries to tailor the production format to allow them to cut in on the air and help inject the show with some local appeal. He also has to take into consideration the fact that many stations cut his hour broadcast into quarter-hour segments. "A network jockey has the important job of maintaining good station relations for the web," opines Poole, "and I've

found that it pays off to interview deejays and other program people from the affiliates on my show. The audience likes it too."

Advantages

On the plus side, Poole observes that the network spinner has access to certain facilities that only a net station would have (sound effects, library, etc.), and his national audience makes it easy to get big-name guests. Poole is located in New York and varies his guest list with movie, radio and other type personalities in addition to recording artists.

Poole, who was a local disk jockey for 10 years before he joined Mutual in 1948, notes that audiences are less inclined to write to a network disk jockey. "You have to try to break down a natural barrier between you and the local listeners," says Poole, "and I personally never touch on religious, political or other controversial subjects." The Mutual spinner builds up a bond between himself and local listeners by talking up his real home town, Stoneville, N. C., playing himself as a small-town guy who just happened to make good in the big city. He even lapses into his Southern lingo every now and then. "The worst thing I could do would be to go Broadway," observes Poole. "My audience would resent it."

Apropos of this small-town-boy slant, Poole sparked his best audience reaction with a sorrowful comment on Shirley Temple's divorce. Thousands of small-towners wrote that they felt "just the same way."

Poole used to ad lib most of the time when he was spinning 'em on WNEW, New York; WBIG, Greensboro, N. C., and WWL, New Orleans. On network shows, tho, he feels that a script or outline is essential. On his present show he dabbles a bit in ad lib for his half-hour morning show, but his hour afternoon program is mostly script which he writes himself, with an occasional assist from a free-lance scripter. His staff lines up as producer (Larry Dorn), engineer and sound effects man.

Chappell Forms Standard Set-Up

NEW YORK, Oct. 7.—Chappell Music will set up a standard department to handle tunes from all of its affiliated pubberies in order to achieve maximum exploitation of the firms' catalogs. Department, to be patterned after the standard set-up at the Warner Bros.' pubberies, will be headed by George Gilbert, veteran music man who at one time worked in the Chappell professional department. The operation will be supervised by general professional Manager Stan Stanley.

The department will dust off inactive show scores like the Gershwin *Porgy and Bess*, will follow up on catalog material used in new movie scores and will attempt to stir revival activities for catalog material in groups of 10 and 15 songs at a clip.

Modern Kicks Off

RPM Subsid Disks

HOLLYWOOD, Oct. 7.—Modern Records is launching its subsid label, RPM Records, thru a new web of 25 distributors, thereby permitting the firm to have two outlets in a single territory.

Coast-based indie found many of its distributors unwilling to absorb too many releases of the Modern line. Hence to avoid existing distributors carrying heavy inventory, it is funneling its subsid label to the new distributors.

RPM's talent roster will differ from artists on the Modern label, but label's policy will adhere to the rhythm-blues line held by Modern.

TV-Film Synch Deal, New Type, Used by Heidt

NEW YORK, Oct. 7.—Horace Heidt, one of the first TV-film producers to sign American Federation of Musicians (AFM) Prexy James C. Petrillo's 5 per cent royalty pacts, is buying synch rights from pubber's agent Harry Fox for tunes used in his filmed *Youth Opportunity Program*.

Show differs from the Snader and other productions using synched music in that it is filmed for one-shot use as a sponsored series over a national network in a choice time spot (Philip Morris, CBS-TV, Mondays, 9-9:30 p.m.). Pubber's licenses stipulate that the synch is for a single use. The film is destroyed after one showing by virtue of Heidt's agreement with Petrillo.

Because of the unique nature of the Heidt package, no set scale for synch rights has been worked out. Fox merely informs Heidt what the individual pubber wants for his tune. The price so far has averaged between \$25 and \$75; some pubbers have refused Heidt's use of their tunes at any price. Oddly enough, the character of the tunes has had no set bearing on the synch price—valued standards have been sold for less than transitory pop novelties. Licenses do prohibit production treatment of show tunes in the manner in which they were originally staged. Altho he could not be reached for comment, Heidt exec Lee Savin is understood to be Heidt's representative in tune negotiations with Fox, as well as with some individual pubbers.

5 Each Show

Heidt uses five tunes in each show. The program debuted Monday (2); there are four or five programs in the can.

The Snader synch formula, \$50 advance against 20 per cent of the gross accruing from films (The Billboard, October 7), is predicated on repeated uses of individual films, sold either on a library-service or open-end basis to anyone with the price—an altogether different proposition from the Heidt set-up. The disparity of these shows highlights the music publisher's predicament in selling his rights for the new medium—it's all so new that he doesn't know how much to charge.

James Registers 82G at Mitchell

HOLLYWOOD, Oct. 7.—Harry James broke all records at the Mitchell (S. D.) Corn Festival September 25-30, grossing \$81,922.73 for the stand. James played event for a \$20,000 guarantee against a 50 per cent split, netting batoner \$35,000. It was the 58th annual fair held in the town of 12,000 people. Each year, event books a name attraction to play Corn Palace. Last year Bob Crosby and Skitch Henderson shared top billing.

Zeke's Dilemma

NEW YORK, Oct. 7.—Zeke Manners, who has a five-time-a-week disk jockey show on WJZ-TV has been after a record deal for some little time (he formerly recorded for several labels). Last week he got a bid from Capitol Records, but on the same day the Cap deal came along, Manners picked up RCA Victor, thru New York distributor Bruno-NY. Now Zeke doesn't know whether to plug RCA Victor or go Capitol.

Sweet Note

WASHINGTON, Oct. 7.—Music stores in New York showed unusual business gains in August, Census Bureau announced this week. As compared with July, receipts jumped 49 per cent. As compared with August, 1949, business was up 31 per cent. The large August increase pulled business for the first eight months of the year to 14 per cent above the comparable 1949 period.

Fed. Red Bd. May Curb Hysteria

Now Shaping Up

(Continued from page 4)
zations and their members will become a formal periodic function of the federal government once the new board takes office, this should give industry people in showbiz as well as elsewhere an official source to turn to for determining whether an accused person is or isn't affiliated with Communist activities.

Under the new set-up, the attorney general's list of subversive organizations will continue to be the official one, with the Subversive Activities Board empowered to make final determination. Membership lists will not be publicized, but the Subversive Activities Board will keep a record of members as well as lists of contributors of money other than dues. Once the list of Red-front organizations is publicized, however, any person continuing to hold membership or otherwise contribute money to the branded organizations will be adjudged by the board to be a Communist front.

Officials said that they expect "a reasonable length of time" will be given for anyone to withdraw from membership once the list is publicized. Legalists further explained that anyone who now holds membership in any organizations already on the attorney general's "subversive

RCA Boosts Lanza 'New Orleans' Disk

NEW YORK, Oct. 7.—RCA Victor is unloading a heavy pop promotion for Mario Lanza's Red Seal dishing of *Be My Love*, a tune he sings in the *Toast of New Orleans* pic. A special dishing, with *Love* on one side and Lanza talking and warbling bits of other tunes from *New Orleans* on the other, is being sent to pop jockeys.

Distributors are being cued to push the platter with juke ops; dealers will be supplied with streamers, and an ad campaign slanted at the pop market has been scheduled.

list" which has existed for several months will "automatically" fall into the Red-front category inasmuch as "ample time" has been given to them for their withdrawal.

While numerous attempts to revise the law are certain to develop when Congress resumes its session late next month, it is figured presently that the basic machinery of the Subversive Activities Board will withstand changes. None of the criticism leveled at the law from administration quarters has suggested changing the procedure of requiring periodic reports on dues-paying and non-dues-paying members of organizations on the attorney general's subversive list.

The biggest question on the law's future involves its fate in the courts. Communist party leaders have already made known their intention to resist disclosing their membership lists and financial data to the government, and a court case is certain to ensue. Whether Communist party front organizations will follow the procedure of the Commies in resisting the law has not yet been made clear.

Meanwhile Federal Communications Commission (FCC) legalists are seeking to determine what new rules or policy must be formulated by the Commission to carry out the law's mandate that Red-front organizations sponsoring radio or TV programs must be clearly identified before and after each airing. Under the law, any organization listed as subversive by the attorney general must be so identified. Legalists here said that this provision will become effective as soon as the new Subversive Activities Board issues an appropriate order, copies of which will be sent to broadcast and television stations.

Loew's & MGM Deny Charges

NEW YORK, Oct. 7.—Loew's, Inc., on behalf of its subsidiary, MGM Records, this week made general denial of all allegations in the infringement suit started by International Music Company against Hill & Range Songs, Bob Wills Music, Inc., Decca Records and other recording companies. The suit involves the recording and publishing rights to *Rag Mop*.

Loew's, in addition, made a counterclaim against Hill & Range and Bob Wills. Loew's claims that both companies, when they licensed Loew's to record the tune in January, 1950, represented themselves as sole owners of the rights to the song and as having the authority to license it. Loew's claims that it agreed at that time to pay royalties to those two companies.

Loew's further claims that it is entitled to be indemnified for any amount International Music may recover by a judgment against Wills and Hill & Range.

Anti-Commie Kettle Still A-Simmering

Incidents Keep Popping

(Continued from page 4)

questions relating to the employment of individuals suspected of being disloyal to the United States, summarized their views as follows:

1. "In view of the contributions of the broadcasting industry to the maintenance of the principles of Americanism, it is clearly evident that we are and have been alert to the threat of Communism to the peace of the entire world, and we are aware of the danger which could result from infiltration by Communists and Communist sympathizers in the various branches of American industry and means of mass communication, including broadcasting.

2. "In difficult times like the present it is especially important that a course be maintained which will assure full security and, at the same time, preserve individual liberties. It is of paramount importance to avoid enabling Communists or Communist sympathizers to control or influence any of the processes of mass communication, including specifically radio and television. At the same time, we believe that each case in which an individual's loyalty is questioned ought to be considered by the employer or prospective employer in the light of all the information available to him bearing on the individual and on the charges.

3. "A committee will be appointed to study ways and means of attaining these objectives, to report back and to make recommendations to the full conference."

Defends la Wicker

In the meantime, Monday (2), Eddie Cantor gave the second of his fabulously successful one-man shows at Carnegie Hall in New York, and wound up the performance by talking to the capacity audience about the Communist and black list issues. He came out strongly for a continuance of the fight against Communism, despite the comparatively favorable current situation in Korea and, at the same time, he warned against black lists. He personally vouched, for example, for Irene Wicker's innocence of any pro-Communist charges against her, and pointed out that she had lost a son in World War II.

Earlier, in Denver, *The Post* in that city ran a story by staffer Robert Stapp, in which Attorney General John W. Metzger called for legislation outlawing Communism and charging a Commie plot to sabotage radio stations KLZ and KOA, along with the telephone company and the public service company.

In Pittsburgh another indication came up of how the Commie problem, as reflected in pro-American, anti-Commie disks, is plaguing local radio stations. A Pittsburgh station, writing a record manufacturer on the subject, said: "... You can forward your patriotic things if you wish, but we screen out material of that kind. There are too many good things in yours and other catalogs for us to risk fooling with these flag-wavers, which involve a question of good taste. I realize there is a healthy market for material of this nature, and can hardly criticize you for going after it. The fact remains, however, that we won't program anything controversial. Perhaps you are aware of what criticism Victor's Ralph Flanaganork ran into when they recorded *The Red We've Got*."

Mellin Music's Office Robbed; Dicks on Trail

NEW YORK, Oct. 7.—That the music publishing business has its cloak-and-dagger moments was demonstrated this week when a person or persons unknown broke into the offices of Mellin Music here. Culprits had a key to the Mellin office front door, but jimmied open the door to Bobby Mellin's private office and busted open two locked files. Nothing was taken, which has led Mellin and detectives of the 47th Street station to the conclusion that the burglars were looking for something specific, which they believed Mellin had hidden in one of the two locked files.

Mellin has a good idea who the burglar was and what he was looking for, and has passed the info on to the dicks. They, in turn, have found some neat fingerprints on the door and files, and hope to be able to pin the bust-in on the perpetrator via these and Mellin's suspicions.

Coral Pacts Lester; To Push Him on TV

NEW YORK, Oct. 7.—Coral Records, in a move to test the power of TV for the disk mart, this week inked comedian Jerry Lester to a waxing pact. Lester already has sliced a pair of sides for the label, one of them a coverage on *Orange Colored Sky*.

The Lester waxing is being handed an extensive push, pegged around his thrice-weekly TV show, *Broadway Open House*.

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For News About **The New Billboard** BEGINNING WITH THE NOVEMBER 4 ISSUE
See Inside Front Cover This Issue



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Decca Album 9-81
Four 45 RPM Unbreakable Records • Price \$3.35
Decca Album DL 5273 • 10-inch Long Play Microgroove
Unbreakable Record • Price \$2.85
Decca Album A-781
Four 10-inch 78 RPM *Deccalite Records • Price \$3.75

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Decca Album 9-75
Four 45 RPM Unbreakable Records • Price \$3.35
Decca Album DL 5269 • 10-inch Long Play Microgroove
Unbreakable Record • Price \$2.85
Decca Album A-779
Four 10-inch 78 RPM *Deccalite Records • Price \$3.75
*Unbreakable under normal use.

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It May Be on Sunday
Can't Seem to Laugh Anymore DON CHERRY
Decca *27245
I Need You So
Molasses, Molasses (It's Icky Sticky Goo) EILA FITZGERALD
Decca *27255
Santa Claus Got Stuck (In My Chimney)
Music, Maestro, Please TOMMY DORSEY and DON CHERRY
Decca *27247
Strangers
Goous YOMMY DORSEY
Decca *27248
Ev'rybody Wants to Go to Heaven
(But Nobody Wants to Die)
To Esperare TRIO HERMANOS RIGUAL
Decca 21321
Negrila
Bien Mercedo TRIO JOHNNY RODRIGUEZ
Decca 21322
Si Algo Tienes Tu
(Contestación a: "Algo Tengo Yo")
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Decca *45118
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Vocal with Orchestra

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Children's Set K-21
One 10-inch 78 RPM *Deccalite Record • Price \$1.00
*Unbreakable under normal use.

NEW RELEASES

Only a Moment Ago TOMMY DORSEY
Decca *27215
Rainbow Gal
Close Your Pretty Eyes RUSS MORGAN
Decca *27216
The Blue Canadian Rockies
Home DICK HAYMES
Decca *27217
Could Be
Washington Rhumba EVALYN TYNER TRIO
Decca *27218
Malaguena
Nieblas del Riachuelo TRIO JOHNNY RODRIGUEZ
Decca 21320
Burumbumba
Memories of You BILL MONROE
Decca *46266
Blue Grass Ramble
Do Me a Favor OTIS TUCKER
Decca *48176
Talkative Baby
Holy, Holy, Holy, Lord God Almighty BING CROSBY
Decca *74531
O God, Our Help in Ages Past
The Old Rugged Cross ERNEST TUBB
Decca *74532
Farther Along

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

*Also available in 45 rpm



This One



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America's Fastest Selling Records

MUSIC—AS WRITTEN

Cromwell Motion Denied by Court

Federal Judge Henry W. Goddard Friday (6) denied the motion of Cromwell Music, Inc., to vacate the deposition of Howard Richmond, its chief, in the case brought against it by Mills Music over the song, "Tzema, Tzema, Tzema." Cromwell argued that Mills had not given it reasonable notice. Judge Goddard, in denying the motion, set October 11 as the date of the examination.

Anderson Renewed by Mills Music

Mills Music has renewed composer Leroy Anderson for 10 years. Meanwhile lyricist Mitchell Parrish, also under contract to Mills, has completed a set of lyrics for a flock of Anderson compositions, including "Jazz Pizzicato," "Jazz Legato," "A Trumpeter's Lullaby," "Sara-band," "Sleigh Ride," "Promenade," "Fiddle Faddle" and "The Waltzing Cat."

Garland, Reilly Named Thesaurus Division Managers

William C. Garland and William F. Reilly were named Western and Central division managers respectively of RCA's Thesaurus and Syndicated Sales. Both were formerly field reps for RCA Recorded Program Services.

Gabor Devotes Pressery to Own LP Lines

Don Gabor's Webster Records pressing plant, Webster, Mass., has discontinued its contract pressing department in order to devote the full power of its 42 machines to Gabor's Continental and low-priced Remington LP lines. The outfit has until now handled the major portion of London Records' domestic production as well as work for a number of smaller indies. Gabor last week named Rogers-Majestic (R-M) as Canadian distributor for Remington. R-M is a branch of the International Philips Electric combine and currently handles Coral in the Dominion.

Acorn Enters Blues and Rhythm Field

Acorn Records, a new rhythm and blues label, entered the field last week. Herman Lubinsky's Savoy diskery will act as selling agent for the line, which will, however, employ an entirely new set of distributors. Among the artists appearing on Acorn—most of whom are also represented on Savoy—are Erroll Garner, Hal Singer, Sir Charles Thompson, the Patterson Singers and Little Jimmy.

McClay Named Victor General Plant Manager

A. L. McClay, formerly manager of the RCA Victor record plant at Canonsburg, Pa., has been appointed general plant manager for the RCA Victor record department. Frank R. Buchanan Jr., plant accountant at Canonsburg, succeeds McClay. The latter will supervise manufacturing activities at company plants in Indianapolis, Hollywood and New York, as well as Canonsburg.

Shaw Lands 15th Disk on 'Waltz'

Arnold Shaw, Duchess Music chief, last week landed his 15th record on "Petite Waltz." Cy Walters, Stan Freeman and the Ray Charles Singers cut it for MGM. Shaw, in his drive, landed three Decca platters and two each on Columbia, Victor and Mercury.

Mills Wrapping Up Plans for Canada Branch

Mills Music is currently completing details for the formation of a Canadian branch. Operation will be wholly owned by Mills. Jack Mills will soon enlarge his Canadian operations and plans to publish French editions of certain sections of the Mills catalog, to be marketed in French-speaking areas of Canada.

Mercury Gets Winter's Master

Mercury Records last week took over the master of June Winter's "Christmas in My Heart," waxed last season for Mayfair Records. Disk was released late last season. Tune has since been waxed by Fran Allison at Victor and Percy Faith at Columbia for the forthcoming season. Publisher is Broadway Music.

Alamo Acquires "Oh Babe" From Enterprise

Alamo Music, ASCAP subsid of Hill & Range, acquired "Oh, Babe," rhythm sleeper, from Enterprise Music last week. Enterprise is Louis Prima's pubbery; Prima clefted the ditty with Milton Kabak and waxed it for Robin Hood Records, which the orkster owns with Leo Rogers and Milton Ross. The tune has stirred major diskery attention, and most are climbing aboard. Pubber bidding for publication rights was reportedly brisk.

Rosen Plans Party for Fisher's "Billboard" Poll Win

Raymond Rosen, RCA distributor in Philadelphia, is throwing a party for J. ops, deejays and press for Eddie Fisher at Chubby's in Camden, N. J., next week in celebration of the warbler's winning the "most promising" designation in The Billboard's 1950 Disk Jockey Poll. Fisher is playing a one-week engagement at the Camden nitery.

New York:

Big Nickel Records has signed the Doc Dawson Trio. . . . Warbler Jimmy McPhail has been inked by Mercer Records, disk wing of the Duke Ellington enterprises. . . . Bill McGraw, bary lead in Victor's disk version of "Down in the Valley," has entered the Broadway cast of "South Pacific." . . . Juggy Gayle's United Music pubbery has acquired the selling rights to "I Dream" from Herman Lubinsky's Savoy diskery. The tune, by Savoy orkster Johnny Otis, has been waxed for that label by Otis, Little Esther and Mel Walker for January release.

Leeds Music, Ltd., in England, now has four songs in the first 24 hits

in that country. The tunes are "Have I Told You Lately That I Love You?," "Tzema"; "Goodnight, Irene," and "Plano Roll Blues." . . . Leonard Smith has been appointed MGM distributor for the Albany, N. Y., area.

Pubber Sammy Smith is recuperating at home from a heart attack. . . . Tommy Mercer is the vocalist with the Buddy Morrow Victor Recording ork. . . . Wemar Music's "Louisa" is the title tune of a forthcoming U-I pic. George Weiner, Wemar boss, has added contact men Sylvan Spiro in Chicago and Dick Goldwasser in Los Angeles. . . . Johnny Desmond planes here Friday (13) for a transcription date for Thesaurus. . . . Mel Torme opens at the Boulevard in Queens Friday (13) for one week.

ASCAP held its annual general meeting Tuesday (10) at the Plaza Hotel. . . . Orkster Eddie Stone will wax for Capitol; the deal was set by Nat Freyer. . . . Richard Hayes opens at the Paramount Theater Wednesday (18).

Chicago:

Bob Ellis, King Records' flack, has been called into the navy and is currently at Great Lakes, Ill. Eddie Smith has joined King as a musical director. Sid Nathan, of King, has cut his first session with Betty Clooney, sister of Columbia's Rosemary. Both started in the harmony group, the Clooney Sisters, once with Art Mooney. . . . Phil Bernstein, the former MCA flack chief here, has joined WJZ, New York, as promotion manager. . . . Jimmy Barnett, 44, veteran territory ork-leader and booker, was killed September 24 when his plane crashed near Evansville, Ind. He operated out of Sioux Falls, S. D.

The George Shearing-Billy Eckstine package did an \$18,000 gross here at the Civic Opera House Sunday (1). Ducats were scaled from \$1.25 to \$3.60. . . . The Nebraska Ballroom Operators' Association, State chapter of the National Ballroom Operators' Association, will hold a meeting October 9 at the Hotel Yancey, Grand Island, Neb. . . . Spread of bookings in service installations, as reported in recent stories, was evidenced here last week. Marvin Moss, ex-MCA act booker, now a yeoman in the navy at Great Lakes, Ill., reports that the important base is staging its first dance, featuring Blue Barron, October 26. Base is also presenting weekly variety shows. A new band circuit, taking nine days to cover, has opened out of Shepard Field, Tex. A semi-name ork did \$5,900 for the junket two weeks ago.

Cathy Cordovan is new chirp with Larry Fotine ork. . . . Joe Kayser, the MCA jack-of-all-trades here, stopped the big Miller Beer party, which teed off Lawrence Welk's ABC radio series in Milwaukee October 4 at the Millon Dollar Ballroom. Kayser took over tubbing duties for a set that brought down the house, according to George Devine, the terp op. . . . Don Reid, who just went with McConkey Artists' Corporation, has been set for the Roosevelt, New Orleans, for a month this winter.

Hollywood:

Four Star Records prexy, Bill McCall is convalescing after a golfing accident hospitalized him for three weeks with a brain concussion. . . . Spike Jones hopped to Hollywood during his Flamingo Hotel, Las Vegas, Nev., stand to cover "Molasses" for Victor. . . . Hal Dickinson and Alan Copeland, of the Modernaires, have turned over their original tune, "A Friend of Johnny's," to Bourne Music with pubber setting diskings. . . . Tempo Records has shipped its 3,000 tape reel of music, with orders continuing to mount, according to Prexy Irving Fogel. . . . Cormac Records release Chuck Curtis' "Laddie Boy," tune based on war. A few days later Curtis answered the call to Korea.

Batoneer Billy Mills proved his talent runs from clefts to the culinary when he walked away with a top prize at the Los Angeles County Fair, Pomona, Calif., for his corn relish. . . . The Four Deals, Phoenix, Ariz., vocal group, won Peter Potter's song contest (KTSL) with their "It's Too Late Now." Male quartet will record it for Capitol. Group was inked by the Coast major, with initial release skedded for six weeks hence. Lads are managed by Phoenix deejay Al (Sleepy) Stein. Four-some, which instrumentally accompanies its own vocals, consists of Travis Anderson (bass), Benny Wilson (trumpet), Glenn Brewton (piano) and Lloyd Ellis (guitar), its leader. . . . Capitol gets two of its batoners in a row to play the Palladium with Frank DeVol signed to follow Ray Anthony. DeVol replaces Freddy Martin who bowed out on his repeat engagement when his "Band of Tomorrow" teevee show was sold to Admiral in San Francisco.

Hartford, Conn.:

. . . Hammond organist Ralph Ford inked by High Time Records as soloist, accompanist and artist-repertoire department aid. Indie waxery has started a blue label for religious, semi-classical and standard selections. . . . Don Reed bought back two masters of his Squires Trio from Laurel Records for release under his own banner. Sides, featuring threesome and Four Hits and a Miss, include "With All My Love" and "Trip to Tijuana" with Reed reportedly paying \$500 for the masters. . . . Johnny Durham, Cormac musical director, back from an Eastern junket.

Al Gayle's ork booked by Music Corporation of America (MCA) into the Last Frontier's (Las Vegas) Ramona Room.

Detroit:

Burl Ives, currently opening his series of Statler Hotel engagements at the Detroit unit, made a personal appearance in the record department of the J. L. Hudson Company. . . . Martha Glaser was in town from New York to launch the new Erroll Garner Columbia album, in advance of his appearance at the Paradise Theater here. . . . Robert Merrill, RCA Victor artist in town recently to sing in "La Traviata" at the Masonic Temple, made a guest appearance at Grinnell's music store to autograph records. . . . Sammy Dibert's band cut two albums for King Records.

For News About **The** **Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

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Moppet Disk Biz Mopping Up

Market Ideas Pop Up With Hot Competish

Biggest Year Starts Early

(Continued from page 3)
accelerated its acceptance as a kiddie item. Another recent and, as yet unmeasured, influence is the emergence of the children's disk jockey.

Availability Important

Perhaps one of the most important factors in increased kiddie sales is the matter of simple availability. Here the lower-priced lines have taken the lead, taking full advantage of opportunities to hook the impulse buyer. This has necessitated considerable deviation from orthodox distributing methods—with several indies leading the way into drugstores, supermarkets and toy and candy stores.

Such procedure, incidentally, has led to a sharp distinction in markets, based on price tags. Today, the entire kiddie field is divided in two non-competitive classes: "Low-price" and "regular-price." "Low-price" refers to 25-cent minidisks, six or seven-inch size, and 49-cent 10-inch disks. "Regular" has come to mean \$1 disks. The low-price products have blasted open a tremendous market in the above-mentioned new outlets, in 5 & 10's, chains and promotional department stores. Regular disk retailers have for the most part sided away from the low-priced units, preferring to handle

Victor Shoots "Rootie Tootie" Works in TV-Aimed Kidish Bally

(Continued from page 12)

emsee Jack Berch, a Victor kiddie warbler, who led some singing of Victor disk songs—words provided in the program. Berch brought on Rootie-Tootie, a magnificent puppet created for this series—and a puppet version of Nipper, the RCA pup, both of whom figured prominently in all the proceedings. Expert operators were Michael King (Rootie) and Frank Milano (Nipper). Naomi Lewis was Rootie's voice.

Paramount flick cartoonist Myron Waldman, introduced simply as Skribble Kabibble, then proceeded to fracture 'em by inviting tots to scribble, and turning their scratches into clever recognizable caricatures. He was followed by Victor's Western warbler, Texas Jim Robertson, who ran thru a string of his recently recorded cowboy tunes. The bary, attired in full cowboy regalia, proved a thoroughly winning performer with his big deep piping and friendly manner. Next feature was a Little Nipper Quiz, and there was also a drawing contest. Another giveaway gimmick had tots swapping any object in their

pockets for Victor albums. Each album was attached to a ribbon, with a major prize on the other end. Lucky participants drew such objects as a bicycle, a live puppy, etc.

Other performers included a pair of clowns and a magician. Neither could go into the activity, tho they really have added much to the pace and variety of the show. As it stood, Berch was greatly overtaxed to hold the thing together. Tho most of the stars and features proved sure-fire, more exits and entrances could provide the zing to put this over as TV entertainment.

Berch was also required to handle the commercials, which were frequent and heavy. Most effective was getting the kids to join in singing the Alphabet Song with the line "RCA Victor makes the records for me." The yellow 45 r.p.m. Little Nipper platters were handed out all over the place.

Basically, the ingredients are here for a great children's show and disk hypo. Once the kinks are ironed out, local disk vendors will do well to latch on.

Bill Simon.

fewer but more expensive packages. The low-price disk vendors have preferred volume business and fast turnover. In the stabilization on two levels, high-priced multi-disk albums and in-between singles (59 and 79 cents) have felt the squeeze. The latter, however, now appear to be finding their niche in certain types of disk shops and department stores, now that the initial impact of the 49-centers has eased somewhat. All of the major companies, including Victor, Columbia, Decca, Capitol and MGM, have been forced to bring out single-disk lines at the new low price—for them—of \$1 per unit.

Competish Stiff

Since the majority of new indie lines were introduced to the trade at the National Association of Music Merchants' (NAMM) show in July, most manufacturers report orders running close to 50 per cent of those during the same period last year. They point out that last year the seasonal buying got under way in September and October. The early push, on the part of the diskeries, has been to gain the advantage of key display position in disk departments, and also to stimulate early turnover. The latter is advisable, they feel, while raw material is still relatively cheap. Also, last year many outfits lost reorder business when they were unable to service last-minute buyers.

The majors have been unable to estimate their fall-winter seasons yet, because most of them are only now shipping to their distributors. Their overall performance during the year, however, has shown impressive gains. Two years ago, the kiddie shop counters were almost completely dominated by Capitol, followed by Decca. Albums were big, and most disks were shellac. RCA Victor, with a line of 72 items, sold less than 500,000 kiddies in a year. In rebuilding, under the advisement of a market research outfit, the diskery still got out too late for Christmas, 1949, but with 21 recut packages, Victor sold over 1,000,000 disks in the first three months of 1950. Columbia, which had also fallen out of the running, has also been rebuilding in the past year, and has so far doubled the previous year's take for the same period. MGM, which entered the kiddie field about a (See Moppet Disk Biz, on page 50)

Kidiskers Mull Speed at Which To Blanket Field

NEW YORK, Oct. 7.—Kiddie manufacturers and dealers are apparently at variance concerning which disk speed will eventually capture the field. A nationwide recent survey, conducted among retail disk dealers (not including chains and syndicate stores), showed 58 per cent of the dealers expect 45 to be the moppet speed of the future. Thirty-three per cent believe it will be 78. In the first five months of this year it was revealed that 21 per cent of the kiddie sales in the above stores was on 45s. Seventy-eight per cent was on 78s, and 1 per cent on 33½.

Several of the big-volume manufacturers, however, feel that 78 will dominate for a long time to come. They point out that much of a child's fascination for disks is his ability to handle it constantly, turn it over, drop it, etc. Changers are still beyond them, and most 45 players are automatic, they point out. Still few manufacturers are inclined to ignore the plus market created by 45 player sales. Initial indie trial with 33½ have not proven too successful, since the disks require handling by adults and require too-long listening effort.

Caesar Preps New Set; RCA Eyes Wax

NEW YORK, Oct. 7. — Irving Caesar, whose songs of safety, friendship, health, etc., have been standard kid fare for years, has a new series ready to go.

The set is titled Polly Polite and Her Friends, the friends including Sam the Slam, Shirley Early, Frank the Bank, Bessie Guessie, Peter Please, Tommy Thank You and Susie Seuse Me. RCA Victor is mulling waxing the series as Little Nipper singles.

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Kidiskers Ready Flack War

Firms Set For Record Competish

Leaders Girding

(Continued from page 11)

and entry into the classical field, is now preparing to spring back with a batch of 20 items on 45 r.p.m. While retaining the old \$1.25 and \$2 price on older catalog items, all new 10-inch stuff will come out at the more competitive \$1 tag. Five new items provide the key to the new sales drive. Most are sequels to previous best sellers such as *Genie*, *the Magic Record* and *Tubby*, the *Tuba*. Frank Luther, Peter Lind Hayes, Ray Bolger and Danny Kaye are featured names. A new Luther series of *Mother Goose* songs, six sets in all, is included. The sales department is also pushing disks from the pop catalog, such as those by the Crosby and Foley families, and tunes like *Rudolph*, *Frosty* and *Teddy Bears' Picnic*.

Columbia's major push is based on its fabulously successful Gene Autry waxings. Autry, whose rodeo is now playing to about 200,000 people weekly, still features his *Rudolph*, the *Red-Nosed Reindeer* routine, and is adding a new one on *Frosty*, the *Snowman*. Columbia distribs have been asked to carry the ball on local Autry tie-ins and department store displays for both *Rudolph* and *Frosty* characters. The latter has been set up as a store-wide Christmas display theme in 60 key department stores to date. The diskery itself is providing a new array of point-of-sale material for all kid albums. Feature items include the new record-reader version of *Peter Pan* and *Gene Autry at the Rodeo*. Twelve new titles have been added to the diskery's playtime minidisk line since June. A number

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THE MERRY CHRISTMAS POLKA
For the Winter Season
FROSTY THE SNOWMAN
HILL & RANGE Songs, Inc., N. Y.

Kiddie Phono Sales Zoom In All Prices and Types

NEW YORK, Oct. 7.—The sales outlook for children's record players of all types isn't just good—it's terrific. Almost to a man, manufacturers report shipping up to 50 per cent more phono than in 1949. Syndicate and chain store buying offices report that orders from member stores are 25 to 50 per cent higher than they were a year ago. And many retailers are already doing December business in October, the phono buying season usually starts in November.

The bright sales picture is not restricted, either, to high or low priced players, electronic or acoustic players. One of the nation's largest mail order firms expects to sell between 250,000 and 300,000 acoustic players this year. A 5 and 10-cent store chain predicts that sales of acoustics this year will hit the 15,000 mark.

Electronic players, retailing from \$14.95 to \$34.95, also appear to be headed for a big selling season. One

department store buying syndicate expects to have little trouble in selling at least 6,000 electronic children's phonos in the next three months. Last year, this syndicate sold 3,500 kiddie players in the October-December period.

Also added to the kiddie phonos being sold heavily this year are 45 r.p.m. attachments and self-contained units. RCA Victor has special kiddie versions of their record player that attract the moppets' eyes and serve as good players because of their ease in handling. Decca, this year, is adding a Frank Luther player to the company line of phonos. The new unit will sell for \$19.95 and is a metal, drum-type machine that's gayly decorated.

Other manufacturers offering kiddie phono merchandise are Steelman, Symphonic, Waters-Conley, Shura-Tone, Hudson, Birch, Hedco, Vanity Fair, Supreme, Sonic, Dynavox, Portofonic, Ray-Dyne and Tone.

of best sellers from the catalog are now out on seven-inch LPs.

VICTOR FEATURE

Victor's push will feature the new single-disk *Little Nipper Series*, a block of 21 standards and musical novelties, with major emphasis on 45 r.p.m. Color ads will break in *Parents* mag, and both radio and TV will be used as plug media. Victor sponsors the popular *Kukla, Fran and Ollie* moppet TV show. The newly projected *Rootie Tootie Club* (see news review this issue) is another possible *Nipper* plug on TV.

MGM APPROACH

Point-of-sale remains the approach preferred by MGM, which expects to enlarge its line soon with waxings featuring its film talent. Among names to cut are Lionel Barrymore, Keenan Wynn, Betty Garrett and Jerry Bartell. Movie-theater tie-ins will put MGM kidisk displays in lobbies wherever such disk-flick properties as *Tom and Jerry* play. Outfit also is promoting its distribs to push for disk jockey play.

S&S POINTS

Simon & Schuster, producer of *Little Golden Disks*, is staying with six-inch disks this year, and, like its major rival, Peter Pan, is already deep in preparations for 1951. Outfit, whose biggest outlets are syndicate stores, toy jobbers and pocket book dealers, does little more than 10 per cent of its current business in regular disk shops. Promotional coin goes mainly into attractive, multi-colored packaging and store racks. Diskery has, however, cut a number of its short sides on one big transcription disk, which Broadcast Music, Inc. (BMI), is distributing to kidisk deejays (see other story this section). Diskery is currently averaging close to a million disks sold monthly.

PETER PAN PLUM

Peter Pan feels its biggest promotional plum of the year was landing one quarter of the front page on the Sears-Roebuck catalog. Diskery, which led the move to lower price kidisks, is out with 45s at 59 cents,

N. Y. Kidisk Buyers Have Varied Habits, Mart Check Shows

NEW YORK, Oct. 7.—Only 23 per cent of children's disk buyers know what they want when they enter a record shop. Seventy-five per cent have no idea whatsoever, according to an exhaustive market check. This latter group usually relies on the sales person's recommendation. More than 28 per cent buy disks without listening to them.

Other sales factors, in order of importance, are listening reaction, familiarity with subject matter, appearance of the package (this is conceded to be No. 1 in chains and 5 & 10s), and familiarity with the artist.

Kidisk Jockey On Upswing

NEW YORK, Oct. 7.—The number of children's disk jockeys, and their importance in promoting disks, are on a sharp upswing thruout the country. According to Broadcast Music, Inc. (BMI), there are now more than 250 kidisk jocks operating on regular schedules.

In recent months BMI is known to have approached a number of kidisk manufacturers with an offer to license their original disk material. Simon & Schuster has already assigned all of its original *Little Golden* copyrights to BMI.

and is represented in all price categories from 25 cents to \$1. At the latter price it's producing 16-page record-readers. Major expenditure, promotion-wise, is on point-of-sale (See *Kidiskers Reading*, page 40)



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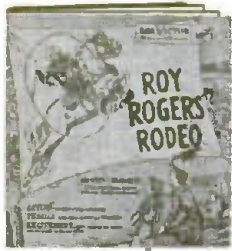
For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE See Inside Front Cover This Issue



They're Making History.

STARRING KING OF THE COWBOYS—ROY ROGERS



ROY ROGERS RODEO—Actual Rodeo events to thrill the children. Roy even foils box office strikeup. Story told and sung by the King of the Cowboys himself. Includes 24-page full-color storybook. Two records.

Y-413—(WY-413)*



LORE OF THE WEST—Roy Rogers sings and tells about the wide open spaces in this big kiddie's favorite. Gabby Hayes teams with Roy. 24-page full-color storybook and Western "dictionary." Two records.

W-388—(WY-388)*



PECOS BILL—With Roy Rogers and the Sons of the Pioneers. Fully dramatized with sound effects and rousing background music. Songs are recorded just as Roy and the Sons of the Pioneers sang them in the Walt Disney film hit. Two records.

Y-389—(WY-389)*

HERE'S THE GREAT LINE THAT'S PROVING HOW BIG THE RETAIL KIDDIE BUSINESS REALLY IS!

BEST-SELLER



THE NIGHT BEFORE CHRISTMAS—This is the all-time Christmas best seller with Milton Cross delivering his now famous reading of the world's most popular Christmas poem. The cover art of this RCA Victor set has also become equally famous. One record.

Y-26—(WY-26)*

TV GIANTS—HOWDY DOODY; KUKLA, FRAN & OLLIE



HOWDY DOODY'S LAUGHING CIRCUS—Starts Howdy Doody and creator Bob Smith. Full of fun and songs. An album as popular with children as Howdy's wonderful television show. Two records.

Y-416—(WY-416)*



HAPPY MOTHER GOOSE—As told and sung by Burr Tillstrom's Kukla, Fran & Ollie with Fran Allison. New versions of Mother Goose without "scared." Three BLIND Mice become Three KIND Mice, etc. Wonderful music, lots of fun. Two records.

Y-422—(WY-422)*



HOWDY DOODY AND THE AIR-O-DOODLE—Howdy sings his way in every child's heart as he tours the world in his Air-O-Doodle, part ship, part train, part plane. Stars Howdy Doody and creator Bob Smith. Two records.

Y-397—(WY-397)*

TED MALONE



WHY THE CHIMES RANG—A tender, poignant story of Christmas told by master story teller Ted Malone. Organ accompaniment by Dick Laibert. A story that will gladden the heart of every child and parent. An RCA Victor best seller. One record.

Y-287—(WY-287)*

WALT DISNEY STORIES WITH ORIGINAL CASTS



CINDERELLA—All the charm of the great Disney hit with original cast. Big full-color 24-page storybook. Two records.

Y-392—(WY-392)*



SNOW WHITE AND THE SEVEN DWARFS—An all-time best seller with Cinderella star Ilene Woods as Snow White. Narrated by Dennis Day. All the songs from the famed Disney film, including "Heigh Ho, Heigh Ho," "Whistle While You Work," etc. Full-color 24-page storybook album. Two records.

Y-33—(WY-33)*



PINOCCHIO—Narrated by Cliff Edwards, the original Jimmy Cricket who thrilled millions in this smash Disney hit. With full cast and great Disney songs including "Give a Little Whistle." Full-color 24-page storybook album. Two records.

Y-365—(WY-365)*

HERE'S RUDY



RUDOLPH, THE RED-NOSED REINDEER—The most famous reindeer in history is the subject of this popular story narrated by Paul Wins. The same album as originally released by RCA Victor in 1949 and became the season's hit. More popular than ever. One record.

Y-358—(WY-358)*

DISNEY FILM HITS—SHIRLEY TEMPLE TELLS TWO



TREASURE ISLAND—Robert Louis Stevenson's classic children's story successively filmed by Walt Disney and thrillingly presented in this RCA Victor Little Nipper album. Bobby Driscoll, the star of the film, narrates the story of Long John Silver. Two records.

Y-416—(WY-416)*



DUMBO—Shirley Temple tells the story of the poor little elephant with the big ears that Walt Disney made famous. The songs from the "Dumbo" film are also included. This set is enjoying top selling popularity in RCA Victor's Little Nipper line. A great favorite with the kiddies. Two records.

Y-382—(WY-382)*



BAMBI—Another wonderful Walt Disney classic and one of the most popular of the RCA Victor Little Nippers. Shirley Temple tells the new well-known story of Bambi. Original cast, music and sound effects throughout the album. Two records.

Y-391—(WY-391)*



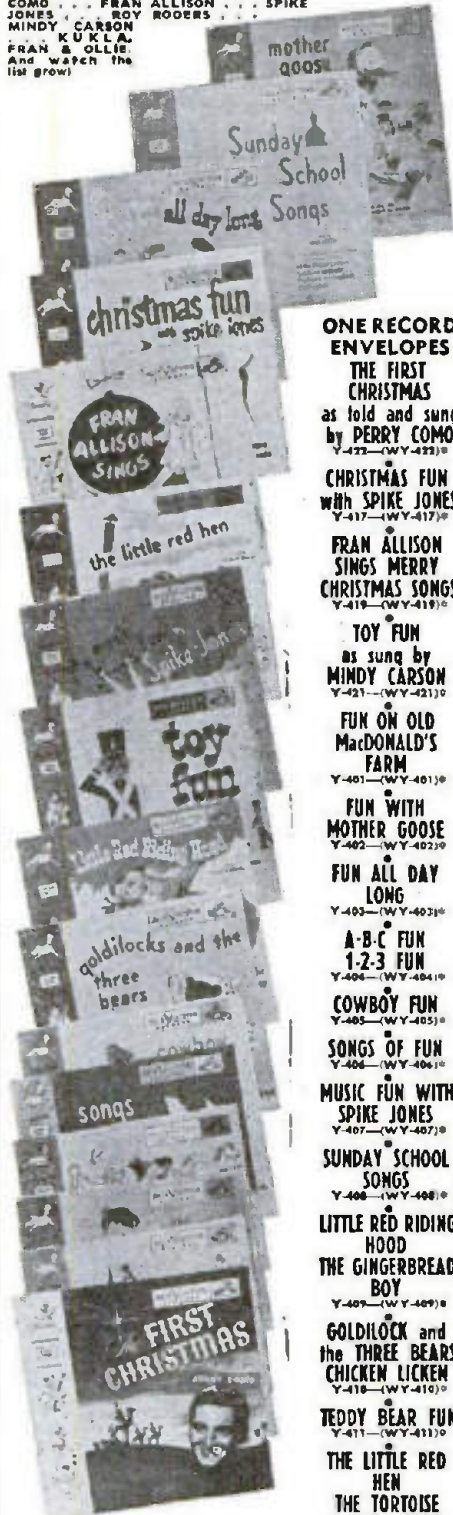
RCA VICTOR

RCA Victor Little Nippers



LITTLE NIPPER "Juniors"

Over half a million sold in 2 months. For children between the ages of two and seven. Gives the small fry exactly what they like to hear... peppy music, happy stories, funny characters. A library builder. Look at the big names in this popular "Junior" series: PERRY COMO... FRAN ALLISON... SPIKE JONES... BOB ROEDERS... MINDY CARSON... KUKLA... FRAN & OLLIE. And watch the list grow!



ONE RECORD ENVELOPES THE FIRST CHRISTMAS as told and sung by PERRY COMO Y-477—(WY-477)®

CHRISTMAS FUN WITH SPIKE JONES Y-417—(WY-417)®

FRAN ALLISON SINGS MERRY CHRISTMAS SONGS Y-419—(WY-419)®

TOY FUN as sung by MINDY CARSON Y-421—(WY-421)®

FUN ON OLD MacDONALD'S FARM Y-401—(WY-401)®

FUN WITH MOTHER GOOSE Y-402—(WY-402)®

FUN ALL DAY LONG Y-403—(WY-403)®

A-B-C FUN 1-2-3 FUN Y-404—(WY-404)®

COWBOY FUN Y-405—(WY-405)®

SONGS OF FUN Y-406—(WY-406)®

MUSIC FUN WITH SPIKE JONES Y-407—(WY-407)®

SUNDAY SCHOOL SONGS Y-408—(WY-408)®

LITTLE RED RIDING HOOD THE GINGERBREAD BOY Y-409—(WY-409)®

GOLDILOCK and the THREE BEARS CHICKEN LICKEN Y-410—(WY-410)®

TEDDY BEAR FUN Y-411—(WY-411)®

THE LITTLE RED HEN THE TORTOISE and the HARE Y-412—(WY-412)®

THREE ALL-TIME FAVORITES & SPIKE JONES, TOO



HOW THE CIRCUS LEARNED TO SMILE—Hera's Spike Jones and his City Slickers in a special album for the kiddies. Spike blends some racy sound effects and zanier voices as he himself tells about the circus lion who wanted only smiling people. 24-page storybook. Two records. Y-107—(WY-307)®



PETER THE WOLF—Sierling Mellorey tells the story of Prokofiev's classic exactly as he told it to millions of children in the Walt Disney film. Full-color 24-page storybook. An RCA Victor best-seller. Two records. Y-386—(WY-386)®



THE LITTLE ENGINE THAT COULD—The most popular and famous of the Paul Wing stories. An RCA Victor exclusive and one of the top ten best selling kiddie record albums. All about the little engine that pulled the Toyland Special from "Hither" to "Yon." 24-page storybook. Two records. Y-304—(WY-304)®

A PAUL WING TRIO OF STORY-BOOK ALBUMS



UNCLE WIGGILY—There are four complete short stories, one to a side, in this new two-record 24-page storybook album. Paul Wing tells the story as Little Nipper himself helps Paul by barking a signal as a cue to turn the pages. Two records. W-415—(WY-415)®



LITTLE BLACK SAMBO—Perennial favorite in the RCA Victor Little Nipper series. Paul Wing tells the story of the little boy of far-away India who loses his clothes to tigers and gets them back when the tigers melt into butter. Full-color 24-page storybook. Two records. Y-383—(WY-383)®



LITTLE BLACK SAMBO'S JUNGLE BAND—The very same popular Sambo, this time putting together a jungle band of animals. Paul Wing follows Sambo as he scours the jungle in search of animal side men. He winds up with a terrific band and the listener with a real lesson on how orchestras are made up. 24-page storybook. Two records. Y-393—(WY-393)®

DENNIS DAY—JERRY COLONNA—GABBY HAYES



JOHNNY APPLESEED—Another wonderful Walt Disney story masterfully projected on RCA Victor records by Dennis Day. Dennis takes all parts as he did in the Disney film. Full-color, 24 page storybook. Two records. Y-390—(WY-390)®



THE BRAVE ENGINEER—Popular Jerry Colonna is the story teller in this RCA Victor album which presents the story of famed engineer Casey Jones and his struggle to "beat the mill through." Plenty of drama. A story the kiddies will want to hear and remember. One record. Y-400—(WY-400)®



MacFADOEN AND HIS WONDERFUL LUMP—Gabby Hayes, whiskers and all, takes a page out of the Arabian nights and tells a "westernized" version of Aladdin. Gabby, whose fame for telling tall stories in films is well known to children, is at his very best in this new Little Nipper set. Two records. Y-420—(WY-420)®

FOR LITTLE TOTS, THESE THREE HAPPY SETS



ADVENTURES IN MOTHER GOOSE LAND—All the great Mother Goose songs are presented in this album with full-color storybook illustrating each song. Includes printed verses. Jack Arthur does the singing in this small fry set. Two records. Y-34—(WY-34)®



SONGS OF RAGGEDY ANN—Tuneful, delightful songs children will want to learn and sing. Songs are about Raggedy Ann, Andy and their make-believe friends. Jack Arthur does the singing in this popular Little Nipper, 24-page storybook album. Two records. Y-35—(WY-35)®



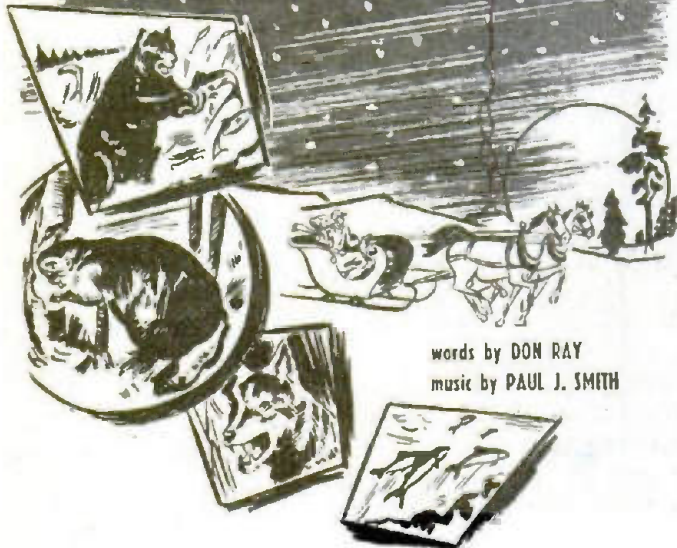
THE THREE LITTLE PIGS—Coupled with THE ORPHAN'S BENEFIT. From the sound track of the original Disney hit without a note or song omitted. One record. Y-32—(WY-32)®

Records



The Seasons Most Exciting Song!

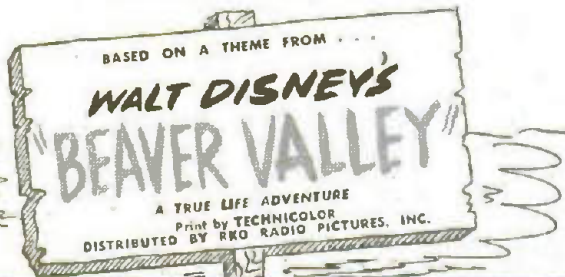
"JING-A-LING JING-A-LING"



words by DON RAY
music by PAUL J. SMITH

Recorded by

- | | |
|-----------------------------------------------------------------|---------|
| ANDREWS SISTERS | DECCA |
| GEORGE CATES & ORCH. | CORAL |
| FRANK DEVOL & ORCH. | CAPITOL |
| FONTANE SISTERS WITH DICK CONTINO AND HUGO WINTERHALTER'S ORCH. | VICTOR |
| RICHARD HAYES AND HARMONICATS WITH GEORGE BASSMAN'S ORCH. | MERCURY |
- and others soon to follow



WALT DISNEY MUSIC COMPANY

1270 Sixth Avenue, New York

FRED RAPHAEL, Vice Pres. - Gen. Prof. Mar. JACK SPINA, Prof. Mgr.
NEW YORK: Mickey Glass CHICAGO: Paul Salvatore HOLLYWOOD: Jules Losch

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending October 6
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.

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week Published by Spencer (BMI) Last Week

1. GOODNIGHT, IRENE

By Muddie Ledbetter and John Lomax
Published by Spencer (BMI)

Records available: J. Allison, Cap 1122; Alexander Brothers, Mer 5440; R. Foley-E. Tubb, Dec 46255; Gunter Lee Carr, Dec 48167; J. Shook-D. Dillard-O. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)130892, (133)10718; D. Day-C. Dant, V(78)20-3870, (45)M7-3870; L. Dee, Dec 46258; J. Stafford, Cap 7192; C. Steward, Coral 60266; Leadbelly, Atlantic 917; W. Mulligan, King 886; G. Astry, Col(78)20738, (133)2-767; E. Grant, Cap(78)1158, (45)F-1158; Harmony Bells Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Gayten, Regal 3283.
Electrical transcription libraries: Ray Anthony, Lang-Worth; Claude Gordon Ork, Capitol; Phil Brito, Associated.

2. MONA LISA

By Jay Livingston and Ray Evans

Published by Famous (ASCAP)
From the Paramount film, "Captain Carey, U. S. A."

Records available: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)130768, (133)1-588; M. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 1068; G. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wakely, Cap 1151; R. Flanagan, V 20-3868; "T" Texas Tyler, 4 Star 1314; F. Colley Ork, Atlantic 918.
Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated.

3. ALL MY LOVE

By Paul Durand, Mitchell Parrish and Henri Contet

Published by Mills (ASCAP)

Records available: M. Babbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27117; K. Cugat Ork, Col 38913; D. Day-C. Dant Ork, V(78)20-3070, (45)147-3070; P. Fido, Col 38938; E. Grant, Cap 1183; G. Lombardo, Dec 27118; P. Page-H. Geller Ork, Mer 5455; R. Case Ork, MGM 10792; J. Smith, Col 39006.
Electrical transcription libraries: Allan Holmes-Johnny Corvo, Associated; Betty Chappell, Thesaurus; Joe Reichman, Standard; Guy Lombardo, Ziv; Ralph Norman Muzak; Henry Jerome, Lang-Worth.

4. PLAY A SIMPLE MELODY

By Irving Berlin

Published by Irving Berlin (ASCAP)

Records available: G. & D. Crosby-M. Matlock's All Stars, Dec 27112; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781; D. Shore-H. Zimmerman Ork, Col(78)130817, (133)1-656; J. Stafford-The Starlighters-P. Weston's Dixie Eight, Cap 1039; R. Paige-J. Cortez Ork-R. Charles Quartet, Admiral 1016.
Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.

5. CAN ANYONE EXPLAIN?

By Bennie Benjamin and George Weiss

Published by Valando (ASCAP)

Records available: R. Anthony Ork, Cap 1131; Ames Brothers, Coral 60253; S. Churchill, Arco 1259; V. Damone, Mer 5474; L. Green-The Honeydramers, V 20-3902; D. Haymes, Dec 27161; A. Morgan, London 766; H. Ranch Ork, MGM 10777; D. Shore-H. Zimmerman Ork, Col(78)130927, (133)1-759; Soft Notes, Mer 5464; E. Fitzgerald-L. Armstrong, Dec 27209.
Electrical transcription libraries: Ray Anthony Ork, Lang-Worth; Phil Brito, Associated; Bob Crosby-The Modernaires, Standard.

6. HARBOR LIGHTS

By Jimmy Kennedy and Hugh Williams

Published by Chappell (ASCAP)

Records available: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 5461; R. Flanagan Ork, V 20-3911; K. Griffin, Col 38889; S. Kaye, Col 38960; B. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parran Ork, London 763; D. Washington-J. Carroll Ork, Mer 5488; T. Papa Ork, Tower 1488.
Electrical transcription libraries: Teddy Powell, Lang-Worth; Frank Masters, Associated.

7. SAM'S SONG

By Jack Elliot and Lew Qualling

Published by Sam Weiss (ASCAP)

Records available: J. "Fingers" Carr, Cap 962; G. & B. Crosby-M. Matlock's All Stars, Dec 27112; H. Geller Ork-The Tune-Timers, Mer 5450; T. Harper-M. Klein's Dixieland Band-Four Hits and a Miss, Col(78)130876, (133)1-695; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; F. Martin Ork, V(45)47-3798; Melodeons, MGM 19743; L. Noble, Coral 60250; V. Young Ork, Dec 27033.
Electrical transcription libraries: Bob Crosby, Standard; Dick Jurgens, Associated; Chuck Foster, Lang-Worth.

8. BONAPARTE'S RETREAT

By Pee Wee King

Published by Acuff-Rose (BMI)

Records available: G. Krupa, V(78)20-3766, (45)47-3766; L. McLaughlin, Col(78)130766, (133)2-664; P. Napoleon, Col 38893; K. Starr, Cap(78)916, (45)F-936; D. Butler, Dec 46209; Pee Wee King, V(78)21-0111, (45)148-0114; E. Grant, Cap(78)1158, (45)11158.
Electrical transcription libraries: Jack Rivers, Standard.

9. LA VIE EN ROSE

By Pierre Louisy and Mack David

Published by Harms, Inc. (ASCAP)

Records available: L. Armstrong, Dec 27113; O. Bradley, Coral 60241; B. Crosby, Dec 27111; R. Flanagan Ork, V 20-3869; G. Haines, Coral 60260; H. James Ork, Col(78)138768, (133)1-588; G. Lombardo, Dec 27127; M. Marrow, MGM 10227; T. Martin, V 20-3819; Melachro Strings, V 20-3739; N. Morales, Dec 21313; E. Piaf, Col(78)130912, (133)1-743; J. Stafford-P. Weston Ork, Cap(78)1153, (45)F-1153; P. Weston Ork, Cap(78)890, (45)F-890; V. Young, Dec 24816.
Electrical transcription libraries: Skinny Ennis, Standard; Glenn Osser Ork, Thesaurus; Claude Gordon Ork, Capitol; Novatime Trio, Thesaurus.

10. OUR LADY OF FATIMA

By Gladys Gollman

Published by Robbins (ASCAP)

Records available: T. Bennett, Col 38926; F. Elliott, London 752; R. Foley-A. Kerr Singers, Dec 14526; Frieling Sisters, King 15057; R. Hayes-K. Kallen, Mer 5466; K. Roberts, Coral 64053; S. Sweetland, MGM 10737; L. Vincent, Pearl 600.
(No information on electrical transcription libraries available as The Billboard goes to press.)

WARNING:

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This week's

New Releases

... on **RCA Victor**

Release 50-41

Ships Coast to Coast, Week of October 13

POPULAR

- SPIKE JONES and His City Slickers**
Molasses, Molasses (It's Icky Sticky Goo)
Baby Buggy Boogie
20-3939—(47-3939)*
- THE FONTANE SISTERS, DICK CONTINO and HUGO WINTERHALTER'S Orchestra**
Jing-A-Ling, Jing-A-Ling
Silver Bells 20-3940—(47-3940)*
- TONY MARTIN with Henri Rene's Orchestra and Chorus**
Johannesburg
Fascination 20-3941—(47-3941)*
- VAUGHN MONROE and His Orchestra and The Moon Maids**
A Marshmallow World
Snowy White Snow and Jingle Bells
20-3942—(47-3942)*
- HUGO WINTERHALTER'S Orchestra and Chorus with Peter Hanley**
Cross My Heart, I Love You
My Bouquet 20-3943—(47-3943)*
- MINDY CARSON with Andrew Ackers Orchestra**
If I Were a Bell
Just For a While 20-3944—(47-3944)*

COUNTRY

- PEE WEE KING and His Golden West Cowboys**
Mop Rag Boogie
River Road Two Step
21-0393—(48-0393)*
- THE CARTER SISTERS**
Willow, Will You Weep for Me
Gotta Find Me Somebody To Love
21-0394—(48-0394)*

POP-SPECIALTY

- SIX FAT DUTCHMEN**
Hurray For Charley
Boogie Waltz 25-1177—(51-1177)*

WESTERN

- VALE EVANS**
Cowgirl Polka
San Angelo 21-0395—(48-0395)*

NEW ALBUM

- THE MITCHELL BOYCHOR, Bob Mitchell, conductor-organist**
Christmas Carols by the Mitchell Boychoir
(3 Records—12 Christmas Carols)
P-298—(WP-298)*
- PHIL SPITALNY and His Hour of Charm All-Girl Orchestra and Choir**
Christmas Carols by the Hour of Charm
(3 Records—9 Christmas Carols)
P-300—(WP-300)*

*45 r.p.m. Nos.



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

7 . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of Oct. 7). Obviously, sure things!

- \$ Patricia**
Perry Como 20-3905—(47-3905)*
- \$ The Love Bug Itch**
Eddy Arnold 21-0382—(48-0382)*
- \$ A Bushel and a Peck**
Perry Como and Betty Hutton 20-3930—(47-3930)*
- \$ I'm Movin' On**
Hank Snow 21-0328—(48-0328)*
- \$ Please Say Goodnight to the Guy, Irene**
Ziggy Talent 20-3925—(47-3925)*
- \$ Harbor Lights**
Ralph Flanagan 20-3911—(47-3911)*
- \$ Our Lady of Fatima**
Phil Spitalny, Hour of Charm All-Girl Choir 20-3920—(47-3920)*
- \$ I Need You So**
Don Cornell 20-3884—(47-3884)*
- \$ Thinking of You**
Eddie Fisher with Hugo Winterhalter's Ork and Chorus 20-3901—(47-3901)*
- \$ Mr. Touchdown, U. S. A.**
Hugo Winterhalter's Ork and Chorus 20-3913—(47-3913)*
- \$ Yes, We Have No Bananas**
Spike Jones and His City Slickers 20-3912—(47-3912)*
- \$ Orange Colored Sky**
Betty Hutton 20-3908—(47-3908)*
- \$ A Rainy Day Refrain**
Mindy Carson 20-3921—(47-3921)*



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

- ★ Could Be**
Vaughn Monroe's Ork 20-3915—(47-3918)*
No. 1 Billboard Pick, October 7.
- ★ Marrying For Love**
Perry Como 20-3922—(47-3922)*
No. 6 Disc Jockey Pick, Billboard, October 7.
- ★ Looks Like a Cold, Cold Winter**
Mindy Carson 20-3921—(47-3921)*
No. 7 Disc Jockey Pick, Billboard, October 7.
- ★ Petite Waltz**
Three Suns with Larry Green 20-3834—(47-3834)*
No. 4 Retailers Pick, Billboard, October 7.
- ★ Let's Do It Again**
Frankie Carl's Ork 20-3899—(47-3899)*
No. 5 Coin Op. Pick, Billboard, October 7.
- ★ My Silent Love**
Fran Warren 20-3916—(47-3916)*
No. 8 Disc Jockey Pick, Billboard, October 7.
- ★ Nevertheless**
Ralph Flanagan 20-3904—(47-3904)*
No. 5 Retailers Pick, Billboard, October 7.

TIPS CHRISTMAS SYMPHONY

Magnificently Interpreted by Perry Como 20-3933—(47-3933)*

The stars who make the hits are on

RCA VICTOR Records

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

SUPER VALUE!



RCA VICTOR 45 R.P.M. RECORD BONUS OFFER
Victrola attachment plus 6 one-a-month Bonus Records, plus 6 months' subscription to "Picture Record Review"—\$12.95. Everybody's going "45."



MARTHA
TILTON



AND

HARRY
BABBITT



SINGING

IT MAY BE
ON
SUNDAY

coupled with

ONLY A
MOTHER COULD
LOVE YOU

Orchestra Directed
by George Cates

CORAL 60306 (78 rpm)
CORAL 9-60306 (45 rpm)

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The **Billboard** MUSIC POPULARITY CHARTS

PART
II

Sheet Music

Based on reports received last three days of Week Ending October 6

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		Publishers	
Weeks (Last This	to date Week Week		
13	1	1. GOODNIGHT, IRENE (R)	Spencer
18	2	2. MONA LISA (F) (R)	Famous
6	3	3. ALL MY LOVE (R)	Mills
11	4	4. LA VIE EN ROSE (R)	Harms
15	5	5. PLAY A SIMPLE MELODY (R)	Berlin
2	9	6. HARBOR LIGHTS (R)	Chappell
6	6	7. CAN ANYONE EXPLAIN? (R)	Valando
3	8	8. OUR LADY OF FATIMA (R)	Robbins
14	7	9. SAM'S SONG (R)	Sam Weiss
4	10	10. THINKING OF YOU (F) (R)	Remick
8	11	11. BONAPARTE'S RETREAT (R)	Acuff-Rose
6	—	12. SOMETIME (R)	Witmark
2	—	13. MOLASSES (R)	Essex
1	—	14. NEVERTHELESS (F) (R)	Chappell
2	15	15. I'LL ALWAYS LOVE YOU (F) (R)	Famous

ENGLAND'S TOP TWENTY

POSITION		English		American	
Weeks (Last This	to date Week Week				
11	1	1. SILVER DOLLAR	Pic Music, Ltd.	Hampshire House	
17	2	2. BEWITCHED	Chappell	Chappell	
5	3	3. MONA LISA	New World	Famous	
7	4	4. SAM'S SONG	Sterling	Sam Weiss	
9	4	5. HAVE I TOLD YOU LATELY?	Leeds	Duchess	
9	8	6. SENTIMENTAL ME	Cinephonic	Knickerbocker	
8	6	7. IF I WERE A BLACKBIRD	Box & Cox	Leeds	
8	7	8. ONCE IN A WHILE	Magna	Miller	
2	16	9. GOODNIGHT, IRENE	Leeds	Spencer	
18	9	10. DADDY'S LITTLE GIRL	Yale	Beacon	
13	11	11. IF I LOVED YOU	Williamson	*	
2	10	12. 'COUNT EVERY STAR	Imperial	Paxon	
4	12	13. ASHES OF ROSES	Campbell-Connelly	*	
3	13	14. TZENA, TZENA, TZENA	Leeds	Copyright in dispute	
22	14	15. QUICKSILVER	W. H. Morris	W. H. Morris	
26	10	16. MY FOOLISH HEART	Sun	Sandy-Joy	
11	19	17. CANDY AND CAKE	Irwin Dahn	Oxford Music	
3	18	18. I ONLY HAVE EYES FOR YOU	Feldman	Remick	
21	—	19. LET'S DO IT AGAIN	Lennox	Robbins	
12	—	19. YOUR HEART AND MY HEART	Lawrence Wright	*	
18	—	19. ME AND MY SHADOW	Francis Day	Bourne	
2	—	19. OLD PIANO ROLL BLUES	Leeds	Leeds	
2	—	19. HAPPY TIMES	Feldman	Harms, Inc.	

*Publisher not available as The Billboard goes to press.

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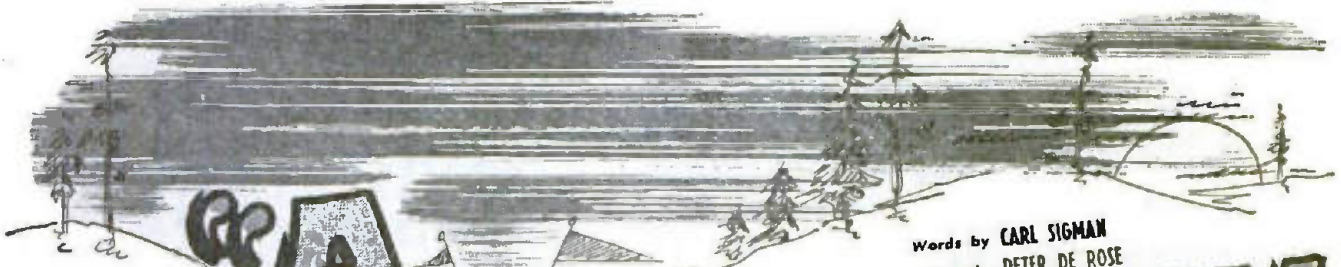
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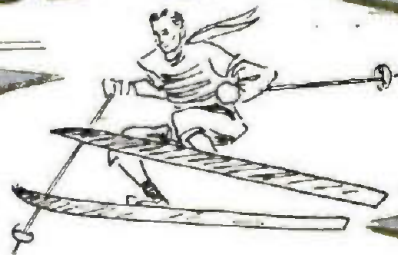
Words by CARL SIGMAN
 Music by PETER DE ROSE

"A MARSHMALLOW WORLD"

BING CROSBY
 DECCA

VIC DAMONE
 MERCURY

ARTHUR GODFREY
 COLUMBIA



VAUGHN MONROE
 VICTOR

JOHNNY DESMOND
 MGM

ANN SHELTON
 LONDON

RAY ANTHONY
 CAPITOL

DENNY VAUGHN
 CORAL



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 RICHARD M. VOLTER
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 GEORGE PINCUS
 General Manager

YOUR FALL-XMAS BUSINESS ON...

24 NEW ALBUMS

AVAILABLE FOR THE FIRST TIME ON

LONDON 45

AL MORGAN SOUVENIRS

30001—Jealous Heart • Turnabout Is Fair Play
30004—Chained To A Memory
Tears On My Pillow
30025—Half A Heart Is All You Left Me
I've Come Back To Say I'm Sorry
LSF-62—3 RECORDS, \$2.75

HARMONICATS SOUVENIRS

30003—Peg O' My Heart • Fantasy Impromptu
30002—That Old Gang Of Mine
You Are Always In My Heart
30287—Willow Weep For Me • Bye Bye Blues
LSF-63—3 RECORDS, \$2.75

DIXIELAND—TERESA BREWER JIMMY LYTELL

30023—Musical Music! • Copenhagen
30100—Choo'n Gum • Honky Tonkin'
30110—High Society • Basin Street Blues
30176—Farewell Blues • Sugar Foot Stomp
LSF-47—4 RECORDS, \$3.50

CHARLIE SPIVAK SOUVENIRS

30073—Mona Lisa • Loveless Love
30182—Friendly Stars • Three Little Words
30193—High On The List
Moonlight On The Ganges
LSF-64—3 RECORDS, \$2.75

GRACIE FIELDS SOUVENIRS

30250—Now Is The Hour • Come Back To Sorrento
30251—Au Revoir • Red Sails In The Sunset
30145—The Lord's Prayer • Bless This House
LSF-71—3 RECORDS, \$2.75

MUSIC BY CAMARATA

40010—Rumbalera (The Original)
40307—Come Back To Sorrento
The Mounted Ballroom
40308—I Love Thee (Grieg)
Prelude II (Gershwin)
LGF-45—3 RECORDS, \$3.50

CAMARATA CONCERT

40312—One Fine Day • They Call Me Mimì
40313—Musetta's Waltz
My Heart At Thy Sweet Voice
LGF-70—2 RECORDS, \$2.50

FINGERBUSTIN'

40070—Fiddle Fiddle • Fantasy Impromptu
40310—Fingerbustin' • The Breeze
40311—Rhapsody For Saxophone
Camarata conducts The Kingsway Sym-
phony Orchestra
LGF-72—3 RECORDS, \$3.50

MUSIC FROM THE FILMS

40302—Warsaw Concerto
40303—Cornish Rhapsody
40304—Clair De Lune
Mantovani and His Orchestra
LGF-55—4 RECORDS, \$3.50

MANTOVANI HIGHLIGHTS

40011—The Laughing Violin • The Bullfrog
40012—The Red Samba • Madrugada
40301—The Green Cockatoo • El Toreador
LGF-68—3 RECORDS, \$3.50

EDMUND ROS SOUVENIRS

30017—The Wedding Samba
Too Much Tempo In My Rumba Beat
30093—The Scottish Samba
More and More Amour
30288—Take Her To Jamaica • Mambo Jumbo
LSF-66—3 RECORDS, \$2.75

SAMBAS

30272—Cavaquinho • Samba, Samba
30273—Lero, Lero—Marcha Carnavalesca
Tangara Na Danca—Charlinha
30274—Parapequidista—Choro
Copacabana—Samba
Edmundo Ros and His Orchestra
LSF-58—3 RECORDS, \$2.75

BLUE DANUBE

30252—Empire Waltz • Voices Of Spring
30253—Blue Danube • Artists' Life
30254—Tales From The Vienna Woods
Die Fledermaus Waltz
30255—Roses From The South
Wine, Women and Song
Ronnie Munro and His Orchestra
LSF-60—4 RECORDS, \$3.50

CHOPIN WALTZES

30275—Valse No. 1 In E Flat Major Op. 18
Valse No. 10 In B Minor, Op. 69, No. 2
30276—Valse No. 3 In A Minor, Op. 34, No. 2
Valse No. 7 In C Sharp Minor, Op. 64, No. 2
30277—Valse No. 2 In A Flat, Op. 34, No. 1
Valse No. 9, In A Flat Major, Op. 69, No. 1
30278—Valse No. 15 In E Minor, Posth.
Valse No. 6 In D Flat, Op. 64, No. 1
Ronnie Munro and His Orchestra
LSF-59—4 RECORDS, \$3.50

THE GEORGE SHEARING TRIO

30283—I Only Have Eyes For You
Consternation
30284—Poinciana • To Be Or Not To Bop
30285—The Nearness Of You • The Fourth Deuce
30286—Someone To Watch Over Me
The Man From Minton's
LSF-61—4 RECORDS, \$3.50

PIANOLOGY

30262—It's Easy To Remember • Spookie Woogie
30263—Blue Moon • Jump For Joy
30264—I'm So Afraid Of You • Delayed Action
George Shearing, Piano with Rhythm
Accomp.
LSF-54—3 RECORDS, \$2.75

HORS D'OEUVRES

30265—B'Wanga • Copenhagen
30266—Hors D'Oeuvres • Streamline Strut
30267—Coramba • Tarantula
30268—Morocos • The Night Ride
Ambrose and His Orchestra
LSF-56—4 RECORDS, \$3.50

FATS WALLER'S LONDON SUITE

30259—Chelsea • Whitechapel
30260—Limehouse • Bond Street
30261—Piccadilly • Saha
Ted Heath and His Orchestra
LSF-53—3 RECORDS, \$2.75

OTHER FAST SELLING LONDON ALBUMS:

COLE PORTER SUITE
Louis Levy and His Concert Orchestra
LGF-1—2 RECORDS, \$2.50

GEORGE GERSHWIN SUITE
Louis Levy and His Concert Orchestra
LGF-2—2 RECORDS, \$2.50

BOLERO—(Ravel)
The Paris Conservatory Orchestra conducted by
Charles Munch
LGF-3—2 RECORDS, \$2.50

LA VALSE—(Ravel)
The Paris Conservatory Orchestra conducted by
Ernest Ansermet
LGF-4—2 RECORDS, \$2.50

WALDTEUFEL WALTZES
Ronnie Munro and His Orchestra
LSF-8—4 RECORDS, \$3.50

SCHEHERAZADE—(Rimsky-Korsakov)
The Paris Conservatory Orchestra conducted by
Ernest Ansermet
LGF-9—4 RECORDS, \$6.50

SYMPHONY NO. 6 IN C MAJOR—(Schubert)
The London Symphony Orchestra conducted by
Josef Krips
LGF-10—4 RECORDS, \$4.50

PIANO CONCERTO NO. 5 IN E FLAT
"The Emperor"—(Beethoven)
Clifford Curzon, Piano; The London Philharmonic
Orchestra conducted by George Solti
LGF-11—5 RECORDS, \$5.50

GILBERT and SULLIVAN OPERETTAS



THE D'OYLY CARTE OPERA COMPANY
with The New Promenade Orchestra conducted by Lidare Godfrey

THE MIKADO
LGF-30 11 RECORDS, \$11.50

THE GONDOLIERS
LGF-29 12 RECORDS, \$12.50

H. M. S. PINAFORE
LGF-6 8 RECORDS, \$8.50

PIRATES OF PENZANCE
LGF-7 11 RECORDS, \$11.50

TRIAL BY JURY
4 RECORDS, \$4.50

**A WANDERING
MINSTREL I**

SELECTIONS FROM:
30256—The Mikado
30257—Yeomen of the Guard
30258—The Gondoliers, \$2.75
LGF-52—3 RECORDS, \$2.75
R. Creon and His Orchestra

ALL RECORDS IN ALBUMS ARE AVAILABLE AS SINGLES

LONDON "45"

45

45

45

45

45

VIOLIN CONCERTO IN E MINOR

(Mendelssohn)
Alfredo Campoli, Violin; The London Philharmonic Orchestra conducted by Eduard Van Beinum
LGF-12-3 RECORDS, \$3.50

ERNA SACK COLLECTION

40054—Wiener Blut (Vienna Blood) - Carnival Of Venice
40055—Tales From The Vienna Woods
Village Swallows
40056—Il Bacio (The Kiss) - The Last Rose Of Summer
40057—"Kerxes" (Large): Ombra Mai Fu
Because De Jocelyn (Angela Guard These)
Erna Sack, Soprano with Orchestral Accompaniment
LGF-13-4 RECORDS, \$4.50

VIENNESE WALTZES

30040—Vienna Blood - A Thousand And One Nights
30041—Morgenblätter - Promotions
30042—Accelerations - Danube Waves
30043—Unrequited Love - Teoria Mia
Rennie Munro and His Orchestra
LSF-14-4 RECORDS, \$3.50

ON PARADE

30044—Colonel Bogey - Sons Of The Brave
30045—Old Comrades - Entry Of The Gladiators
30046—Liberty Bell - Stars And Stripes
30047—The Shanghai Sailor - Turkish Patrol
Band Of H. M. Irish Guards
LSF-15-4 RECORDS, \$3.50

LATIN RHYTHMS

30048—Rumba Tumbah - Linda Chilena—Rumba
30049—Adios—Bumba - La Mulata Rumbera—Rumba
30050—Canto De Ausencia—Tango
A Media Lus—Tango
Stanley Black And His Orchestra
LSF-16-4 RECORDS, \$3.75

MUSIC OF ERNESTO LECUONA

30051—Andalucia - Gitanerios
30052—La Comparsa - Siboney
30053—Jungle Drums - Maria La O
30054—Malgueña - Danta Lucumi
Stanley Black And His Orchestra
LSF-17-4 RECORDS, \$3.50

VICTOR HERBERT MELODIES

30056—Kiss Me Again - Gypsy Love Song
30057—Sweethearts - When You're Away
30058—Neath The Southern Moon
Ahl Sweet Mystery Of Life
30059—Indian Summer - A Kiss In The Dark
Rennie Munro And His Orchestra
LSF-18-4 RECORDS, \$3.50

"PRINCE IGOR" POLOVSIAN DANCES

(Borodin)
40058—Part 1 & 4
40059—Part 2 & 3
The London Philharmonic Orchestra conducted by
Gregor Fitelberg
LGF-19-2 RECORDS, \$2.50

FRANZ LEHAR WALTZES

40061—"Eva" Waltz - "Count Of Luxembourg" Waltz
40062—"Count Of Luxembourg" Waltz Intermezzo
"Eva" Waltz - "Eva" Waltz - "Eva" Waltz
40063—Gold And Silver—Waltz (Part #1)
Gold And Silver—Waltz (Part #2)
The Zurich Tonhalle Orchestra conducted by
the composer Franz Lehár
LGF-20-3 RECORDS, \$3.50

EMMERICH KALMAN SUITE

40066—Gypsy Princess - Countess Maritza - Circus
Princess - Gypsy Princess - Countess Maritza
40067—Countess Maritza - Gypsy Princess - Countess
Maritza - Gypsy Princess - Circus Princess
The Zurich Tonhalle Orchestra conducted by
Viktor Reinshagen
LGF-21-2 RECORDS, \$2.50

TSAR SALTANA SUITE—(Rimsky-Korsakov)

The London Philharmonic Orchestra conducted by
Gregor Fitelberg
LGF-22-3 RECORDS, \$2.50

SCHELOMO (Hebraic Rhapsody For

"Cello And Orchestra) (Blach)
Zora Nezsava, Cello with The London Philharmonic
Orchestra conducted by the composer Ernest Blach
LGF-23-3 RECORDS, \$3.50

BALLET EGYPTIEN (Luigini)

40076—Allegro Non Troppo - Allegro Molto Moderato
40077—Allegro Moderato - Andante Sostenuto
The B. B. C. Theatre Orchestra conducted by
Stanford Robinson
LGF-24-2 RECORDS, \$2.50

WALTZES OF JOHANN STRAUSS

40082—Accelerations—Waltz (Pt. 1)
Roses From The South—Waltz (Concl.)
40083—Accelerations—Waltz (Concl.)
Roses From The South—Waltz (Pt. 1)
40084—Blue Danube—Waltz (Part 1)
Blue Danube—Waltz (Concl.)
The New Symphony Orchestra
conducted by Josef Krips
LGF-25-3 RECORDS, \$3.50

**WALTZ MOVEMENTS FOR "DER
ROSENKAVALIER"—(R. Strauss)**

The London Philharmonic Orchestra conducted by
Karl Rankl
LGF-26-2 RECORDS, \$2.50

MANTOVANI MUSICALE

40091—Barcarolle (Offenbach) - Troumerei (Schumann)
40092—None But The Lonely Heart (Tchaikovsky)
Romance (Rubinstein)
40093—Kashmiri Song (Woodlunde-Finden)
Cradle Song (Strauss)
Mantovani and His Orchestra
LGF-27-3 RECORDS, \$3.50

BARBER SHOP HARMONY

30279-A—Carolina Sunshine - B—I Want A Girl
30280-A—Fingerprints (Upon The Window Pane)
B—Up And Down The Moon
30281-A—Josephine - B—Give Me Those Good Old Days
30282-A—When I Lost You - B—Bural Rhythm
The Mid-State Four (A) Side: A Capella, (B) side:
Organ Accomp. by Priscilla Holbrook
LSF-51-4 RECORDS, \$3.50

TWENTY FINGERS

30269—Accordion Polka - Brilliant Polka
30270—Toledo Adios—Tango
Munasteria "E Santa Chiara
30271—Italian Polka - Bella Bombina—Mazurka
Rramer and Walmer (Accordion Duet)
LSF-37-3 RECORDS, \$2.75

CONCERT FAVORITES BY EUGENE CONLEY

40088—Because (D'Hardiol) - Forgotten (Cowles)
40089—Thine Alone (Herbert)
40090—I Hear You Calling Me (Marshall)
40090—Beloved (Conley)
40090—Ahl Sweet Mystery Of Life (Herbert)
40090—Doney Boy
"I'll Take You Home Again Kathleen"
Eugene Conley (Tenor) with Robert Farnon and
His Orchestra
LGF-49-4 RECORDS, \$4.50

SINGLES

JUST A FEW OF MORE THAN 200 NOW AVAILABLE!

JEALOUS HEART - TURNABOUT IS FAIR PLAY
Al Morgan, vocal and piano with orchestral accomp.
30001-1 RECORD, \$.75

PEG O' MY HEART - FANTASY IMPROMPTU
Jerry Murad's Harmonicats
30002-1 RECORD, \$.75

NOW IS THE HOUR - COME BACK TO SORRENTO
Gracie Fields with Phil Green and His Orchestra
30250-1 RECORD, \$.75

RUMBALERO (THE ORIGINAL)
Camarata conducts the Kingsway Symphony Orchestra
40010-1 RECORD, \$1.00

EMPEROR WALTZ - VOICES OF SPRING
Rennie Munro and His Orchestra
30252-1 RECORD, \$.75

LA MER - NIGHT AND DAY
Mantovani and His Orchestra
40300-1 RECORD, \$1.00

SLAUGHTER ON TENTH AVENUE
Phil Green and His Concert Orchestra
40078-1 RECORD, \$1.00

BECAUSE - FORGOTTEN
Eugene Conley, Tenor, with Robert Farnon and His
Orchestra
40088-1 RECORD, \$1.00

ESPAÑA - THE SKATERS
Rennie Munro and His Orchestra
30033-1 RECORD, \$.75

WARSAW CONCERTO
Mantovani and His Orchestra
40302-1 RECORD, \$1.00

**FOR SPECIAL TERMS CONTACT
YOUR LONDON DISTRIBUTOR**

- ALL STATE DISTRIBUTORS
Newark, New Jersey
- GLEN ALLEN COMPANY
Memphis, Tennessee
- ALLEN DISTRIBUTORS
Richmond, Virginia
- BARNETT DISTRIBUTORS
Baltimore, Maryland
- BURNS DISTRIBUTING CO.
Oklahoma City, Oklahoma
- COAST LINE DIST. CO.
Nashville, Tennessee
- DAVIS SALES COMPANY
Denver, Colorado
- F & F ENTERPRISES
Charlotte, North Carolina
- GRAMOPHONE ENTERPRISES
Dallas, Texas
- INTERSTATE PHONOGRAPH RECORD CORP.
Atlanta, Georgia
- KAYLER COMPANY
Philadelphia, Pennsylvania
- LONDON GRAMOPHONE CORP. OF CANADA, LTD.
Montreal, Canada
- LONDON RECORD SALES, INC.
New York, New York
- GEORGE R. MacDUFF COMPANY
Detroit 1, Michigan
- JAMES M. MARTIN, INC.
Chicago, Illinois
- MIDWEST DISTRIBUTORS
St. Louis, Missouri
- MIDWEST DISTRIBUTORS
Kansas City, Missouri
- MUTUAL DISTRIBUTORS
Boston 20, Massachusetts
- NIAGARA MIDLAND COMPANY
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- OHIO RECORD SALES, INC.
Cincinnati, Ohio
- OHIO RECORD DISTRIBUTING, INC.
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- PAN AMERICAN DISTRIBUTORS
Jacksonville, Florida
- PENN MIDLAND COMPANY
Pittsburgh, Pennsylvania
- RECORD SALES COMPANY, INC.
Birmingham, Alabama
- OREGON RECORD DISTRIBUTING CO.
Portland, Oregon
- REDWOOD RECORD SALES, INC.
Los Angeles, California
- REDWOOD RECORD SALES, INC.
San Francisco, California
- STANDARD SUPPLY COMPANY
Salt Lake City, Utah

LONDON RECORDS

ALL RECORDS IN ALBUMS ARE AVAILABLE AS SINGLES

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Based on reports received last three days of Week Ending October 6



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 disk jockeys throughout the country.

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Record Label. Includes entries like 'GOODNIGHT, IRENE', 'MONA LISA', 'ALL MY LOVE', etc.

Vox Jox

SOUTHERN BEAT... Deejay Jim Anderson, WIRK, West Palm Beach, Fla., is back on the job after a stay in the hospital for surgery.

SPONSOR TALK... Warren Kelly, WGR, Buffalo, has snagged a 39-week contract with Blue Seal Bread.

PREEMS... West Coaster Jack Lynn is piloting his own show on KVER, Albuquerque, N. M.

GAB BAG... George Feldman, WJPS, Evansville, Ind., wants to hear from "small record companies which specialize in hot jazz and pop."

SONGS WITH GREATEST RADIO AUDIENCES (AC)

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. Patman's Audience Coverage Index.

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

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

Table with columns: Song Title, Artist, and Record Label. Includes entries like 'All My Love', 'Bonaparte's Retreat', 'Can Anyone Explain?', etc.

SONGS WITH MOST TV PERFORMANCES (RH TELE-LOG)

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

Table with columns: Song Title, Artist, and Points. Includes entries like 'La Vie En Rose', 'Goodnight, Irene', 'I Love the Guy', etc.

write?" "No punching, no driving, nothing frantic on my shows," pens Tom Vantol, WJEF, Grand Rapids, Mich.

it's got the
BOZO SEAL...

it's tops in
child appeal!

CHILDREN SAY, "THAT ALBUM'S FINE,
A FRIEND OF BOZO IS A FRIEND OF MINE"

That's what kiddies feel when Bozo's friendly face assures them that a record album is fun; it's an emblem that will be the outstanding mark of quality to parents — the finest in entertainment!



...sparks sales with the
greatest promotion for the
greatest children's records!



BOZO'S happy face now shines out on the covers of Capitol Record Albums, assuring children and parents that the records are up to the high standard set by the famous best-selling Bozo Record-Readers.

FEATURE BOZO APPROVED ALBUMS

AND YOU WILL BE READY TO SERVE AND SELL WHEN THE BUYING PUSH IS ON!



This new Bozo Approved Seal is being introduced and promoted with the greatest advertising and promotion program the children's record business has ever known! With a big consistent campaign in LIFE, PARENTS' MAGAZINE, NEW YORK SUNDAY TIMES, CHILD LIFE, CHILDREN'S ACTIVITIES, TODAY'S WOMAN, the importance of looking for the Bozo Approved Seal will be hammered home to over eighty million people; it started in September and will continue through the holiday season and beyond.



And Capitol's NEW Christmas merchandise adds new best-sellers to the world's greatest children's library. There are new low-priced packages that are sure to please—a new "Hoppy" record-reader, Baby Snooks, Tweety Pie, Bugs Bunny, a new Bozo record-reader (Bozo on the Farm) and a host of others that spell profit for dealers in the weeks ahead!

Virginia, see what Capitol is doing to promote this



The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending October 6

PART IV



Dealer Doings

BEST-SELLING POP SINGLES

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

POSITION	Weeks Last This to date Week Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
15	1	1	GOODNIGHT, IRENE	G. Jenkins-Weavers	Dec 78127077;	(45)9-27077-BMI																											
19	2	2	W A LISA	Nat "King" Cole	Cap 78131010;	(45)F-1010-ASCAP																											
12	4	3	SAM'S SONG	Cary-Bing Crosby	Dec 78127112;	(45)9-27112-ASCAP																											
12	3	4	SIMPLE MELODY	Cary-Bing Crosby	Dec 78127112;	(45)9-27112-ASCAP																											
8	3	5	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap 7811124;	(45)F-1124-ASCAP																											
18	6	6	BONAPARTE'S RETREAT	K. Starr	Cap 7819136;	(45)F-936-BMI																											
10	9	7	CAN ANYONE EXPLAIN?	Ames Bros	Cap 78180253;	(45)9-80253-ASCAP																											
7	7	8	ALL MY LOVE	P. Page	Mercury 7815455;	(45)5455X45-ASCAP																											
6	8	9	HARBOR LIGHTS	S. Kaye	Cap 7811053;	(45)F-1053-ASCAP																											
6	10	10	OUR LADY OF FATIMA	R. Hayes-K. Kallen	Mercury 7815466;	(45)5466X45-ASCAP																											
8	12	11	NO OTHER LOVE	J. Stafford	Cap 7811053;	(45)F-1053-ASCAP																											
16	10	12	TZENA, TZENA, TZENA	G. Jenkins-Weavers	Dec 78127077;	(45)9-27077-ASCAP																											
7	14	13	I'LL ALWAYS LOVE YOU	D. Martin	Cap 7811028;	(45)F-1028-ASCAP																											
7	17	14	MUSIC MAESTRO	F. Laine	Mercury 7815458;	(45)5458X45-ASCAP																											
11	18	15	LA VIE EN ROSE	T. Martin	V 78120-3819;	(45)47-3819-ASCAP																											
3	23	16	ORANGE COLORED SKY	"King" Cole Trio-S. Kenton	Cap 7811184;	(45)F-1184-ASCAP																											
1	—	17	THINKING OF YOU	E. Fisher-H. Winterhalter	V 78120-3901;	(45)47-3901-ASCAP																											
1	—	18	ALL MY LOVE	G. Lombardo Ok.	Dec 78127118;	(45)9-27118-ASCAP																											
3	14	19	PATRICIA	P. Como	V 78120-3905;	(45)47-3905-ASCAP																											
4	20	20	THINKING OF YOU	O. Cherry	Dec 78127128;	(45)9-27128-ASCAP																											
1	—	21	ALL MY LOVE	B. Crosby	Dec 78127117;	(45)9-27117-ASCAP																											
2	—	22	GOODNIGHT, IRENE	Dennis Day	V 78120-3870;	(45)47-3870-BMI																											
2	19	23	ALL MY LOVE	P. Faith	Cap 78118918;	(45)F-18918-ASCAP																											
16	13	24	NOLA	L. Paul	Cap 7811014;	(45)F-1014-ASCAP																											
4	16	24	I'M FOREVER BLOWING	G. Jenkins-A. Shaw	Dec 78127186;	(45)9-27186-ASCAP																											
3	25	24	DREAM A LITTLE DREAM	F. Laine	Mercury 7815458;	(45)5458X48-ASCAP																											
4	30	4	OUR LADY OF FATIMA	R. Foley	Dec 78114526;	(45)9-14526-ASCAP																											
1	—	24	HARBOR LIGHTS	G. Lombardo	Dec 78127208;	(45)9-27208-ASCAP																											
8	26	29	BONAPARTE'S RETREAT	C. Krupa	V 78120-3766;	(45)47-3766-BMI																											
2	—	30	CINCINNATI DANCING	R. Foley	Dec 78114626;	(45)9-14626-ASCAP																											
1	—	30	NEVERTHELESS	R. Flanagan	V 78120-3904;	(45)47-3904-ASCAP																											

NEWS AND CHATTER . . . Fred Cushing resigned his post as assistant record buyer for Macy's-New York to become drug and cosmetics buyer for H. H. White, Boston, with Frank Capone moving into the Macy slot as assistant to John Strauss. . . . Salem Record Shop, Salem, Ore., reports that several diskeries issuing 45-r.p.m. records are not complying with RCA Victor standards, with the result that their disks don't work too well on 45-r.p.m. record-changing attachments. . . . C. E. Gerhard, Glenside, Pa., sees a definite need for a catalog of children's records grouped according to age. . . . Reible Record & Appliance, Beaver Dam, Wis., claims that much more Stati-Clean and similar products could be sold if the bottle contained a brush applicator. De-statising liquids are too hard to demonstrate as now packaged. . . . Home Supply Company, Kilgore, Tex., is pleased with the sales results from using the RCA Victor merchandiser stand for 45-r.p.m. disks. . . . The record-radio-TV departments of Gimbels, New York, due to be moved from the ninth to the sixth floor. . . . Macy's, New York, reported ready to redesign and redecorate the record-music department. . . . Zeswitz Music Store, Reading, Pa., promoted a successful tie-in with the local Loew Theater on the motion picture, "Summer Stock." . . . Stuart Glassman, Radio Doctors, Milwaukee, working a promotional tie-in on the Jazz at the Philharmonic Concert by co-operating with Mercury Records' John O'Brien and JATP topper, Norman Granz. Shop will set up a ticket sales booth, window displays, bulletin board, flyers and large-scale ad campaign. . . . Disc & Needle, Minneapolis, remodeled shop so that all LP and 45 r.p.m. disks are on self-service racks.

DISTRIB BEEFS . . . "We could sell a lot more records if distributors gave good service. Decca and MGM are wonderful here, but you wouldn't know there was a Capitol distributor around and RCA Victor is getting bad again."—Associated Stores, Tampa. . . . "Why can't they ship our orders sooner? We have to wait two or three weeks!"—Williams Piano Company, Sioux Falls S. D. . . . "I'd like to gripe about Decca service on 45s. Is it just our distributor, or is that the picture around the country?"—Bell Music Company, Lawrence, Kan. . . . "Our big problem is to find who distributes LP records in this territory."—Master Music Shop, Austin, Minn. . . . "We lose plenty of sales because distributors can't fill our back-orders for weeks."—Cudahy Record Shop, Cudahy, Wis. . . . "We're not getting the delivery service we used to get from New York City distributors."—Radart Electric, Rochester, N. Y. . . . "I wish I could use another distributor for Mercury 45s. We had 19 of their albums on back order for more than six months."—Richards Music Company, Safford, Ariz. . . . "Maybe it's because we're small, but it seems that service from distributors is getting worse all the time. And then their salesmen kick because we buy from 'quick-service' distributors out of town (thus cutting our own profits, too). Well, what's logical then?"—Barb's Melody Shop, St. Johnsbury, Vt. . . . "Just another beef about distributors—how can we sell the hits when it takes so long to get them in stock?"—Bernice Hendrix Music Company, El Dorado, Kan. . . . Miss J. C. Lee, manager of both the Melody Shop and Harmony Record Shop, Columbus, O., uses a mailing list of about 600 names on a monthly basis; sending promotional material furnished by record companies. Gave up newspaper advertising, saying, "as far as records go around here, newspapers are ineffective." Says 78 r.p.m. still 75 per cent of business with 45 and 33 splitting the remainder. Forty-five is moving up fast, says Miss Lee, and 45 pop albums are out-selling 33s, but 33 outselling everything else on classics "about 100 to 1." Has 11 booths at Harmony Shop; uses four permanent salespeople there, three in Melody Shop. Does a big business with coin-operators. "If it's picked in The Billboard, I know I'm safe in ordering 50. The operators will believe Billboard, where they won't believe me."

LITS LP BAR . . . Lits Record Center, in the Lit Bros' department store, Philadelphia, has opened a "Lits LP Bar," with an entire sec-

CHILDREN'S RECORDS

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

POSITION	Weeks Last This to date Week Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
35	1	1	CINDERELLA (Two Records)	I. Woods and Others	V 781Y-399;	(45)WY-399										
31	2	2	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap 781CBX-3058;	(45)CBX-3058;	(33)WX-3059									
8	3	3	TREASURE ISLAND (Two Records)	B. Driscoll	V 781Y-416;	(45)WY-416										
2	14	4	TWEETIE PIE (One Record)	M. Blanc-B. May	Cap 781CAS-3074;	(45)CAS-3074										
5	4	5	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap 781CAS-3072;	(45)CAS-3072										
122	5	6	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34;	DBX-114										
121	7	7	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap 781DAS-80;	(45)CAS-3001										
46	6	8	BOZO AND THE BIRDS (Two Records)	P. Colvig-B. May	Cap 781DBX-3033;	(45)CBX-3033										
41	12	9	HOWDY DOODY AND THE AIR-O-ODDLE (Two Records)	Bob Smith-H. Rene	V 781Y-397;	(45)WY-397										
2	9	10	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May	Cap 781CAS-3073;	(45)CAS-3073										
38	—	11	LITTLE ENGINE THAT COULD (Two Records)	P. Wing	V Y-341											
37	8	12	BUGS BUNNY IN STORYLAND (Two Records)	Mel Blanc-A. Livingston	Cap DBX-3021											
13	—	13	ME AND MY TEDDY BEAR (One Record)	P. Colvig-P. Faith	Col MJV-70											
44	10	14	PECSY BILL (Three Records)	Roy Rogers-Sons of the Pioneers	V Y-375											
108	15	14	BUGS BUNNY (Three Records)	Mel Blanc	Cap 781CC-64;	(45)CC-3004										

POP ALBUMS

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

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

Last Week	This Week	1	2	3	4	5	6	7	8	9	10
—	1	1	THREE LITTLE WORDS	Original Cast	MGM 78153;	(33)E-516					
—	3	2	YOUNG MAN WITH A HORN	Doris Day-H. James	Col 781C-198;	(33)CL-6106					
—	2	3	SOUTH PACIFIC	Mary Martin-Ezio Piana	Cap 781MM-850;	(33)ML-4180					
—	4	4	ANNIE GET YOUR GUN	B. Hutton-H. Keel	MGM 78150;	(33)E-509					
—	7	5	SUMMER STOCK	Original Cast	MGM 781MGM-56;	(33)E-519					
—	6	6	GUY LOMBARDO AND HIS ROYAL CANADIANS SILVER JUBILEE	G. Lombardo	Dec 781A-762;	(33)DL-5235					
—	5	7	GUY LOMBARDO TWIN PIANO, VOL. II	G. Lombardo	Dec 781A-753;	(33)OL-5193					
—	8	8	DANCE DATE WITH LES BROWN	Les Brown	Col 781C-123						
—	9										



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The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Based on reports received last three days of Week Ending October 6

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 1.

POSITION	Weeks Last This to date Week Week	RECORD	ARTIST	COMPANY
14	1	1.	GOODNIGHT, IRENE	G. Jenkins-Weavers
				Dec(78)27077; (45)19-27077—BMI
18	3	2.	MONA LISA	Nat. King Cole
				Cap(78)1010; (45)F-1010—ASCAP
12	4	3.	SAM'S SONG	Gary-Bing Crosby
				Dec(78)27112; (45)19-27112—ASCAP
12	2	4.	SIMPLE MELODY	Gary-Bing Crosby
				Dec(78)27112; (45)19-27112—ASCAP
20	5	5.	BONAPARTE'S RETREAT	K. Starr
				Cap(78)936; (45)R-936—BMI
8	6	6.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie Ford
				Cap(78)1124; (45)F-1124—ASCAP
				(E. Fitzgerald-L. Jordan, Dec 27200; J. Indig-J. Piel's Ork, London 654; P. Gaylen Ork, Regal 3258; D. Washington, Mer 8187; O. Bradley, Coral 6029; L. Hampton Ork, Dec 24911; L. Millinder Ork, V 20-3622)
6	7	7.	HARBOR LIGHTS	S. Kaye
				Col(78)3896; (43)1-78—ASCAP
10	8	7.	CAN ANYONE EXPLAIN?	Ames Bros.
				Coral(78)60253; (45)19-60253—ASCAP
7	9	9.	ALL MY LOVE	P. Page
				Mercury(78)5455; (45)5455X45—ASCAP
5	10	10.	I'M FOREVER BLOWING BUBBLES	G. Jenkins-A. Shaw
				Dec(78)27186; (45)19-27186—ASCAP
7	11	11.	CINCINNATI DANCING PIG	R. Falby
				Dec(78)46261; (45)19-46261—ASCAP
				(T. Brewer, London 768; V. Damone, Mer 5477; L. Dee, Dec 46263; E. Grant, 1183; G. Krupa Ork, V 20-3966; H. Carmichael-J. Gray, Dec 27201; D. Jurgens Ork, Col 38965; The Melodrons, MGM 10805)
5	12	11.	PATRICIA	P. Combs
				V(78)20-3905; (45)47-3905—ASCAP
2	—	17.	HARBOR LIGHTS	K. Griffin
				Col(78)38888; (3)1-718—ASCAP
1	—	11.	HARBOR LIGHTS	G. Lombardo
				Dec(78)27208; (45)19-27208—ASCAP
10	23	15.	GOODNIGHT, IRENE	F. Sinatra
				Col(78)38892; (3)1-718—BMI
2	23	15.	ALL MY LOVE	G. Lombardo
				Dec(78)27116; (45)19-27116—ASCAP
3	—	15.	OUR LADY OF FATIMA	R. Hayes-K. Kallen
				Mercury(78)5466; (45)5466X45—ASCAP
14	13	18.	NOLA	L. Paul
				Cap(78)1014; (45)F-1014—ASCAP
				(G. Lombardo, Dec 27178; C. Walter S. Freeman, MGM 10802)
16	14	18.	TZENA, TZENA, TZENA	G. Jenkins-Weavers
				Dec(78)27077; (45)19-27077—ASCAP
				(A. Blank-Harmonica Trio, Riviera 116; G. Carter Ork, Coral 6023; V. Damone, Mer 5454; Cantor S. Malachuk-Family Choir, Star et David 2905, M. Miller Ork and Chorus, Col 38885; W. Solek Ork, Col 12473-F; T. Maksymowicz, Dec 45109; R. Flanagan Ork, V(78)20-3647; (45)47-3847; Weavers, Dec 27053)
12	14	20.	MONA LISA	V. Young
				Dec(78)27048; (45)19-27048—ASCAP
8	16	20.	LA VIE EN ROSE	T. Martin
				V(78)20-3819; (45)47-3819—ASCAP
14	28	20.	BONAPARTE'S RETREAT	G. Krupa
				V(78)20-3766; (45)47-3766—BMI
2	28	23.	ORANGE COLORED SKY	"King" Cole-S. Kenton
				Cap(78)1164; (45)F-1164—ASCAP
				(Janet Bruce-M. DeLugg Ork, King 15066; Doris Day-Pope Cavanaugh Trio, Col 38980; B. Hutton, V 20-3906)
3	—	23.	DREAM A LITTLE DREAM OF ME	F. LaRue
				Mercury(78)5458; (45)5458X45—ASCAP
				(F. Carle Ork, Col 38783; Bob Crosby-G. Gibbs, Coral 6023; E. Fitzgerald-L. Armstrong, Dec 27209; V. Monroe-Moon Maids, V(45)47-3929, (78)20-3929; D. Shore-H. Zimmerman, Col(78)38927, (3)1-759; J. Owens, Dec 27096)
1	—	23.	MONA LISA	R. Flanagan
				V(78)20-3888; (45)47-3888—ASCAP
8	—	26.	TZENA, TZENA, TZENA	M. Miller
				Col(78)38883; (3)1-706—ASCAP
3	—	26.	LA VIE EN ROSE	Bing Crosby
				Dec(78)27111; (45)19-27111—ASCAP
10	19	28.	GOODNIGHT, IRENE	R. Foley-E. Tubb
				Dec(78)46255; (45)19-46255—BMI
4	23	28.	MUSIC, MAESTRO, PLEASE	F. LaRue
				Mercury(78)5459; (45)5458X45—ASCAP
				(L. Raine-C. Parman Ork, London 731; T. Martin-H. Rene, V(78)20-3803; (45)47-3883; L. Raine, Universal U-194)
2	—	28.	SOMETIME	Link Spots
				Dec(78)27102; (45)19-27102—ASCAP
				(H. Babbitt-Hear-beats, Coral 60188; T. Carlyn Ork, Mer 5422; W. King Ork, V(78)20-3796; (45)47-3796; J. Stafford-P. Weston Ork, Cap 1053; F. Willing, Cap 1070; E. Young-S. Foster, London 692; Mariners-A. Bleyer Ork, Col 38781)
1	—	28.	LA VIE EN ROSE	L. Armstrong Ork
				Dec(78)27113; (45)19-27113—ASCAP
1	—	28.	I'LL ALWAYS LOVE YOU	D. Shore-Col(78)38848; (3)1-661—ASCAP
				(D. Martin, Cap 1028; M. Tilton, Coral 60258)

WARNING!

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left hand column under the heading "Weeks to Date" "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop readers should buy with caution.

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"WHAT WILL BE, WILL BE"

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✓ 9119	DANNY SCHOLL "I'M GONNA LIVE TILL I DIE"
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✓ 9116	CHRIS COLUMBO "BENNY PENNYWHISTLE"—"BROWN EYES"
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The Great Mr. B., BILLY ECKSTINE

✓ 9115	"I SURRENDER DEAR"
✓ 9060	

✓ 9112	EILEEN BARTON "MAY I TAKE TWO GIANT STEPS!"
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✓ 9121	JOHNNY SPARROW "SERENADE TO TWINS"—"MICHAEL'S CYCLE"
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✓ 9098	THE RAVENS "GET WISE, BABY" "COUNT EVERY STAR" "DON'T HAVE TO RIDE NO MORE"
✓ 9111	
✓ 9101	

✓ 9120	MURIEL GAINES "UGLY WOMAN"—"WHAT YOU GONNA DO!"
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The Billboard

MUSIC POPULARITY CHARTS

PART VI

Classical Records

Because all classical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurate. Therefore, The Billboard is presently conducting its weekly classical record telephone survey in a manner to divide LP and 45 R.P.M. classical reports. Records in each category are arranged according to sales volume, but no attempt is made to show sales comparison between LP and 45 titles. It will be noted titles are stressed and no distinction is made between singles and albums.

Best Selling LP Classical Titles

Last Week	This Week	Title	Label
1	1	Stokowski: Heart of the Ballet, L. Stokowski Symphony Ork; M. Rosenker-J. Baker-R. Bloom-D. Oppenheim-J. Corigliano-L. Varza-L. Lawrence	V(33)LM-1083
3	2	Rachmanoff: Concerto for Piano and Ork, No. 2 in C Minor; A. Rubinstein-NBC Symphony Ork; V. Goltschmann	V(33)LM-1005
—	3	Tchaikovsky: Swan Lake, St. Louis Symphony Ork; V. Goltschmann, conductor	V(33)LM-1003
—	4	Rimsky-Korsakoff: Scheherazade, San Francisco Symphony Ork; P. Monteux, conductor	V(33)LM-1002
1	5	Bernstein: Peter Pan, J. Arthur-B. Karloff-M. Henderson-P. Millias-J. Marks	Col(33)ML-4312

Best Selling 45 RPM Classical Titles

Last Week	This Week	Title	Label
1	1	Rimsky-Korsakoff: Scheherazade, San Francisco Symphony Ork, Pierre Monteux, conductor	V(45)WDM-1920
3	2	Luigini: Ballet Egyptian Suite, BBC Theater Ork; Robinson, conductor	London(45)LGF-24
—	3	Stokowski: Heart of the Ballet, L. Stokowski Symphony Ork; M. Rosenker-J. Baker-R. Bloom-D. Oppenheim-J. Corigliano-L. Varza-L. Lawrence	V(45)WDM-1394
2	4	Strauss: Music of Johann Strauss, Minneapolis Symphony Ork; E. Ormandy, conductor	V(45)WDM-262
3	4	Brahms: Concerto in D Opus 77, Y. Menuhin Lucerne Festival Ork; W. Furtwangler, director	V(45)WDM-1361

Advance Classical Record Releases

(Includes Semi-Classics)

Beethoven: Symphony No. 5 in C Minor, Op. 67 Album—Amsterdam Concertgebouw Ork, Menzelberg, Cond. Cap Telefunken(33)P-8110

Caprice: Concert Dans le Gout Theatral Album—Weissbaden Collegium Musicum, E. Weyas, Cond. (Teleman: Tafelmusik) Cap Telefunken(33)P-8111

Dvorak: Four Romantic Pieces, Op. 75 Album—L. Kaufman, A. Balsam (Schumann: Sonata in A) Cap(33)P-8112

Felix Arts of South and Central America Album—Mabel Luce, Concerts Hall(33)CH57

Mahorstein: March of the Boyards—Boston Pops Ork, A. Fiedler, Cond. (Gounod: Funeral) V(78)12-1288, (45)1340

Haydn: Symphony No. 64 in A Major and Symphony No. 91 in E Flat Major Album—Vienna Symphony Ork, H. Swoboda, Cond. Westminster(33)WL-23

Lily Pans Sings Orbus: Album—L. Pons-F. LaForge (1-10") Col (33)ML2135

Mozart: Sinfonia Concertante, in E Flat Major, K. App 9 and Divertimento No. 3, in B Flat Major, K. App 229 Album—A group of the Vienna Philharmonic Ork, H. Swoboda, Cond. Westminster(33)WL-23

Prokofiev: Sonata No. 6, Op. 82 and Visions Fugitives, Op. 22 Album—L. Pennario Cap Telefunken(33)P-8113

Puccini: Tosca-Love Duet & Strauss—Die Fledermaus—Carradas & Weber: Der Freischutz—Agathe's Prayer Album—L. Wellich (1-10") Col(33)ML-2139

Schubert: Trout Quintet, A. Major, Op. 114 Album—Vienna Concert House Quartet, Westminster(33)WL-25

Schumann: Sonata in A Minor, Op. 105 Album—L. Kaufman-A. Balsam (Dvorak: Four Romantic) Cap(33)P-8112

Classical Record Reviews

The rating, shown by the large boldface number, is an indication of sale potential. Popularity of the composition; strength and availability of competitive versions; name value of the label; interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 80-89 indicates an excellent disk, using the same values as a yardstick; 70-90, good; 60-69, satisfactory; 0-59, poor.

SUPPE OVERTURES—Berlin Philharmonic Orchestra, conducted by Hans Schmidt-Isserstedt. Peter Kruder, Leo Borchard and Erich Kleiber (1-12") Capitol Telefunken P-8108 **75**

Baccaric: Plaque Dame; Poet and Peasant; Jolly Fellows; Jolly Robbers; Light Cavalry. Suppe, a contemporary Viennese of Johann Strauss, is best known outside of middle Europe for the overtures to his operettas. Such as the "Poet and Peasant" and "Light Cavalry" are virtual household pieces while the remaining four of the collection are familiar to the repertoire of most symphonic bands and orks. This light, rousing stuff is played through this set with spirit and cleanliness by the Berlin Philharmonic under four different conductors. The recordings, tho they date back to early and prewar days, are technically superb and easily meet current high standards. Strauss and Offenbach buyers will go for this set.

STRAUSS: FIEDERMAUS OVERTURE—The Vienna Symphony Ork—R. Stolz, conductor (1-10") Album Remington (33) RLP-149-1 **72**

Also: Waltz Dreams; Sinter's Waltz; Two Hearts in Three-Quarter Time, and Merry Widow Waltz. A completely acceptable low-priced reading of the familiar "Fledermaus" music plus a postpour of equally familiar waltzes makes up a handsome offering for the family an'ay longhair trade who buy from the chain and department stores. It's strictly stuff from the tried-and-true corner of the semi-longhair field in this package. It's dished out in recordings which do not meet higher priced standards but which certainly will pass for the market for which they are intended.

BEETHOVEN: EMPEROR CONCERTO—The Vienna Symphony Ork of the Viennese Symphonic Society—F. Karer, K. Woss, conductor (1-12") Album Remington (33) RLP-199-1 **72**

Priced at \$1.99, this awning of the "Emperor" is an excellent buy. The performance is more than creditable; soloist Felicitas Karer delivers a penetrating, sympathetic keyboard job; the ork is up to snuff. The recording, too, is alive, clear, and excellently balanced between piano and ork. On the minus side, there's an inescapable surface hiss on the review copy at hand. Whether this is a quality of "Websterite," the Remington plastic or only an accident is a question; other recordings in the Remington low-priced LP series have considerably less hiss than the one under discussion.

GLAZUNOFF CONCERTO IN A MINOR, OP. 82 AND MOZART: ADAGIO IN E, K. 261; RONDO IN C, K. 373—Nathan Milstein, violinist; William Steinberg, conductor Victor (33) LM-106-4 **75**

While this work does not rank with the Tchaikovsky or the Mendelssohn violin concertos in either musical brilliance or popularity, it is a substantial and well-esteemed composition, tho not heavily represented on wax. This version is an LP transfer from a recording made last year. It replaces an older Victor version by Heifetz. Milstein plays the romantically colorful work with grace and feeling, performing the only mildly demanding virtuoso passages with ease and finesse. Flip offers a pair of Mozart's short pieces for Eddie and ork—truncated concertos, as it were. Milstein is superb with these, too, playing with warmth and simplicity.

Eddy HOWARD

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- ★ **RUBY WRIGHT**
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- ★ **MOON MULLICAN**
905 MONA LISA THINK IT OVER
830 I'LL SAIL MY SHIP ALONE MOON'S TUNE
894 NINE-TENTHS OF THE TENNESSEE RIVER WELL OH WELL
- ★ **JIMMIE OSBORNE**
893 GOD, PLEASE PROTECT AMERICA THE MOON IS WEEPING OVER YOU
- ★ **HAWKSHAW HAWKINS**
897 HANDCUFFED TO LOVE STOP, PLEASE STOP
- ★ **YORK BROTHERS**
901 ROAD OF SADNESS KILL HER WITH KINDNESS



- ★ **WYNONIE HARRIS**
4389 ROCK MR. BLUES BE MINE, MY LOVE
4378 GOOD MORNING, JUDGE STORMY NIGHT BLUES
- ★ **TINY BRADSHAW**
4397 I'M GOING TO HAVE MYSELF A BALL BUTTERFLY
4357 WELL OH WELL I HATE YOU
- ★ **SPIRIT OF MEMPHIS QUARTET**
4392 (ALVARY MAKE MORE ROOM FOR JESUS
- ★ **THE TRUMPETERS**
4403 NOBODY'S FAULT BUT MINE THIS IS A MEAN OLD WORLD (TO TRY TO LIVE IN)
- ★ **ROY BROWN**
DeLuxe 3308 'LONG ABOUT SUNDOWN CADILLAC BABY
3306 DREAMING BLUES LOVE DON'T LOVE NOBODY
3304 HARD LUCK BLUES NEW REBECCA

KING
Records

The **Billboard** MUSIC POPULARITY CHARTS
Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending October 6

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks Last This	to date/Week/Week	1	2	3	4	5	6	7	8	9	10
13	1	1	I'M MOVIN' ON..... Hank SnowV178121-0328; (45)48-0328—BMI								
10	2	2	GOODNIGHT, IRENE..... R. Foley-E. TubbDec(78)46255; (45)9-46255—BMI								
6	3	3	CINCINNATI DANCING PIG..... R. FoleyDec(78)46261; (45)9-46261—ASCAP								
2	7	4	LOVEBUG ITCH..... E. ArnoldV178121-0328; (45)48-0328—BMI								
8	4	5	MONA LISA..... M. MullicanKing 886—ASCAP								
20	6	5	WHY DON'T YOU LOVE ME?... H. WilliamsMGM 1609—BMI								
20	7	7	I'LL SAIL MY SHIP ALONE..... M. MullicanKing 830—BMI								
5	5	8	GOODNIGHT, IRENE..... M. MullicanKing 886—BMI								
14	9	9	CUDDLE BUGGIN' BABY..... E. ArnoldV178121-0342; (45)48-0342—BMI								
3	10	9	(REMEMBER ME) I'M THE ONE WHO S. HambletonCol(78)120724; (45)32-692—BMI								

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks Last This	to date/Week/Week	1	2	3	4	5	6	7	8	9	10
15	1	1	I'M MOVIN' ON..... H. SnowV178121-0328; (45)48-0328—BMI								
3	5	2	LOVEBUG ITCH..... E. ArnoldV178121-0328; (45)48-0328—BMI								
7	9	3	(REMEMBER ME) I'M THE ONE WHO S. HambletonCol(78)120714; (45)32-692—BMI								
6	2	4	CINCINNATI DANCING PIG..... R. FoleyDec(78)46261; (45)9-46261—ASCAP								
10	3	5	GOODNIGHT, IRENE..... E. Tubb-R. FoleyDec(78)46255; (45)9-46255—BMI								
4	8	6	I'LL NEVER BE FREE..... K. Starr-Tennessee ErnieCap(78)11224; (45)F1124—ASCAP								
31	6	7	I'LL SAIL MY SHIP ALONE..... M. MullicanKing 830—BMI								
16	4	8	CUDDLE BUGGIN' BABY..... E. ArnoldV178121-0342; (45)48-0342—BMI								
1	—	9	WHY SHOULD WE TRY ANYMORE... H. WilliamsMGM(78)10760; (45)K-10760								
6	10	10	MONA LISA..... Moon MullicanKing 886—ASCAP								

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- Be Sure There's No Mistake—E. Arnold (What Is) V 48-0199
- Blue Grass Ramble—B. Monroe (Memories of) Dec 46266
- Boogie Woogie Low—Z. Turner Ork (Outside Your) King 900
- Bringin' in the Georgia Mail—C. Monroe Ork (Down In) V 48-0222
- Christmas—E. Tubb (Christmas) Dec 46268
- Christmas Island—E. Tubb (Christmas) Dec 46268
- Cigarettes, Whiskey and Wild, Wild Women—Sons of the Pioneers (My Best) V(45)48-01P
- Come and Dine—Grandpa Jones (Dark as) King 896
- Daddy's Last Letter—T. Ritter (Onward Christian) Cap 1267
- Dark as a Dungeon—Grandpa Jones (Come and) King 896
- Down in Caroline—C. Monroe (Sugar Cane) V 21-0394
- Down in the Willow Garden—C. Monroe Ork (Bringin' in) V 48-0222
- Excuses—Cactus Pryor (Packing Up) 4 Star 1529
- Flowers on Lovers Lane—T. Milligan (Nashville Moon) Bullet 715
- Frosty, the Snow Man—R. Foley (Rudolph the) Dec 46267
- Golden Shippers—C. Robinson Ork (Turkey in) V 47-2873
- Handcuffed to Love—H. Hawkins Ork (Stop, Please) King 897
- How Far Is Heaven—K. Wells (My Mother) V 21-0394
- I Need Attention Bad—E. Tubb (I'm the) Dec 46269
- (Remember Me) I'm the One Who Loves You—E. Tubb (I Need) Dec 46269
- If You Were Only in My Arms—D. Price Ork (Sweet Memories) King 898
- Indian Love Call—P. Freeman Trio (Slick Chick) 4 Star 1523
- Jingle Bells—Maddox Brothers and Rose (Silent Night) 4 Star 1400
- Lonesome, Sad and Blue—Lonesome Pine Fiddlers (Pain in) Cory 233
- Memories of You—B. Monroe (Blue Grass) Dec 46266
- My Best to You—Sons of the Pioneers (Cigarettes, Whiskey) V(45)48-0183
- My Hula Baby—Cowboy Copas Ork (Signed, Sealed) King 895
- My Mother—K. Wells (How Far) V 21-0384
- Nashville Moon—T. Milligan (Flowers on Bullet) 175
- Nine-Tenths of the Tennessee River—M. Mullican Ork (Well) King 894
- Onward Christian Soldiers—T. Ritter (Daddy's Last) Cap 1267
- Outside Your Picture Frame—Z. Turner Ork (Boogie Woogie) King 900
- Packing Up My Barndick Bags Blues—Cactus Pryor (Excuses) 4 Star 1529
- Rain in My Heart—Lonesome Pine Fiddlers (Lonesome, Sad) Cory 232
- Rudolph, the Red-Nosed Reindeer—R. Foley (Frosty, the) Dec 46267
- Signed, Sealed, Then Forgotten—Cowboy Copas Ork (My Hula) King 895
- Silent Night—Maddox Brothers and Rose (Jingle Bells) 4 Star 1400
- Slick Chick Boogie—P. Freeman Trio (Indian Love) 4 Star 1523

HOTTER EVERY WEEK!

SAVOY #759 by America's #1 Team

Deceivin' Blues
Lost Dream Blues

Johnny Olis
Little Esther
Mel Walker
Order Today!

SAVOY RECORD CO., Inc.
58 Market Street Newark 1, N. J.

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It Really Rocking the Dealers and Ops

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TEMPO RECORD CO. OF AMERICA
1540 Sunset Blvd., Hollywood 46, California

"THAT OLD BLACK MAGIC"

as sung by **BILLY DANIELS**

Stopped the show on last week's **MILTON BERLE SHOW**

Get it on Apollo Record No. 1101

Rush YOUR Order in Now—either to your nearest Apollo distributor or direct to:

APOLLO RECORDS, INC.
457 West 45th St. New York 14, N. Y.

SQUARE DANCE Break-Resistant RECORDS

"CHINESE BREAKDOWN"
b/w "WAKE UP, SUSAN"

"SANTA CLAUS BREAKDOWN"

Flip "LEATHER BRITCHES"

Both on SMART Records

ARTISTS: SHELDON GIBBS and his Arizona Ranch Boys featuring Fiddlin' "Slim" Forbes

Distributors Wanted

Desert Recording Co.
1213 East Highland Ave. Phoenix, Arizona

WANTED

4 PRESS RECORD PLANT

IN VICINITY OF NEW YORK

Plant must be ready to operate. No mill or plating needed.

Write details and price **BOX 581**

Billboard, 1564 Broadway, N. Y. C.

NEW VICTOR, COLUMBIA

\$12.00 per 100

OTHER LABELS \$10.00 PER 100 \$85.00 PER 1,000 1/3 with order, balance C. O. D.

Write for LATEST CATALOG, 500 Different Standard and Hit Tunes

VEDEX COMPANY

674 10th Ave. New York 19 N. Y. Plaza 7-0636

COMPLETE INVENTORIES BOUGHT Over 1,000 Satisfied Customers

"THERE WON'T BE MUCH MORE TIME"

coupled with

"WILL YOU BE SATISFIED THAT WAY"
Capitol 1209

Capitol's New Singing Star!!!

by Jimmie Skinner

and

"DAD TOO IS LONELY"

coupled with

"THE HEM OF HIS GARMENT"
Capitol 1220



TIME TO START
PUSHING

This
great
holiday
best-seller



**GENE
AUTRY**
SINGING
"HERE
COMES
SANTA CLAUS"

and

"AN OLD-FASHIONED TREE"

Columbia Record 20377 or 7-inch LP 2-392

or with

"HE'S A CHUBBY LITTLE FELLOW"

Columbia MJV-84 or 7-inch LP 4-790

COLUMBIA
RECORDS

Originator of 33 1/3 LP Records
For Uninterrupted Listening Pleasure

The **Billboard** MUSIC POPULARITY CHARTS
PART VII
Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending October 6

**COUNTRY AND WESTERN RECORDS MOST PLAYED
BY FOLK DISK JOCKEYS**

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

Weeks Last This to date Week Week	POSITION	Record	Artist	Label
16 1	1.	I'M MOVIN' ON	M. Snow	Col (78)10328; (45)48-0328-BMI
11 2	2.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col (78)10714; (33)12-692-BMI
3 3	3.	LOVEBUG ITCH	E. Arnold	Col (78)10302; (45)48-0302-BMI
21 4	4.	WHY DON'T YOU LOVE ME?	H. Williams	16M 10696-BMI
9 5	5.	GOODNIGHT, IRENE	R. Early-E. Tubb	Decca 7046253; (45)19-46255-BMI
5 6	6.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap (78)11124; (45)15-1124-ASCAP
30 7	7.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830-BMI
3 8	8.	MONA LISA	M. Mullican	King 886-ASCAP
2 10	9.	GOD, PLEASE PROTECT AMERICA	J. Osborne	King 893-BMI
4 7	10.	CINCINNATI DANCING PIG	R. Foley	Decca 7046261; (45)19-46261-ASCAP
2 10	10.	THEY'LL NEVER TAKE HER LOVE FROM ME	H. Williams	MGM (78)10760; (45)K-10760-BMI

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES

Billy Starr (London), now with Cowboy Copas, reports that the entire Copas troupe is working the Fox Midwest Theater chain. Natchez the Indian, for whom both Starr and Copas worked years ago, is now residing in Chicago. . . . Al Rogers (MGM) has inked J. L. Frank as his p. m. Rogers is set for a tour of the West during October. . . . Milt Magel, op of the Club Madrid, Louisville, is working out a deal with PeeWee King to work his spot one night per week. King just returned from the Coast.

Fred Barnes, op of the new Skateland, Martinsville, Va., reports that Little Jimmie Dickens did 1,000 people (\$1 for adults, 50 cents for kids) September 8 at his new location. He is looking for names to book. . . . H. K. Snyder, Riverside Park, West Nanticoke, Pa., is seeking information about artists who might be available for his 1951 summer season. He operates the Bar B Q outdoor theater, which will feature traveling names.

Tom Stewart, veteran station exec at WSM, Nashville, who headed the station's public relations department and worked in the new TV set-up, has resigned to become program director at WSIX, Nashville. . . . Buddy Messner (Abbey) has changed the name of his net to the Skyliners. Personnel includes Don Adams, Bobby Berne, Jack Throckmorton, Oscar Quiddlemurf and Molly Darr. Messner and his chimp will appear on the NBC seg of the "Grand Ole Opry" October 14. Kay Starr and Tennessee Ernie work the show October 7. Messner is opening his own disk shop in Chambersburg, Pa.

Ambrose Haley (Mercury), heard on KHMO, Hannibal, Mo., opened his new folk music park, Sky View Ranch, two miles west of Hannibal, October 1. A star-studded cast included Skeets and Frankie and Dave Landers, KMOX, St. Louis; Brother Bob Hastings, Lexie White, Jimmy Lear and his Rainbow Trio, WCAZ, Carthage, Ill., and Haley's Ozark Ramblers. Haley plans several weeks of shows this year and will reopen late next spring. . . . Harmonica Bill Russell is appearing in the Midwest currently in conjunction with the showing of the latest Smiley Burnette-Charley Starrett feature, "Across the Bad Lands." . . . Donn Reynolds, the Australian cowboy yodeler, has inked with Aragon Records of Canada. . . . Jim Stanton, prexy of Rich-R-Tone disks, Johnston City, Tenn., has inked the Happy Gospel Singers, Greeneville, Tenn.: Kid Tanner, a d. j. at WVMJ, Biloxi, Miss.; the Byrd Brothers, WPUV, Pulaski, Va., and Estel Lee, currently touring with the Jimmie Skinner show,

DISK JOCKEY DOINGS

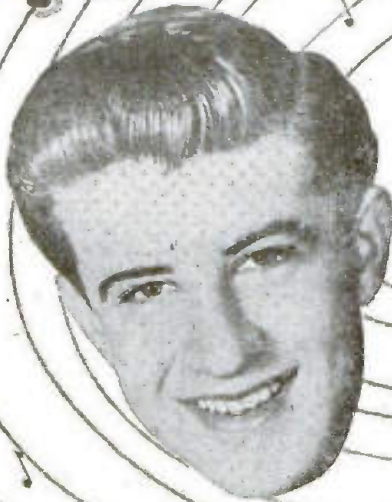
Mesquite Jerry Johnson has added another sponsored half-hour seg to his daily country music work at WTWN, St. Johnsbury, Vt. . . . Johnny Talley (Jamboree) is the new d. j. at WCDD, Winchester, Tenn. . . . Chuck McClure, WRFC, Athens, Ga., writes that Nellie and Doyle, WLET, Toccoa, Ga., have inked with Enterprise diskery. . . . Carroll Lee, who worked with the Pine Valley Boys, WKLY, Hartwell, Ga., has joined WANS, Anderson, S. C., as program director. . . . Hal Fuller's Tennessee Hoedowners (London) have returned to work at WWXL, Peoria, Ill., according to Cousin Ed. . . . Frank Porter, WXGI, Richmond, Va., emceed a show at the Virginia State Fair, Richmond, that included Hank Snow, Minnie Pearl and Lonzo and Oscar. . . . Rambling Lou, WJLL, Niagara Falls, N. Y., is promoting Montana Slim for a personal there October 5. . . . Randy Blake, WJJD, Chicago, completed his ninth year as country music emcee of the Supper-time Frolic September 25.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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BILL FARRELL



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**FOUR-TWENTY A.M.
 THERE YOU ARE**
 Available 2 Record Speeds
 78 RPM—MGM 10790 • 45 RPM—MGM K10790

**'DEED I DO
 YOU'RE NOT IN MY ARMS TONIGHT**
 78 RPM—MGM 10757 • 45 RPM—MGM K10757



ART MOONEY
and his Orchestra
SERENADE IN BLUE
(I'M A DREAMER) AREN'T WE ALL?
 Available 2 Record Speeds
 78 RPM—MGM 10822 • 45 RPM—MGM K10822

DERRY FALLIGANT
DRIFTIN'
THRILL ME WITH YOUR KISS
 Available 2 Record Speeds
 78 RPM—MGM 10817 • 45 RPM—MGM K10817



MONICA LEWIS
LIFE IS SO PECULIAR
MY HEART IS OUT OF TOWN
 MGM Non-Breakable 10814

SARAH VAUGHAN
DON'T WORRY 'BOUT ME
I COVER THE WATERFRONT
 MGM Non-Breakable 10819



TED STRAETER
IT MAY BE ON SUNDAY
WHY FIGHT THE FEELING
 MGM Non-Breakable 10821

LUKE THE DRIFTER
NO, NO, JOE
HELP ME UNDERSTAND
 Available 2 Record Speeds
 78 RPM—MGM 10806 • 45 RPM—MGM K10806

*Very Important Platters!



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BEST SELLER

NOW
ON
SWING TIME
ST 238A+



CHARLES BROWN
SINGING HIS ORIGINAL
**MERRY CHRISTMAS
BABY**

With
JOHNNY MOORE'S 3 BLAZERS
Backed by
LOST IN THE NIGHT
ST 238A

★
ANOTHER SUREFIRE SELLER!

MABEL SCOTT
SINGING HER ORIGINAL
**BOOGIE WOOGIE
SANTA CLAUS**

ASK FOR ST 239A+
Backed with

**THAT AIN'T THE
WAY TO LOVE**
ST 239A

★
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**LOWELL FULSON'S
XMAS RELEASE**

See your local Distributor or write direct



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Los Angeles 11, Calif.

**Kidiskers Readying
Flack Competition**

(Continued from page 19)
material. Lavish mechanical displays, racks and framed posters have been prepared for major accounts.

LINCOLN BID

Lincoln is making a strong bid in the 49-cent field with a new 10-inch line of 30 disks, including some Gilbert and Sullivan material. Twelve numbers are also out on 45 r.p.m., retailing at 59 cents. Diskery has virtually suspended activity on its 25-cent Bobolink line.

ATLANTIC PATTERN

Atlantic, producer of several trick "magic" albums and purveyor of Little Abner on disks, is prepping special disk kits with radio scripts, which local distribs are asked to place with deejays. Old items in the line have been repackaged. Kiddie Land, for the first time in its history, has prepared a raft of mailing pieces and ad mats for dealers touting its line, with all three speeds represented. Outfit is also handing out special Christmas cards with sets. Disk jockey packages will go out on request in October. Currently jocks are being queried as to which speed they prefer. New releases are being issued on 78 and 45 only.

CRG MOVE

Children's Record Guild, mail-order club outfit, now pushing for dealer representation is, as previously reported, spending \$300,000 to plug the line in top-flight national consumer publications. Outfit is currently circulating special disk shop streamers stating "The child you love wants a record, too."

Several others, queried as to their plans, stated that they had no special promotions planned, but were "mainly concerned with getting records made so we can fill our orders."

FREE FREE FREE

DISK JOCKEYS—COIN OPERATORS

RAINBOW #30033

"OH BABE!"
By **BUDDY WILLIAMS**

and his

GOLDEN ECHO ORCH.

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DISTINCTION

"CORN SILK"
Flip
"SOMEBODY'S KISSES"

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**NEW Victor—Columbia
Decca—Capitol Records**

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Standard & Hit Tunes,
Full line of new albums—classical &
popular at greatly reduced prices.
1/3 with order, balance C. O. D.
Write for full information.

HANIG SALES CO.

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Phone: WHitney 8825



Rhythm & Blues Records



Based on reports received last three days of Week Ending October 6

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks Last This	to date Week Week	Record	Label
10	1	1	1. BLUE LIGHT BOOGIE (Parts I and II) L. Jordan	Atlantic 914
2	9	2	2. ANYTIME, ANYPLACE, ANYWHERE J. Morris	Atlantic 914
8	2	3	3. BLUE SHADOWS L. Fulson	Swingtime 22a
2	—	4	4. I'M YOURS TO KEEP M. Fisher	Modern 20-753
23	—	5	5. PINK CHAMPAGNE J. Liggins	Specialty 355—BMI
4	6	6	6. LOVE DON'T LOVE NOBODY R. Brown	DeLuxe 3306—BMI
5	4	7	7. DECEIVIN' BLUES J. Otis-Little Esther-M. Walker	Savoy 759—BMI
20	6	7	7. WELL, OH, WELL Ting Bradshaw	King 4357—BMI
1	—	7	7. I'M GOING TO HAVE MYSELF A BALL T. Bradshaw	King 4397—BMI
17	5	10	10. HARD LUCK BLUES R. Brown	DeLuxe 3304—BMI

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks Last This	to date Week Week	Record	Label
8	1	1	1. BLUE LIGHT BOOGIE (Parts I and II) L. Jordan	Atlantic 914
10	2	2	2. BLUE SHADOWS L. Fulson	Swingtime 22a
15	3	3	3. MONA LISA Nat "King" Cole	Capitol 355—BMI
2	3	4	4. LOVE DON'T LOVE NOBODY R. Brown	DeLuxe 3306—BMI
11	6	5	5. HARD LUCK BLUES Roy Brown	DeLuxe 3304—BMI
2	9	6	6. ANYTIME, ANYPLACE, ANYWHERE J. Morris	Atlantic 914
20	6	7	7. EVERYDAY I HAVE THE BLUES L. Fulson	Swingtime—196
2	—	8	8. GOODNIGHT, IRENE P. Gayten	Regal 3281—BMI
23	5	9	9. PINK CHAMPAGNE J. Liggins	Specialty 355—BMI
3	10	10	10. DECEIVIN' BLUES J. Otis-Little Esther-M. Walker	Savoy 759—BMI

ADVANCE RHYTHM & BLUES RECORD RELEASES

Baby, Come Home—F. Dixon (Play Boy) Modern 20-776
Blues for the Nightowls—Thompson (Harlem) King 4399
Crazy About My Honey Dip—The Cap-Tans (I'm So) Dot 1009
Dedicating the Blues—Pee Wee Crayton (Good) Modern 20-774
Do Me a Favor—D. Ducker Ork (Talkative) Dec 48176
Far Away Blues—J. Otis Ork (Wedding) Savoy 764
Good Little Woman—Pee Wee Crayton (Dedicating) Modern 20-774
Greatest There Is, The—C. Kemp-B. Strayhorn-J. Hodges Setet (Hello) Mercer 3950
Harlem Rag Cutter—S. Thompson (Blues) King 4399
Hello, Little Boy—C. Kemp-B. Strayhorn-J. Hodges Setet (Greatest) Mercer 3950
Hit the Road—W. Littlefield (Trouble) Modern 20-775
I Want to Love You, Baby—W. Harris (Mr. Blues) King 4402
I'm So Crazy for Love—The Cap-Tans (Crazy) Dot 1009
Just a Poor Boy—R. Hawkins (You) Modern 20-777
Linger Awhile—F. Brooks (This) Modern 20-769
Lying Woman—Ivory Joe Hunter (Too Late) King 4405
Mr. Blues Is Coming to Town—W. Harris (I Want) King 4402
Play Boy Blues—F. Dixon (Baby) Modern 20-776
She's a Married Woman—J. Williams (Jivin) Bullet 337
So Tired of Dreaming—A. Sildham Ork (You'll) V 22-0101
Talkative Baby—D. Ducker Ork (Do Me) Dec 48176
This Can't Be Love—E. Gardner (I Want) Acorn A-305
This Time We're Through—H. Brooks (Linger) Modern 20-769
Too Late—Ivory Joe Hunter (Lying) King 4405
Trouble Around Me—W. Littlefield (Hit) Modern 20-775
Wedding Boogie—J. Otis Ork (Far) Savoy 764
You Had a Good Man—R. Hawkins (Just) Modern 20-777
You'll Be Sorry—A. Sildham Ork (So Tired) V 20-0102

FALL RELEASES AND HOTTEST OF THE YEAR!

AMOS MILBURN SAX SHACK BOOGIE AL 3064	CHARLES BROWN AGAIN AL 3066
LIGHTNIN' HOPKINS SHOTGUN BLUES AL 3063	CALVIN BOZE LIZZIE LOU AL 3065

—WATCH FOR RELEASE DATE—

AMOS MILBURN BAD, BAD WHISKEY AL 3068	THE SOUL STIRRERS WELL, WELL! AL 2035
----------------------------------------------------	----------------------------------------------------



Another Great Columbia First!

PIANO MOODS

Columbia's great new
 (LP) record event featuring
 the nation's top
 keyboard stylists

Hot on the heels of the best-selling DANCE DATE series, Columbia presents this superb new series.

Their big feature—their sure-fire sales appeal—is continuity—uninterrupted music—just as everyone likes it best!

These are the modern piano wizards. These are the colorful selections in brilliant, individual styles—fresh unusual repertoire—played in continuous program fashion.

A WONDERFUL "FIRST" FOR FALL! ORDER TODAY!

COLUMBIA RECORDS

Originator of 33 1/3 LP Records For Uninterrupted Listening Pleasure



Piano Moods—
ERROL GARNER
with Rhythm Accompaniment
 When Johnny Comes
 Marching Home
 My Heart Stood Still
 Long Ago (And Far Away)
 Poor Butterfly
 Spring Is Here
 When You're Smiling
 It Could Happen To You
 I Don't Know Why (I Just Do)
 Columbia LP Record CL 6139



Piano Moods—
JOE BUSHKIN
with Rhythm Accompaniment
 Hallelujah!
 I've Got a Crush On You
 They Say It's Wonderful
 Portrait of Tallulah
 Here In My Arms
 Pennies From Heaven
 Everyday Is Christmas
 The Lady Is A Tramp
 Columbia LP Record 6152



Piano Moods—
RALPH SUTTON
with Rhythm Accompaniment
 Ain't Misbehavin'
 Oriental Tones
 Jitterbug Waltz
 Tia Juana
 I Used To Love You
 (But It's All Over Now)
 Muskrat Ramble
 Deep Henderson
 Keep Your Temper
 Columbia LP Record CL 6140



Piano Moods—
WALTER GROSS
Trio
 Dearest (You're The Nearest
 To My Heart)
 Motartiona
 Dream A Little Dream of Me
 Three Little Words
 The Way You Look Tonight
 Intermezzo (Souvenir De Vienne)
 Crazy Rhythm
 Tenderly
 Columbia LP Record CL 6141



Piano Moods—
DARDANELLE
with Rhythm Accompaniment
 I'm In The Mood For Love
 Over The Rainbow
 Laura
 Memories Of You
 I Got A Kick Out of You
 'S Wonderful
 Tobu
 Then There Eyes
 Columbia LP Record CL 6142

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ORANGE COLORED SKY

by WILLIE STEIN
and MILTON DELUGG

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HIGHER PRODUCTION—LESS REJECTS

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Blgelow 3-3253

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HEADACHES?**

Let **RCA VICTOR**
solve your problems in
... RECORDING
... PRESSING
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The Billboard MUSIC POPULARITY CHARTS

PART
IX

Record Reviews

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 now being conducted. N. S. indicates a record is not suitable for approval within the market. Point listings are maximums. Song caliber, 15; Interpretations, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
HARRY BABBITT- MARTHA TILTON (G. Cates Ork) Coral 50306	Only a Mother Could Love You Fine talent grouping promises big things for the future, tho not realized in this overly precious novelty. It May Be on Sunday Territorial hit from St. Louis gets its strongest sales effort in this warm duet offering.	68--70--68--66 80--80--80--80
CONNIE HAINES (The Hainesmen- Morey Field Quar- tet) Coral 50308	Swingin' Doors Leapin' shuffle tune fails to hit with direct impact, despite a spirited effort by the disk cast. Everybody Knows You By Your First Name More miss-fire fare here.	67--68--68--66 65--66--65--64
HERB JEFFRIES (Glenn Osser Ork) Columbia 38987	Manon Jeffries in more intimate, soft-toned style than usual, essays an unusually heavy ballad that will require hump-plugging. Wanderlust Adaptation from Borodin's "Steppes of Central Asia" provides a concert-type vehicle for the warbler.	68--70--68--65 61--64--62--58
TERESA BREWER (With the All- Stars) London 794	Molasses, Molasses Theresa's little-girl approach is well-suited to this flash novelty, but lacking the gimmicks of two earlier versions, doesn't figure to lead. Grizzly Bear Miss Brewer and the Dixie combo knock out hotcha jazzation item unexcitingly.	80--80--78--82 61--61--60--62
LUCKY MILLINDER ORK (Paul Brecken- ridge) Victor 20-3022	Journey's End "Wagon-Wheels"-type tune gets an impressive performance, but is unlikely to find its market easily. Reissue. I'll Never Be Free (Aansteen Allen-Big John Green) Original wailing of the late-arriving hit may pick up a little stray coin in this reissue.	60--61--60--58 67--65--65--70
PERRY COMO (Mitchell Ayres Ork) Victor 14547-3931	So Long Sally Twenty-bar cry ballad with considerable promise, is given a heart-warming rendition by Perry. Could be top disk if the tune clicks.	85--85--85--85
HENRY RUSSEL & HIS COLLEGE CHORUS Tower 1490	Marcheta Straight, appealing interpretation of a standard that's unlikely to lose its moderate value jukewise. The Halls of Ivy First chorus is straight college glee-club treatment, followed by a dance time vocal, with rhythm section joining in. Side is reportedly stirring in Mid-West, could break thru for another "Whitneyop."	79--80--78--78 86--86--86--86
ART MORTON (Lee Baxter Ork) Capitol 1206	Don't Ever Say I Love You Unexceptional slow-bounce ballad job by Morton, union-chanting male group and ork. You Won't Forget Me About like flip in impact.	82--82--82--82 67--67--67--67 65--65--65--65
MARY MARTIN- ARTHUR GODFREY (Archie Bleyer Ork) Columbia 38991	C'est Tout C'est pretty dull. A Rainy Day Refrain Duo fail to get the charm and intimacy they captured on "Go To Sleep," side is weak alongside the Andrews-Lambardo and Mindy Carson versions.	45--45--45--45 70--75--70--65
J. MURAD'S HAR- MONICATS (David la Winter) (J. Carroll Ork) Mer 5493	The Petite Waltz Mickey ork and the harmonica group do a soggy job with the pretty Continental waltz. The Warsaw Waltz The Harmonicals and rhythm section grind out an oompah waltz. Main appeal will be in Polish, Germanian babes.	70--70--70--70 61--61--60--62
EDDY HOWARD ORK Mer 5491	Patricia Howard cuts here with a string-rich ork and chorus for a lush treatment of the oncoming sweetheart ballad. Not potent enough to challenge the Como disk. So Long Sally A striking new ballad gets a heartfelt, torchy job from Howard and chorus. Competition is heavy on this one, but Howard's job has the ingredients.	71--71--71--71 84--84--84--84
ROY ROSS ORK (L. Carlyle-D. Rodney) Coral 60303	Heaven Drops Her Curtain Down Boy-gal team doesn't blend well here, miss the essence of this mood ballad. Call of the Shepherd Don Rodney solos warmly on this pastoral ballad.	60--60--60--60 66--67--66--65

(Continued on page 100)

EVELYN KNIGHT

SINGS



coupled with
**HE CAN COME BACK
ANYTIME HE WANTS TO**

DECCA
27182 (78 rpm)
9-27182 (45 rpm)



America's Fastest Selling Records





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BENJAMIN & WEISS

... Can Anyone Explain I'll Never Be Free

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British Inventor Claims Disk Device Can Play 30 Minutes

Wants To Start Company To Make Long-Playing Disk and "Governor"

NEW YORK, Dec. 10, 1922—An invention that may work a revolution in the talking machine industry came to light this week when a representative of the English company which owns the patents arrived in this country to inspect the American market in the device. Briefly, it consists of a method of greatly increasing the wear and tear on the records and with less scratch of the needle. The representative of the company now here expresses himself as willing to start a company to manufacture the records and the governor, it is said, and preliminary figures are already under form a company to do it.

high-class music without the choosing of selections to the present shoddy playing records. This is the only method of increasing the quality of the music without the choosing of selections to the present shoddy playing records. This is the only method of increasing the quality of the music without the choosing of selections to the present shoddy playing records.

See Inside Front Cover This Issue

Attention, Operators! WE NEED USED CURRENT RACE RECORDS

The First New War Song Hit JOHNNY GOES MARCHING OFF TO WAR

GIVE TO THE BUNYON CANCER FUND

The Billboard MUSIC POPULARITY CHARTS PART X Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- All My Love—J. Smith (Ca Va) Col 39006
And You'll Be Home—T. Arden-P. Faith Ork (My Tears) Col 39003
Are You Forgetting Love?—H. Wright-G. Hopkins Ork (Cryin' My) Big Nickel 1005
Beloved, Be Faithful—B. Dewey Ork (Home) V20-3928
Best Thing for You, The—D. Day (Bushel) Col 39008
Blue Canadian Rockies, The—R. Morgan Ork (Close Your) Dec 27216
Bushel and a Peck—D. Day (Best Thing) Col 39008
Bushel and a Peck—P. Como-B. Hutton-M. Ayres Ork (She's a) V 20-3930
Ca Va Ca Va—J. Smith (All My Love) Col 39006
Childhood Days—G. Nolan (Molasses) National 9127
Christmas Island—B. Bickel Trio (Christmas Tree) Coral 60307
Christmas Tree Angel, The—B. Bickel Trio (Christmas Island) Coral 60307
Close Your Pretty Eyes—R. Morgan Ork (Blue Canadian) Dec 27216
Coney Island Polka—G. Jeanne-J. Resetar Ork (Little Fiddle) Token 303
Cryin' My Heart Out for You—B. McLaurin-C. Hopkins Ork (Are You) Big Nickel 10066
Destination Moon Album—L. Stevas (1-10") Col- (33)CL6151
Drink, Drink, Drink—M. Russell (Halls of Tower 1490
Eight Ball—R. Jacques (Tropical) King 4400
Football Songs Album—P. Faith Ork (2-10") Col- (33)CL6148
George Gershwin: A Symphonic Portrait Album—G. Luyraerts Ork (J. M. Hugh: A Symphonic Portrait) Cap(33)P-254
Get Happy—B. Dewey Ork (Somebody's Crying) V20-3927
Green Grass and Peaceful Pastures—P. Faith Ork & Chorus (In the) Col 39005
Grizzly Bear—T. Brewer (Molasses, Molasses) London 794
Halls of Ivy, The—H. Russell (Drink, Drink) Tower 1490
Harbor Lights—T. Papa Ork (You and) Tower 1488
Home—B. Dewey Ork (Beloved, Be) V 20-3928
Home—Muggsy Spanier Obsolete Band (It's a Long) Mer 5494
Hopestar—A. Morgan (Place Where) London 784
How Did I Get This Way?—P. Terry-Freddy Miller Ork (Knick Knack) King 15069
How'd You Like To Have a Sweetheart?—B. Miller & L. Stevens-F. Fiedel Trio (Play Ho) Tok 200
Humpty Jumpy—F. Carle Ork (What Can) V 20-3923
I Didn't Know What Time It Was—A. Previn (Should I) V45447-3263
I Don't Want to Love You, But I Do, Do, Do—Patsy's Sisters-Harmony Bells Ork (Tea-Ka) Dana 2081
I Hear Music—F. Waring Ork (Sleep) Dec 27237
I Was Dancing With Someone—F. Lane-Carl Fischer Ork (Nowhere) Mer 5495
I'll Know—G. Gibbs-G. Osser Ork (If I) Coral 60310
I'll Never Be Free—L. Millinder Ork (Journey's End) V 20-3622
I'm With You—Russ Emery (Why Should) Col 39004
If I Were a Bell—G. Gibbs-G. Osser Ork (I'll Know) Coral 60310
In the Middle of a Riddle—P. Faith Ork & Chorus (Green Grass) Col 39005
It's a Long, Long Way to Tipperary—Muggsy Spanier Obsolete Band (Home) Mer 5494
It's a Marshmallow World—V. Damone-R. Martiere Ork (When the Lights) Mer 5496
It Shouldn't Happen to a Dream—J. Hodges Ork (Little Taste) Mer 1951
Jing a Ling, Jing a Ling—F. DeVol Ork (Sweethearts on) Cap 1247
Journey's End—L. Millinder Ork (I'll Never) V 20-3622
Knick Knack Man, The—Barry Sisters-F. Miller Ork (How Did) King 15069
Little Fiddle Polka, The—G. Jeanne & J. Resetar Ork (Coney Island) Token 303
Little Red Caboose—Al Morgan (Rose the) London 783
Little Taste, A—J. Hodges Ork (It Shouldn't) Mer 1951
Menon—H. Jeffries (Wanderlust) Col 38987
Margot—B. Williams (Oh Babe) Rainbow 30033
Jimmy McHugh: A Symphonic Portrait Album—F. DeVol (George Gershwin: A Symphonic Portrait) Cap(33)P-254
Merle Kilikimaka—B. Crosby-Andrews Sisters (Poppa Santa Claus) Dec 27228
Music for the Fireside Album—P. Weston Ork, Cap(33)H-245—1 Cover the Waterfront, Love Walked in, September in the Rain, Something to Remember You By, Tenderly, Where or When
Molasses, Molasses—T. Brewer (Grizzly Bear) London 794
Molasses, Molasses—Gallii Sisters (Childhood Days) National 9127
My Tears Won't Dry—T. Arden-P. Faith Ork (And You'll) Col 39003
Nevertheless—F. Lane (It Was Dancing) Mer 5395
Nightingale—Maccaps (Sleigh Ride) London 786
Now You're In My Arms—Frank Gallagher-M. DeLugg Ork (Santa From) King 15067
Oh, Babe!—J. Preston-B. Evans (Step That) Derby 748
Oh, Babe!—B. Williams (Margot) Rainbow 30033
Ocarina, The—F. Martin Ork (Where Do) V 20-3926
O, Holy Night—M. Lanza (The Virens) V(78)12-1286, (45)49-1339
One Rose, The—S. Kaye Ork-The Kaydets (Strangers) Col 39007
Only a Moment Ago—T. Dorsey Ork (Rainbow Gal) Dec 27215
Pedido—S. Vaughn-N. Leyden Ork (Whippa) Col 39001
Place Where I Worship—A. Morgan (Hopestar) London 784
Play No Waltz for Me—B. Miller-S. Fiedel Trio (How'd You) Token 200
Poppa Santa Claus—Bing Crosby-Andrews Sisters (Merle Kilikimaka) Dec 27228
Popular Favorites, Vol. 3, Album—M. Miller Ork-P. Faith Ork-H. James Ork-S. Kaye Ork-F. Sinatra-The Mairies-D. Shore-D. Day (1-10")—Col(33)CL-6150—3 Anyone Explain?; Dam That Dream; Goodnight, Irene; Harbor Lights; I Cross My Fingers; Mona Lisa; Sometime; Trena, Trena, Trena
Rainbow Gal—T. Dorsey (Only a Moment) Dec 27215
Red Head—Vince "Blue" Mondl (Zany Zool Mondl) VM-103
Red We Want Is the Red We've Got, The—C. Massey-C. Washburn Ork (There's a) London 790
Rose the Elephant—Al Morgan (Little Red) London 783
Santa From Santa Fe—F. Gallagher-M. DeLugg Ork (Now You're) King 15067
She's a Lady—P. Como-B. Hutton-M. Ayres Ork (Bushel and) V 20-3930
Should I—A. Previn (Should I) V45447-3263
Silver Bells—B. Crosby-G. Richards-J. S. Trotter Ork (That Christmas) Dec 27229
Skipkin "and a Hopkin"—E. Hawkins Ork (Tennessee Waltz) Coral 60313
Sleep—F. Waring Ork (I Hear) Dec 27237
Sleigh Ride—Maccaps (Nightingale) London 786
Somebody's Crying—B. Dewey Ork (Get Happy) V20-3927
Somewhere, Somewhere, Someday—E. Young-J. Piel Ork (Squeeze Me) London 774
Squeeze Me—E. Young-J. Piel Ork (Somewhere, Somewhere) London 774
Stop That, Baby—J. Preston-B. Evans (Oh, Baby) Derby 748
Strangers—B. Clooney (When You) King 15072
Strangers—S. Kaye-T. Alamo (One Rose) Col 39007
Sweethearts on Parade—F. DeVol (Jing a) Cap 1247
Tea for Two Album—D. Day-A. Storck Ork-Ken Lane Singers-P. Casanova Trio (1-10")—Col(33)CL-5149—Crazy Rhythms; Do Do Do; Here in My Arms; I Know That You Know; I Only Have you for You; I Want to Be Happy; Oh, Mel Oh, My!; Tea for Two Tea for Two—T. Martin-E. Higgins Ork (That Old) Mer 5493
Tea-Ka Tea-Ka Tea—Paulette Sisters-Harmony Bells Ork (I Don't Want) Dana 2081
Tennessee Waltz—E. Hawkins Ork (Skipkin) Coral 60313
That Christmas Feeling—B. Crosby-J. Alexander Chorus-J. S. Trotter Ork (Silver Bells) Dec 27229
There's a Star-Spangled Banner Waving Somewhere—C. Massey-C. Washburn Ork (Red We) London 790
Three Little Bells—Una Mae Carlisle-B. Chester Ork (We've All) Col 38979
Tropical Fever—R. Jacques (Eight Ball) King 4400
Walsh Blues—O. Bradley Quintet (Written Guaranteed) Coral 60314
Wanderlust—H. Jeffries (Manon) Dec 38987
We've All Got a Lesson to Learn—Una Mae Carlisle-B. Chester Ork (Three Little) Col 38979
What Can You Do?—F. Carle Ork (Humpty Jumpy) V 20-3923
When the Lights Are Low—V. Damone (It's a Marshmallow) Mer 5496
When You Love—B. Clooney (Strangers) King 15072
Where Do I Go From You?—F. Martin Ork (Ocarina) V 20-3926
Whippa Whippa-Woo—S. Vaughn-N. Leyden Ork (Pedido) Col 39001
Why Should I Dream?—R. Emery (I'm With) Col 39004
Written Guarantee—O. Bradley Quintet (Walsh Blues) Coral 60314
You and Your Eyes—Tony Papa (Harbor Lights) Tower 1488
Zany Zoo—Vince "Blue" Mondl (Red Head) Mondl VM-103
Somebody Stole My Girl—Sharkey and His Kings of Dineland (With) Cap 1208
Somewhere, Somewhere, Someday—T. Richards-J. Lipman Ork (I'll) MGM 10804
Song of Dilliah—M. Miller Ork and Chorus—B. Taylor (Autumn) Cap 38971
Station Break—B. Smith Ork (Sweet) Apollo 805
Sweet and Lovely—B. Smith Ork (Station) Apollo 805
Swingin' Doors—C. Haines (Everybody) Coral 60308
Swingin' Doors—The Melodons (Cincinnati) MGM 10805
There Will Never Be Another You—L. Hampton (Where or When) Dec 27198

(Continued on page 102)

you know . . .
 the most difficult
 thing to say is:
 "thanks"
 when you feel it
 so deeply . . .
 and mean it so
 sincerely . . .
 that you can't find words
 to express it . . .
 like right now

Ralph Flanagan

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The Billboard Fourth Annual Disk Jockey Poll Part 1

POPULARITY

Top Bands of the Year

Question . . .
 Which band on records do you like the most currently—your current all-around favorite?
 Scoring . . .
 Five positions: Five points for 1st; four for 2d; three for 3d, etc.

PLACE	WINNER	RECORD COMPANY	POINTS
1.	RALPH FLANAGAN	Victor	510

Top "Swing" Bands of the Year

Question . . .
 Which band on records in the "Swing" category do you like the most currently?
 Scoring . . .
 Three positions: Three points for 1st; two points for 2d; one point for 3d.

PLACE	WINNER	RECORD COMPANY	POINTS
1.	RALPH FLANAGAN	Victor	510

Most Promising "Newer" Bands

Question . . .
 Which newer popular band do you feel has the greatest chance to get up among the top five?
 Scoring . . .
 Five positions: Five points for 1st; four for 2d; three for 3d, etc.

PLACE	WINNER	RECORD COMPANY	POINTS
1.	RALPH FLANAGAN	Victor	679

Top "Sweet" Bands of the Year

Question . . .
 Which band on records in the "sweet" category do you like the most currently?
 Scoring . . .
 Three positions: Three points for 1st; two for 2d; one for 3d.

PLACE	WINNER	RECORD COMPANY	POINTS
1.	Sonny Kaye	Victor (New Columbia)	452
2.	RALPH FLANAGAN	Victor	263

Top Pop Albums of the Year

Question . . .
 Which album or set of records in the popular categories did you like most during the past twelve months? (For this question, an album may be defined either as a set of 78 or 45 r.p.m. records or a Long Playing 33 r.p.m. record the contents or components of which are equivalent in length to a 78 or 45 r.p.m. album.)

PLACE	WINNER	RECORD COMPANY	POINTS
1.	Ralph Flanagan Plays Rodgers & Hammerstein—Ralph Flanagan Ork	Victor	171

The Billboard Fourth Annual Disk Jockey Poll Part 2

TRADE ASPECTS

Questions: Which individual recording artists are most conscientious and helpful to you with the promotion of their disks?
 Scoring: Three positions: Three points for 1st; two for 2d, etc.

Questions: Which artists are most co-operative in arranging for personal appearances on your program?
 Scoring: Three positions: Three points for 1st; two for 2d, etc.

PLACE	WINNER	POINTS	PLACE	WINNER	POINTS
1.	RALPH FLANAGAN	229	1.	RALPH FLANAGAN	3

Frank Perry Trio



comes up with another great recording

Following their smash hits:

"AT SUNDOWN" and "RAIN"

"I TORE UP YOUR PICTURE WHEN YOU SAID GOODBYE"

(But I Put It Together Again)


and

"SAVE YOUR SORROW" (FOR TOMORROW)

78 rpm • 10793

45 rpm • K-10793

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THE GREATEST NAME  IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

The
Billboard

MUSIC POPULARITY CHARTS

PART
XI

Record Possibilities

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 feature of the Chart.

MARRYING FOR LOVE.....Perry Como.....Victor 20-3922
Bing Crosby.....Decca (no number available)

Tune's a ballad gem from the forthcoming "Call Me Madam," by Berlin, of course. Both Como and Crosby sell, it mightily, and their versions and the tune itself should be around for quite a while.

THE BEST THING FOR YOU.....Perry Como.....Victor 20-3922
Bing Crosby.....Decca (no number available)
Doris Day.....Columbia 39008

Another heart-warming ballad from "Call Me Madam," done to a turn by Bing and Perry. Each is paired with respective "Marrying for Love" listed above. Miss Day's treatment furnishes the distaff charm to the disk line-up. (Flip of her record is "Bushel and a Peck," placed in this column recently.)

IF I WERE A BELL.....Bing Crosby & Patti Andrews.....Decca 27232
Team rings the bell with a hearty, gag-sprinkled treatment of the engaging novelty, one of Frank Loesser's choice "Guys and Dolls" ditties.

TO THINK YOU'VE CHOSEN ME.....Eddy Howard.....Mercury 5517
Howard gives the hushed and vibrant trio treatment to a new Weiss-Benjamin ballad that sounds like money.

OH, BADEL.....Louis Prima Ork.....Robin Hood 101
Here's one from left field that could go over the top if the small diskery can meet distrib and production demands. It's a rhythm-rocking treatment of an infectious, "Hucklebuck"-style riff novelty.

THE DISK JOCKEYS PICK:

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

1. MOLASSES, MOLASSES.....Lenny Carson-The Whiz Kids.....Discovery 531
2. BUSHEL AND A PECK.....Perry Como-Betty Hutton.....Victor 20-3930
3. SO LOVE SALLY.....Paul Weston Ork.....Columbia 39000
4. ORANGE COLORED SKY....."Kings" Cole-Stan Kenton Ork.....Capitol 12364
5. CAN'T SEEM TO LAUGH ANY MORE.....Sylvia Froese.....Jubilee 4006
6. RAINY DAY REFRAIN.....Ninety Carson.....Victor 20-3921
7. OUR LADY OF FATIMA.....Phil Spitalny Ork.....Victor 20-3920
8. SHE'S A LADY.....Perry Como-Betty Hutton.....Victor 20-3930
9. BUSHEL AND A PECK.....Johnny Desmond.....MGM 10800
10. THIRSTY FOR YOUR KISSES.....Ames Brothers.....Coral 60300

THE RETAILERS PICK:

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

1. MOLASSES, MOLASSES.....Lenny Carson-The Whiz Kids.....Discovery 531
2. HARBOR LIGHTS.....Bing Crosby.....Decca 27219
3. BUSHEL AND A PECK.....Betty Hutton-Perry Como.....Victor 20-3930
4. LIFE IS SO PECULIAR.....Louis Armstrong-Louis Jordan.....Decca 27212
5. BUSHEL AND A PECK.....Margaret Whiting-Jimmy Wakely.....Capitol 12334
6. BEYOND THE REEF.....Margaret Whiting-Jimmy Wakely.....Capitol 12334
7. BEYOND THE REEF.....Bing Crosby.....Decca 27219
8. AU REVOIR AGAIN.....Mitch Miller Ork.....Columbia 38964
9. ORANGE COLORED SKY.....Doris Day.....Columbia 38980
10. I'M IN THE MIDDLE OF A RIDDLE.....Kay Armen-Anton Karas.....London 760

THE OPERATORS PICK:

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

1. PETITE WALTZ.....Guy Lombardo Ork.....Decca 27208
2. I DON'T MIND BEING ALL ALONE.....Ames Brothers.....Coral 60300
3. NEVERTHELESS.....Paul Weston Ork.....Columbia 38982
4. BUSHEL AND A PECK.....Margaret Whiting-Jimmy Wakely.....Capitol 12334
5. HARBOR LIGHTS.....Bing Crosby.....Decca 27219
6. PLEASE SAY GOODNIGHT TO THE GUY, IRENE Ziggy Talent.....Victor 20-3925
7. COOFUS.....Les Paul.....Capitol 1192
8. I'M FOREVER BLOWING BUBBLES.....Eddy Howard.....Mercury 5490

THE COUNTRY & WESTERN DISK JOCKEYS PICK:


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

1. WHEN THE LOVE BUG BITES YOU.....Jimmy Dickens.....Columbia 20744
2. BUSHEL AND A PECK.....Margaret Whiting-Jimmy Wakely.....Capitol 12334
3. BEYOND THE REEF.....Margaret Whiting-Jimmy Wakely.....Capitol 12334
4. I LOVE YOU A THOUSAND WAYS.....Lefty Frizzell.....Columbia 20739
5. IF YOU'VE GOT THE MONEY I'VE GOT THE TIME.....Lefty Frizzell.....Columbia 20739
6. TOO MUCH SUGAR FOR A DIME.....Merle Travis-Judy Hayden.....Capitol 1146

MAIL IT NOW!

If you have not yet mailed this week's pop chart questionnaire, please do it now.

SO
LONG
SALLY




Perry Como

RCA VICTOR Records

78 rpm 20-3931

45 rpm 47-3931



We're Bending Over Backwards

To Thank All Our Disk Jockey Friends for Their Past Favors . . .



AL FIORE — JERRY MURAD — DON LES

Jerry Murad's HARMONICATS

Currently on THE BILLBOARD'S POP CHARTS: "HARBOR LIGHTS"

backed with "AT SUNDOWN"

Mercury Record #5461 with Jerry Byrd—guitar

TWO BRAND NEW HARMONICAT RELEASES

"THE PETIT WALTZ"

backed with

"THE WARSAW WALTZ"

Mercury Record #5493

"CAN'T SEEM TO LAUGH ANY MORE"

backed with

"JING-A-LING, JING-A-LING"

Vocal by Richard Maves Mercury Record #5492

PERSONAL APPEARANCES

Oct. 5th—2 weeks Oriental Theater, Chicago

Oct. 19th—2 weeks Vogue Room, Hollenden Hotel, Cleveland

Nov. 2nd—1 week Casino Theater, Toronto, Ont., Canada (return engagement within 2 months)

Nov. 10th—9 days Elmwood Hotel, Windsor, Ont., Canada

THE FEELIN'S
MUTUAL
ENTERTAINMENT AGENCY, INC.
1034 W. WABASH CHICAGO, ILL.

The Billboard MUSIC POPULARITY CHARTS PART XII

Record Reviews Album and LP

The large boldface 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 boldface comment under the separate headings within each review.

THE RATES
(100 points—the maximum)

70-100 Excellent
60-69 Good
50-59 Satisfactory
40-49 Poor

THE CATEGORIES

Category	Max. Pts.
1. Production Idea (Grouping of selection continuity)	15
2. "Name Value"	15
3. Caliber of Material	15
4. Manufacturers' Distribution Power	10
5. Exploitation Aids (Record company and other advertising promotion, film, legit and other plans)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art work, bindings, wrapping)	10

POPULAR

KEYBOARD CAPERS—Herman Chittison **70**
(1-10")
Columbia (33) CL-6134
Memories of You; Let's Fall in Love; Dancing on the Ceiling; Isn't It Romantic; September in the Rain; They Can't Take That Away From Me; Can't We Be Friends; On the Sunny Side of the Street.
Chittison, a popular pianist in the smart boleros, tosses off eight tidy standard renditions. His playing is not remarkably technical nor even especially original in conception, but it is relaxed, tasty, and his tempos are excellent. One engaging trick he uses is playing second choruses in a blues idiom, while yet not losing the melody. Kind of thing you can listen to with full attention or play as a backdrop for chit-chat, or even dance to, and enjoy no matter what.

JUKES **JOCKS**
Not suitable. Jazz pop, or dance segs can use.

HYMNS OF FAITH—Roy Rogers and Dale Evans **80**
Victor (45) WP 286
What a Friend We Have in Jesus; I Love to Tell the Story; Since Jesus Came Into My Heart; He Is So Precious to Me; Where He Leads Me; Love Lifted Me.
Mr. and Mrs. Rogers do a collection of familiar and less-familiar hymns in fine Western harmony style. Makes 'em easy to swallow for kids, and a natural with country-Western buyers everywhere.

JUKES **JOCKS**
Not suitable. Perfect Sunday fare for folk segs.

HARMONY FAVORITES—The National Male Quartet-Walter Hatcher **65**
Columbia (33) ML-2136
On the Road to Mandalay; Beautiful Dreamer; The Donkey Serenade; Mighty Lak a Rose; Water Boy; On Wings of Song; Sylvia; Ol' Man River.
Group of erstwhile operatic singers fails to get much of a blend here. Selections are strong, the renditions are rough and lack distinction.

JUKES **JOCKS**
Not suitable. There's more attractive quartet fare available.

VOICE OF THE XTABAY—Yma Sumac with ork under Leslie Baxter. (1-10") **82**
Capitol (33) H-244
Xtabay; Weyra; Acola Tequi; Choladas; Yaita Inty; Ataypura; Tumpa; Monos.
Miss Sumac is a rather remarkable young lady whose talents are just coming to the attention of the public via concert stage and now thru the TV patronage of Eddie Cantor. This collection should round out the job of establishing her as the phenomenal talent she is. The singer has a natural range of more than four octaves. Her amazing talents, here shown in the fusing of native Inca folk and ritual music of Peru, will appeal to a wide range of public—pop, middle-brow and longhair alike. This package alternates and blends the exotic with the crude excitement of the Latin-esque native music. Capitol has packaged this set with an eye toward class merchandising. Superb full color photo cover is destined to attract attention and should succeed. With proper merchandising and with a sure-fire word-of-mouth assist, this could develop into a big-selling novelty.

MUSICAL COMEDY MEDLEYS—Boston Pops Ork Arthur F. Shea, Cond. (4-10") **83**
Victor (45) WD11-1411
Medleys from: Annie Get Your Gun; Brigadoon; Kiss Me, Kate; South Pacific.
The Boston Pops, under the left and right hand of Mr. Fiedler, runs down medleys from three of Broadway's most successful musicals of recent years. The arrangements are light, gay and unpretentious, and the coloration of the full symphony ork gives them a new dimension. For those who like this sort of thing (meaning pretty nearly everybody), a happy package. Figures to sell strong.

JUKES **JOCKS**
Not suitable. Good change-of-pace stuff for spinners.

CHRISTMAS TIME—Owen Bradley, Organ **75**
and Chimes (1-10")
Coral (33) GR1 56012
Silent Night, O Holy Night; The First Nowell; Joy to the World; Deck the Halls; Ring Out the Bells; The Bells of Christmas; The Birthday of a King; Adesta Fideles.
Nothing extraordinary about this package of eight Yule hymns on organ and chimes—just tasteful, solid performances. There is no shortage of Christmas albums of this type, but Bradley has a strong rep among country and Western buyers, and it is in this market that the package will probably get its big sales.

JUKES **JOCKS**
Not suitable. Good anywhere come yule, best with C. and W. listeners where the Bradley name means something.

HARK! THE HERALD ANGELS "TING"— **70**
St. Peters Choir (1-10")
Coral (33) GR1-56015
O Come All Ye Faithful; Silent Night; Oh, Little Town of Bethlehem It Came Upon a Midnight Clear; Hark! The Herald Angels Sing; What Child Is This; Gloria in Excelsis; The First Nowell.
An excellent collection of carols and hymnal selections for the Christmas season well done by the St. Peters Choir of Philadelphia. The all-male choir, numbering 45, conducted by Harold W. Gilbert, has a rich ensemble sound and sings these hymns with proper reverence and minus fancy frills.

JUKES **JOCKS**
Not suitable. Good religious matter for the Xmas period.

MUSIC FOR THE FIRESIDE—Paul Weston **80**
Cap (33) H-245
Love Walked In; Where or When; I Cover the Waterfront; September in the Rain; Something to Remember You By; Tenderly.
Collection of fast standards guarantees long, steady selling and a strong Christmas item. Musically, this is popular-priced Kestelans—the most over-arranged. As an LP, it's a good dinner music program, with no jarring notes.

JUKES **JOCKS**
Not suitable. Good, ready-made instrumental program.

CHILDREN'S
CINDERELLA—Margaret Lockwood (2-10") **66**
London JS 1
Also repackaged in attractive parb, and pressed on unbreakable disks. This British product may have rough sledding in today's kiddie market. First, this version of the standard tale varies considerably from that one familiar to American tots. Further, the 45-year-old Victor rendition, with its lively tunes, full cast, and glimmicking has proven a runaway. Miss Lockwood narrates beautifully, but this is a four-cylinder model.

BOZO'S CIRCUS BAND—BILL MAY, **82**
Cond. (3-10")
Cap DC-253
Bozo's Song, Thunder and Blazes, Billboard March, Minor March, Hippopotamus Rag, Circus Waltz, Lassus Tremolo.
The magic name of Bozo and his association with the Circus will draw plenty of attention to what might otherwise pass as just another instrumental band album. The collection, with several familiar circus marches and some new ones by Billy May, includes entrance and exit material, accompaniment for the elephants, trapeze artists, etc. All are picturesque and colorful, with May's originals at least as good as the traditional numbers. Playing and recording are fine, and the appeal of this one is by no means limited to moppet.

JUKES **JOCKS**
Not suitable. Colorful program fodder for all ages.

MCA POINTS UP VIDEO BIZ
CLEVELAND, Oct. 7.—Execs of all offices of the Music Corporation of America (MCA) met here over the week-end (7-9) for one of the organizations regular confabs.
While band business for the agency has been somewhat on the weak side, the tremendous amount of business the firm has been writing in TV has more than made up for the ork let-down.

Petite Waltz

Recorded by—
GUY LOMBARDO (Decca)
TED MAKSYMOWICZ (Decca)
ETHEL SMITH (Decca)
THE THREE SUNS
and LARRY GREEN (Victor)
JOHNNY VADWAL (Victor)
MAT BRANDWYNNE (Columbia)
SAMMY KAYE (Columbia)
THE HARMONICATS
and DAVID LE WINTER (Mercury)
LAWRENCE WELK (Mercury)
JACK PLEIS (London)
CHRIS GRIFFIN (Signature)
THE MELODEONS (MGM)
OWEN BRADLEY (Coral)
JOE HEYNE (Rondo)
RAY ARTHUR (Hi-Tone)
DUCHES MUSIC CORP.
RKO Bldg., Radio City, New York

ARTISTS BEEF

Jolson, Vallee, Durante Want \$\$\$ From Jox

NEW YORK, Dec. 1929.—The Artists' Protective Society, Inc. is preparing its first test case to determine whether have a legal right phonograph re-lar or thet.

See Inside Front Cover This Issue

Thanks Boys
For entering me in The Billboard polls.

Danny Engel

Chappell & Co., Inc.
36 E. 5th St.
Cincinnati, Ohio

RECORD MATRIX WORK

For Manufacturers of Phonograph Records
Masters.. Mothers.. Stampers
Low rates, complete processing, daily air express shipments. We serve many of the leading record companies in the business. You too can have the advantage of our expert craftsmanship. High fidelity reproduction mirror-like appearance to your plates.
Write today for our rate card.
THE CHARLES ECKART COMPANY
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Olympia 2901

DEALERS!
OPERATORS!
DISC JOCKEYS!

CAPITOL BUYERS' GUIDE

Week ending Oct. 14

"Hot Sellers" based on actual sales reports

COMING UP FAST!

78 45
RPM RPM

- "A BUSHEL AND A PECK," "BEYOND THE REEF"
Margaret Whiting, Jimmy Wakely...1234 F1234
- "I'M IN THE MIDDLE OF A RIDDLE,"
"TEA FOR TWO" Jo Stafford,
Gordon MacRae...1195 F1195
- "TIMELESS," "VAMPIN'"
Paul Neighbors...1186 F1186
- "DERBECKI," "COME LIVE WITH ME"
Russ Carlyle...1185 F1185

HOT SELLERS!

POPULAR

- "MONA LISA" Nat "King" Cole...1010 F1010
- "BONAPARTE'S RETREAT" Kay Starr...936 F936
- "AIN'T NOBODY'S BUSINESS,"
"I'LL NEVER BE FREE" Starr-Ernie...1124 F1124
- "SOMETIME," "NO OTHER LOVE"
Jo Stafford...1053 F1053
- "NOLA," "JEALOUS" Les Paul...1014 F1014
- "ORANGE COLORED SKY," "JAM-BO"
Nat Cole, Stan Kenton...1184 F1184
- "NEVERTHELESS," "HARBOR LIGHTS"
Ray Anthony...1190 F1190
- "GOOFUS," "SUGAR SWEET" Les Paul...1192 F1192
- "I'LL ALWAYS LOVE YOU" Dean Martin...1028 F1028
- "GOODNIGHT IRENE," "OUR VERY OWN"
Jo Stafford...1142 F1142

WESTERN & FOLK

- HANK THOMPSON
"Humpty Dumpty Boogie"...1198 F1198
- STATESMEN QUARTET
"Led Out Of Bondage"...1189 F1189
- TEX RITTER
"Coal Smoke, Valve Oil, and Steam"...1188 F1188
- TENNESSEE ERNIE
"Cincinnati Dancing Pig"...1174 F1174
- TEX WILLIAMS
"Wild Card"...1166 F1166
- LEON PAYNE
"Did I Forget To Tell You"...1164 F1164



THE BIG ONE TO WATCH!

CAPITOL is privileged to present

"DADDY'S LAST LETTER"

Stirringly narrated by **TEX RITTER**



P.F.C. John McCormick's last letter to his little girls, carried as a feature story by the A.P. and appearing in leading daily newspapers throughout the country!

Chosen by "QUICK" as the Letter of the Week!

SIMPLE • HONEST • SINCERE

SHOULD BE HEARD BY EVERY AMERICAN!

78 rpm No. 1267 45 rpm No. F1267

NEW RELEASES ON Capitol



TEX RITTER'S

Writing narration of
"DADDY'S LAST LETTER"
(P.F.C. John M. McCormick's last letter to his family. McCormick gave his life at the Korean Front)
copied with
"ONWARD CHRISTIAN SOLDIERS"
78 rpm No. 1267 45 rpm No. F1267

POPULAR PAUL NEIGHBORS

And His Orchestra
"I'M GONNA HANG YOUR PICTURE IN THE POST OFFICE"
copied with
"LOVELY"
78 rpm No. 1250 45 rpm No. F1250



RAY ANTHONY "MY HEART IS OUT OF TOWN" and "HARLEM NOCTURNE" 78 rpm 45 rpm 1249 F1249

JO STAFFORD "AUTUMN LEAVES" and "AUTUMN IN NEW YORK" 1248 F1248

PAUL WESTON "AUTUMN LEAVES" and "NO OTHER LOVE" 1251 F1251

RYTHM & BLUES

JULIA LEE and Her Boy Friends "IT WON'T BE LONG" and "BLEEDING HEARTED BLUES" 1252 F1252

WESTERN & FOLK

OLE RASMUSSEN "SPANISH POLKA" and "MY CONSCIENCE IS CLEAR" 1253 F1253

THE JORDANAIRE "I WANT TO REST" and "WORKING ON THE BUILDING" 1254 F1254

NEW MUSICAL ALBUMS

NEW CHILDREN'S ALBUMS



JO STAFFORD

Sings Hymns All The World Loves
"SONGS OF FAITH"
accompanied by Paul Weston and the Rhapsoplat Quartet

Capitol's answer to the tremendous demand for an album of best known hymns. A collection of the finest renditions of popular hymns we have ever heard including "Rock of Ages," "Abide With Me," "Battle Hymn of the Republic," "Holy, Holy, Holy," "The Leaning Tower," "Lead, Kindly Light," " nearer My God To Thee," and "Old Ragged Cross."

78 rpm CC-9014 \$2.00 45 rpm CCF-9014 \$1.40 37 1/2 rpm H-9014 \$2.25



TEX RITTER "SUNDAY SCHOOL SONGS FOR CHILDREN"

Songs which most children sing in Sunday School. "Two Little Hands," "Jesus Loves The Little Children," "I'll Be A Sunbeam," "Away In A Manger," "Jesus Loves Me," and "Little Feet Be Careful." Ten Ritter's clear resonant tones, assisted by a cowboy trio, make this a desirable addition to any child's record library.

78 rpm DBS-3078 \$2.25 45 rpm CBSF-3078 \$1.70

As in BPI's own records, the above catalog shows and lists for each record, purchase and price list, complete, including name and sex of singer, all other records, and size of list.

'Out o' World' Snagged by Col

NEW YORK, Oct. 7.—Columbia Records this week obtained cast album rights to *Out of This World*, forthcoming Cole Porter show. Deal was set with the producers, Saint Subber and Lemuel Ayers. Columbia's success with the original cast waxing of *Kiss Me Kate*, the last Cole Porter show, also produced by Subber and Ayers, doubtless was a factor in the waxery's landing *Out of This World*.

Contract calls for a 10 per cent royalty and a guaranteed minimum album sale. Columbia plans to have the album on the market by the time the show opens in New York November 30, following the Philadelphia

Ado About—

NEW YORK, Oct. 7.—At a cocktail party for London Records through Anne Shelton Monday (2), pubber Al Brackman commented on WNEW deejay Al Collins's tie clasp, on which two bars of music were engraved.

"What is that music on your clasp?" Brackman asked Collins. "Is it some tune?"

"No," Collins said, "it's nothing, actually."

"Nothing?" Brackman echoed enthusiastically. "Great! I'll publish it."

tryout November 2.

Show stars Charlotte Greenwood and William Eythe. Chappell has pubbing rights to the music.

'Letter to Kids' Tune Brings Tiff

NEW YORK, Oct. 7.—Abe Olman, general manager of MGM's Big Three pubberies, Robbins-Feist-Miller, has notified Capitol Records that Robbins has exclusive publication and licensing rights to the John J. McCormick letter to his little girls as well as to any tune material based on the letter, and has requested the diskery not to release its disk of the letter, recited by Tex Ritter to a background of Tchaikovsky music (*The Billboard*, October 7).

Olman stated that Capitol's contention that it had obtained disk rights to the letter from Mrs. McCormick is unfounded. On any diskings of the letter itself, which must be authorized by him, all of the mechanical royalties will go to Mrs. McCormick, Olman said.

Meanwhile, cleffers Benne Russell and Peter De Rose have written a song based on the letter. Mrs. McCormick will share extensively in all royalties earned by the tune, Olman said. McCormick's letter to his children, which anticipated his death in the Korean campaign, has been widely publicized during the last few weeks.

HOLLYWOOD, Oct. 7. — Capitol will turn a deaf ear to requests that it pay Robbins Music royalty on its recording of *Daddy's Last Letter*, waxed narration of John J. McCormick's last letter from Korea to his little girls (*The Billboard*, September 30). Robbins' claim to the letter is based on its publishing *Dear Little Girls*, cleffed by Benne Russell and Peter De Rose, which quotes part of the soldier's last message home. Russell and De Rose acquired permission from the soldier's widow to base their tune on the now famous letter.

Cap contends that the McCormick letter, widely published in the nation's press, is in public domain by virtue of it being carried in the newspapers. Furthermore, Cap had gotten the green light from Mrs. McCormick to wax her husband's words. Cap execs told *The Billboard* their desire to pay the widow their highest writer's disk royalty (14-cent per platter), was prompted solely by their interest in helping the late soldier's wife and family. Legally, they contend, letter is p.d. and, therefore, diskery does not owe her anything.

Cap's version, narrated by Tex Ritter to an organ background, was rushed into release. Diskery will stick by its original promise of turning over royalties to Mrs. McCormick, but does not recognize Robbins Music's claim to holding its exclusive pub rights. Beachwood Music, a Cap subsid pubbery, intends to publish it, for which they will pay the widow 5 cents per copy sold.

MOPPET DISK BIZ

(Continued from page 18)

year ago, has already been represented by several items on *The Billboard's* best-selling charts. Dollar-disk indies, such as Children's Record Guild (CRG), launched in January this year, and Caravan, have been doing substantial business on new releases, while their older numbers keep right on selling.

In the low-price field, so far, it's been a complete runaway for two outfits, Peter Pan and Little Golden Records, the latter produced by Simon and Schuster. While the total of 25-cent and 49-cent disks sold this year is sure to surpass any previous year, they will represent a small variety of labels. In the past year and a half a number of two-bit lines have bit the dust, or have been "de-emphasized" due to rising production costs

NYC Opera Benefit To Raise Coin for Eng. Translations

NEW YORK, Oct. 7.—A translation fund to finance new English versions of standard and little known operas will be launched by a special benefit performance given by the New York City Opera Company October 30. The company at that time will preem a new English translation of Mozart's *Don Giovanni*, recently completed by Ruth and Thomas Martin. The Martins are donating the use of their work for the occasion, and Laszlo Halasz, director of the company, is donating his own service, use of the staff and equipment.

The venture is the brain child of bary James Pease, who is also veepee of the American Guild of Musical Artists (AGMA), union of opera singers, concert artists and ballet dancers. The fund will be administered by a committee of musical authorities under the aegis of AGMA.

London Sells Cleve Office

NEW YORK, Oct. 7.—London Records this week arranged for the sale of its wholly owned Cleveland branch office as part of a general program to put line on an independent distribution basis thruout the country. Only the New York and Los Angeles offices will remain as permanent operations. The Cleveland branch, Ohio Record Sales, was sold to a combine headed by Nathan Kulkin, who will reopen the set-up as the Ohio Record Distributing Corporation, with James O'Brien remaining from the old org as general sales manager.

As part of this program, London exec Joe Delaney will fly to Pittsburgh next week to try to arrange for the sale of the diskery's branch there, the Penn-Midland Company.

Meanwhile, the diskery visiting Britisher, thrush Anne Shelton, sliced some sides in New York with Jack Pleis prior to her return to the Isles Tuesday (10).

Lubinsky Signs New R-B Talent for Savoy

NEW YORK, Oct. 7. — Herman Lubinsky has signed a raft of new rhythm and blues artists for his Savoy diskery. These include thrushes Ann Lewis and Marylyn Scott. Former is currently featured in the Bop City show, *Jazz Train*. Also signed are spiritual singer Mary De Loach and the Jimmy Tyler band. Groups signed include the Patterson Singers, a spiritual crew, and two ballad groups—the Jubilators and the Metronomes.

Several other new names will be linked this week, according to Lubinsky.

or lack of specialized merchandising effort. Capitol's minidisks, Victor's spinner line, Small Fry and several others have been casualties. With production costs up over 10 per cent in the last few months alone, outfits are finding it impossible to sell at distributors' price and break even. Diskeries who don't own their own plants are the first to drop out. Most of the low-price outfits keep in the black by direct selling to large chains. Columbia is currently the only major making an effort with 25-cent disks.

Destined for a Hit

I'LL HOLD YOU

BACKED BY—

A HEART FOR SALE

VOCAL BY ZEE COWAN-JIM BURTTE

Royalty Record No. 308

DISTRIBUTED NATIONALLY BY—

ONE STOP RECORD DISTRIBUTORS

2626 OLIVE ST.

ST. LOUIS 3, MO.

TERRITORIES NOW AVAILABLE

I'LL HOLD YOU

VOCAL BY ZEE COWAN-JIM BURTTE

ROYALTY RECORD #308

CHICAGO DISTRIBUTOR—

FRUMKIN SALES CO.

3934 FULLERTON

CHICAGO, ILLINOIS

MR. DEALER MR. OPERATOR MR. D. J.

WHATEVER YOU DO, GET

Larry Vincent's

RECORDING OF

"THE PLACE WHERE I WORSHIP"

backed by

"That Little Boy of Mine"

vocal group, organ and orchestra. Also includes a terrific recitation by Rex Dale.

Playa Record #1100

PEARL RECORD COMPANY

Box 229

Covington, Ky.

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

US Probes AM, TV Exclusives, Tie-In Deals

Prosecution Possible

WASHINGTON, Oct. 7.—Reports are current here that Justice Department investigators are presently active in several key cities probing exclusive dealerships and tie-in sales in the radio-TV industry. Justice spokesmen are refusing to comment on the reports, pointing out that the agency never makes public any preliminary investigations it may be making.

Justice has been making ominous motions in the direction of the set industry for some time, starting with a probe in the Philadelphia area late last year. Exclusive dealerships, however, were not considered at that time, and only came into the picture when the practice was cited in oil industry cases.

Once probes finish any investigation they may now be making, any evidence of monopolistic practices will be turned over to a federal grand jury for prosecution. Tie-in sales, if proved in court, would result in convictions, but there is still no court precedent for holding that exclusive dealerships are illegal.

It is considered likely that any current probe was at least partly inspired by a complaint against set wholesaler practices filed with Justice several months ago by the National Television Dealers' Association. The group complained of tie-ins and alleged price and service discriminations on the part of wholesalers.

Mil \$ Suit Vs. Long Filed by WBBM, Chi

CHICAGO, Oct. 7.—WBBM, Chicago, filed suit in Superior Court this week for \$1,000,000 damages against W. E. Long Advertising Agency, in a dispute involving three WBBM performers, Fahey Flynn and James Conway, announcers, and Elaine Rodgers, singer.

WBBM charged Long represented itself as agent for the three, despite WBBM's exclusive contract. WBBM asked court to restrain the three from making spot recordings and films for Long, and asked the damages on grounds it had suffered financial loss.

Lloyd McIntosh, Long's attorney, said that the WBBM contract excludes only competitive work, and that Long has a right to artists' services for noncompetitive work. "The company would not violate a contractual right knowingly," McIntosh said.

NARDA Members To Get 1st "Ad Kits"

NEW YORK, Oct. 7.—Member dealers of the National Appliance and Radio Dealers' Association (NARDA) will receive the first of the association's "Ad Kits" at the end of this month. The kits are designed to help the dealers promote their store names and are meant to supplement advertising material provided by manufacturers and distributors. A third of the material in the first kit will be slated toward Christmas.

Among the items included in the kit are a window streamer, envelope stuffers with room for dealer imprint, a series of four sales letters, four ad mats on service work, a sample prospect card and a series of letters to aid dealers in making collections of delinquent accounts.

AM-TV Likes Ladies But Not as Bosses

WASHINGTON, Oct. 7.—Almost 40 per cent of the employees in radio-TV manufacturing industries are women, the women's bureau of the U. S. Department of Labor reported this week on the basis of a survey in several cities. Despite this large number of women in radio-TV manufacturing, however, only 3 per cent of them occupy supervisory positions "and usually with limited responsibilities," the report stated.

The report cited the case of one factory manufacturing radio parts. No women held jobs above the lowest supervisory level. "It was the contention of management in this concern that the type of company and its product are of such nature that relatively few women could be given advanced positions because they would then be required to supervise men," stated the report, which went on to point out extreme differences, such as the factory where a woman, aided by an assistant foreman, "supervised 135 men and women, two women instructors and a night-shift supervisor."

U. S. Clarifies Tax on TV Sets

WASHINGTON, Oct. 7.—Extension of the 10 per cent manufacturers' tax on radios to TV sets, which takes place November 1, covers only sets shipped by makers on or after that date. Internal Revenue Bureau officials emphasized this week. TV receivers in the hands of distributors or retailers November 1 will still be free of the tax, it was stated.

"In other words," a bureau spokesman declared, "this is not a floor tax." He said that any retailer who adds the tax to a customer's bill during the first few days of November is simply taking advantage of the situation.

He went on to say that "we have no control over that, but retailers who value good will won't charge for the tax on goods in stock on the first of next month."

FRB Mulls Stiffer Credit Limits on TV, Radios, Autos

WASHINGTON, Oct. 7.—The Federal Reserve Board (FRB) revealed this week that stiffer restrictions on credit sales of radios, TV receivers, autos and other consumer durables are being contemplated. FRB said that stiffening is seen necessary as the result of early reports indicating that Regulation W has had little ef-

fect in clamping down on soaring credit sales.

The next move, due within 10 days, will be an FRB order prescribing minimum down payments and maximum payment period for buying homes. With that out of the way, the agency will be free to concentrate on the smaller items, a spokesman said.

For sets and other household appliances, it appears likely that Regulation W will be revised to increase the minimum down payment from the present 15 per cent to 20 per cent. At present the maximum maturity for sets is 18 months. This may be left unchanged, but it is possible that the time to pay will be reduced to 12 months for all sets selling below \$250 or \$300.

The 10 per cent minimum down payment for furniture is likely to be increased to 15 per cent, with the 18-month maximum term left undisturbed.

Timing of the stiffer credit restrictions is still uncertain. Some FRB officials want to let them go until early next year to allow retailers and wholesalers to unload inventories during Christmas. Others want credit further curbed by the first of December to hold down inflation.

NAMM Parley To Help Boost \$\$\$

NEW YORK, Oct. 7.—As part of a program to aid music dealers to operate profitably under present economic conditions, the National Association of Music Merchants (NAMM) has set up a series of store operations conferences. The first conference is scheduled to be held in New York October 18 and 19. Theme of the series is "Operating in a semi-war economy."

General chairman of the New York conference is Clarence M. Pettit, member of the NAMM board of directors and vice-president of the American Piano Corporation. A two-day conference will also be held in San Francisco in February, 1951, and in Kansas City Mo., in March, 1951.

Speakers at the various sessions to be held in New York at the Hotel New Yorker include Dr. Lawrence C. Lockley, Prof. Jules Backman, Charles Grosjean, and Howard M. Cowee, of New York University; Edgar S. Borup, of the American Music Conference; William R. Gard, executive secretary of the NAMM; John W. Strauss, music-record buyer for Macy's, New York; Preston B. Bargin, assistant to the president of the American Retail Federation; William J. Cheyne, executive director, Retail Credit Institute of America; T. Dart Ellsworth, editor of *The Journal of Retailing*; William R. Steinway, vice-president, Steinway & Sons; Major Byres Gitchell, personnel director, Allied Stores, and Pettit.

Topics for discussion are the economic outlook, planning, research, public relations, selling, governmental relations, credit, management and manpower.

Music Chair Eases Disk Sale Pains

WAUKESHA, Wis., Oct. 7.—All of the nuisances and headaches usually associated with record merchandising have been eliminated by the installation of a novel musical chair, says Mrs. Lila Korber, Korber's Music Mart, here. The shop first removed the regulation music-listening booths, and installed a counter on which were installed individual record players, each supplied with its own earphones. Customers objected to the use of earphones and the fact that they had to stand during the time they were listening to the various records they had selected. In addition, the counter occupied as much space as the former listening booth. Mrs. Korber finally hit upon the idea of the musical chair for record merchandising.

Built at a cost of \$800, the musical chair is a 12-foot long upholstered bench, with a four-foot high back. Head-high dividers, extending out two feet from the back, separate the chair into six sections. A small speaker set so that it is opposite the right ear of the listener, is built into each divider.

The musical chair occupies only one third of the space formerly taken up by the booths. In addition to the space-saving feature of the musical chair, Mrs. Korber reports other advantages of the installation. "For one thing, record-breakage has been reduced to a minimum, as the only time the customer handles the record is when it is selected from the stock. After making a selection, the customer turns it over to the salesperson, who places it on the proper turntable for her to hear."

One of the biggest problems—that of teen-agers "taking over" a listening booth, and occupying it for long periods of time—has been done away with by the novel musical chair, according to Mrs. Korber. "When we had the booths, teen-agers would go so far as to eat their lunch in them. Now, all our customers are exposed to the salespeople, and that discourages loitering."

The exposed wood portions of the musical chair dividers are used as display space for various merchandise to stimulate many impulse sales. There are two salespeople in the record department of Korber's Music Mart.

People, Products and Prices

Webster-Chicago Moves To Cut Down List Discounts

In order to cut down on the number of people to whom radio-electronic firms give preferential discounts, the Webster-Chicago Corporation last week announced a new policy which notifies all distributors that catalogs, ads and other printed announcements on Webster-Chicago products should carry the full retail price. Many firms have been giving special discounts to amateurs and experimenters, which Webster-Chicago still approves but at a list price considerably above the dealer price. The company hopes to eliminate the practice of giving special discounts to too many consumers by forbidding the listing of the discount price on printed matter.

Paris Trade Fair Features High-Definition TV

New TV receivers for high-definition pictures were the hit of the World Trade Fair recently held in Paris, Commerce Department reported last week. A complete line of radio receivers from large consoles to miniature portables was also featured.

Reed To Top New Govt. Division of RCA Service Company

The RCA Service Company expanded its government service section last week by establishing a government service division headed by P. B. Reed, who was named a vice-president of the company. The new government service division will expedite government agency requirements for technical personnel and also handle installation and servicing of all types and makes of electronic equipment.

3,107,000 TV Sets Shipped Thus Far in '50

Radio-Television Manufacturers' Association (RTMA) announced Friday (6) that 3,107,000 TV sets were shipped to dealers thruout the nation the first seven months of this year. RTMA also reported that August sales of TV picture tubes to set manufacturers more than doubled July figures. August sales to the set producers totaled 767,051 picture tube units, valued at \$20,335,873. Sixteen-inch tubes accounted for 87 per cent of total sales.

AGVA Wants 1% Member Tax

Levy Would Replace 5% Bite on Ops

See 250G Yearly Revenue

NEW YORK, Oct. 7.—A new 1 per cent assessment on all salaries earned by performers belonging to the American Guild of Variety Artists (AGVA) will be acted upon at the Cleveland meeting of the AGVA's national board, which starts Monday (9) and ends Wednesday (11).

The added bite, according to AGVA brass, will be to replace the 5 per cent tax on ops buying talent, voted upon by AGVA at its convention in Philadelphia last June. This tax called for each talent buyer paying a minimum of \$5 per show, regardless the number of acts, up to \$25 per week, depending on the budget. The Philly branch, which introduced and fought the measure thru, put it into effect last week. Dick Jones, head of the Philly branch, said he had collected over \$1,000 in the first week.

AGVA national sent letters to all its branches telling them to put the bite into effect and followed it up with another to ask for immediate replies to the reaction in their territories to the tax. According to AGVA brass the reports showed considerable resistance by ops. New York cafes said they hadn't been asked. AGVA, however, said that clubs and talent buyers all over the country were refusing to pay the tax.

To offset this and because AGVA said it is anxious to increase its hospitalization and insurance fund it will attempt to put thru a rule negating the tax on ops and putting a 1 per cent bite on all salaries earned by its members.

AGVA claims that if the 1 per cent is accepted by the board it will be in a position to offer a higher insurance policy to members, give them increased hospitalization coverage and increase the treasury. It was pointed out that this tax would bring in about \$250,000 a year, part of which would go toward building the union's treasury.

Miami Copa To Legit for Term

MIAMI BEACH, Fla., Oct. 7.—Copa City will be operated as a legitimate theater for nine weeks prior to its regular opening December 21.

Ned Schuyler and Murray Weinger have leased the Miami Beach bistro to Scott-Barrett Enterprises, consisting of Irving Barrett and Sandy Scott, who will present a new show each week featuring such names as Franchot Tone, Kay Francis, Zachary Scott, Burgess Meredith and others of similar drawing power. There will be no resident company, all shows will feature an Equity cast and, where possible, with the original stars from either the Broadway or the road companies of the production. Shows will be cast, rehearsed and produced in New York and flown to Miami.

All tables have been removed from the main room, and reserved seats installed. The lounge will remain open for food and beverage service. The deal, which includes an option from May 1 to December 15, 1951, was negotiated by A. Allen Reich, New York theatrical attorney.

IN SHORT

Phil Silver will follow Joe E. Lewis into the Copa. . . The Kitty-Kallen-Roger Price bill at the Waldorf will be there for eight weeks. It started October 2. . . Fisher and Rose will get the Waldorf starting some time in December.

Top brass of the Music Corporation of America (MCA) will huddle in Cleveland, starting October 9. . . Yvonne D'Carlo will get two weeks at the Oriental, Chi, starting November 16. . . Josh White will be back at Cafe Society October 12. . . Richard Hayes gets the Paramount October 18. . . Eddie Schaffer's new personal manager is Walter Kaner.

Judy Garland has been signed by the Morris office. . . Martin and Lewis go into the Chicago Theater for 25G plus 50-50 of take over 60G. The asking price for the boys in cafes is now \$25,000. . . The Mirador, Hilton chain hotel in Palm Springs, will start shows in near future. . . United Artists flicker, "Cyrano De Bergerac," will have its preem in Puerto Rico with a press junket. . . 20th-Fox will kick off its preem of "Command Performance" in London with a press junket. May Johnson is now issuing contracts for Normandie Roof, Montreal, with no commission.

A year or so ago, Alan Corelli, Theater Authority head and Friar official, tried to get a fiddle player on a Friar show. Milton Berle refused with "I don't want any amateurs." Last week, after numerous phone calls, the same fiddle player was set for the Berle TV (Texaco) show. The player is Florian Zabach, currently at the Strand. . . De Mattiazzi, doll novelty act, goes into the Waldorf November 30. . . Pupi Campo will be on the Billy Daniels show at the Capitol November 2.

Martha Rayo forfeited \$225 bail to the City of Boston. She was picked up for careless driving. . . Maurice Lapue quit MCA after a tiff with Sonny Werblin. . . "Smiling" Jack Collins, ex-Bob Chester ork, doing a single at Danny's Musical Bar, Ciney. . . Newly formed Artists Corporation of America, Arki Yavonsonne's firm, was warned by attorneys Saunders and Isaacs, who represent the office with similar handle, to stop using the name or face litigation. . . Howard Ross resigned from the Abby Greshler office. . . The Friars' dinner to Joe E. Lewis November 3 at the Waldorf-Astoria will have acts that will read like "Burke's Peerage" of showbiz.

AGVA, Flesh Houses Open Talks on Standard Pacts

NEW YORK—Oct. 7.—Negotiations between the chain theaters using flesh and the American Guild of Variety Artists (AGVA) were started Thursday (5), with virtually every major theater chain represented.

AGVA is seeking a new standard form contract, one that will be used by all theaters; higher minimums, particularly in the showing and one-nighter houses, and elimination of the 5 per cent booking fees currently being charged by practically all the theater booking offices.

At present all theaters use their own contracts, some of which have been in effect for 15 years. In some cases, theaters in the same chain use different forms because of conditions peculiar to their operations. The problem of setting up a contract that will take in all the operative practices is to be presented to the theater ops at the next meeting, October 20. The higher minimums will apply mainly to the Loew and RKO one-nighters and to showing dates around the city. The new scale would set a minimum of \$25 per night per show, with other rates increasing proportionately.

The 5 per cent booking fee is practically non-existent, except for smaller acts. In most cases, an at-

traction goes in for net. Even the standard acts play theaters for net salaries. Agents admit, however, that many of the smaller acts, the \$300-\$400 performers, still pay the theater booking office 5 per cent in addition to the 10 per cent collected by the act's agents.

The meeting was held at Maj. Leslie Thompson's office in the RKO Building, with Thompson acting for RKO. The Warners was represented by Arthur Isarel. Paramount had Robert Weitman and Harry Levine, Loews' rep was Sidney Piermont, and the Roxy had Dave Katz and Sammy Rauch.

The Radio City Music Hall was not represented. According to AGVA, it prefers to negotiate for itself.

AGVA was represented by Vic Connors.

Art Mooney Ops Hwd. Boheme

HOLLYWOOD, Fla., Oct. 7.—Art Mooney has taken over the Boheme here, outside Miami Beach, and will start operating it Christmas Eve.

The no talent has been set yet, Mooney is dickering with Edith Piaf, currently at the Versailles, New York, to tee off for him. Policy will call for one act in the main room, plus Mooney's own ork on the stand and a rumba band. The gambling room, now shuttered, will be used as an intimate annex, and the plan is to get a Sam Levenson or a Myron Cohen to work there.

At present Mooney owns and operates the Hampshire Hotel, located across the road from the Boheme.

Part of the plan of operation is to tie in a big disk jockey promotion on whatever act comes into the room.

Ideal, of course, is to get a record name. That, plus Mooney's MGM disks, the maestro feels, will make the room a hit.

Philly Clubs Reopening as Biz Looks Up

Coronet Revamps

PHILADELPHIA, Oct. 7.—With nitery business here on the up-swing, the Coronet is planning to reopen, which would return a major supper room to the center-city district. For years the Coronet (previously the Club Ball) was the town's major spot outside the hotel rooms. Since closing after the war, Dallas Gerson, the owner, has been using it for his catering business, also renting it for private affairs.

The combination of the World Series, a few good conventions and the big war plants working around the clock has gone a long way in keeping things humming here. On the Jersey side, with the race track season opened, Malatesta's, the big restaurant near the Garden State track, is putting in a floorshow and dance floor for the first time in its history. The Town Tavern at Delair, N. J., has expanded its week-end operation to a full-week stand for its Negro shows.

The Golden Slipper, Philly's only Jewish-styled nitery, also reopened this week, with Michael Rosenberg headlining the opening show. For the first time the room is putting on public dances in its upstairs banquet room for the Friday nights—an off-night for the Golden Slipper.

In the downtown district, Arnold Orsatti is back at the operating controls at his Orsatti's Musical Bar, having called it a summer season at his Orsatti's Musical Bar counter-part in Somers Point, N. J. At the Celebrity Room, Freddie King, last with the Old Forge Room, in the Chancellor Hotel, comes in as house manager.

Det. U. A. Vaude Policy Nixed

DETROIT, Oct. 7.—Widely reported plans for introduction of stagelights at the United Artists Theater, as the only downtown house to have a vaude policy fell apart with the scheduled closing of the house this week. Earlier reports had the Fox West Coast interests taking over with vaude, the small size of the house was a factor against such a move.

However, the United Artists Theater circuit is taking over the house from the United Detroit Theaters (UDT) to be reopened after considerable redecorating and renovation. UDT, which has operated it for over 20 years, is surrendering the house (the only first-run theater it is giving up) under the Paramount divorce decree. UDT, however, will continue to hold a half-interest with the United Artists circuit for the next two-and-a-half years, but henceforth will not be active in management in compliance with the decree. The circuit recently disposed of three neighborhood houses—the Regen, Annex and Alger—to the new Goldhar-Zimmer Circuit in accord with the ruling. The Annex, however, recently closed when Goldhar-Zimmer surrendered its lease, and fate of the house remained uncertain.

Gypsy Threatens Suit

MILWAUKEE, Oct. 7.—Gypsy Rose Lee, thru her New York attorneys, has threatened to sue Billy Herrero, female impersonator, appearing in a holdover engagement at the Club Terris in Milwaukee. Miss Lee claims that the newspaper ads run by the spot are "unfair, illegal and make unwarranted use of her name."

Terris Club has been running large newspaper ads billing act as "Senorita Herrero, the Gypsy Rose Lee of Brazil."

VAUDEVILLE REVIEWS

Palace, New York

(Thursday, October 5)

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

A couple of standards, plus some acts from the outdoor field, make the current bill a satisfactory one. The show opened fast with the Cycling Kirks (Joyce and Frank) doing a series of fast two and unicycle routines, plus a couple of solid tricks. The boy did a bronco bit segueing into a breakaway; the gal did some applause winning balancing. A combo juggler bit atop a high unicycle got the act off in good fashion. The team is well dressed, looks well and can work any theater in the country.

Bunnel Sisters (Virginia and Nadine), ex-Horace Heidt, a couple of brunettes identically dressed, started with *Wedding Samba*, followed by *Foolish Heart* and a couple of novelties, *Swiss Chalet* and *Military Band*. The gals are okay on voice and looks, however, their voices are so near alike, they'll have to keep adding new material, preferably novelties, to hold audience interest.

Glenn and Jenkins, a standard blackface comedy team, received spotty yocks for their Moran and Mack kind of chatter. Much of their chatter needs overhauling for sustained laughs. The querulous voice of the comic is good for extra laughs. The straightening, however, can stand improvement. Their guitar-harmonica bits were effective, tho their singing can be trimmed without hurting the act.

Standards Click

The Appletons did their usual capable act with their Apache knife throwing and mirror-breaking routines, finishing to good hands. Dick Drake was a good piece changer following the knockabout Appletons. Drake, a dead panned comic, who works in an opera cape and plunks away on a mandolin, took a little time in getting started. Once he got them, he received giggles and laughs. Sharkey the Seal, another standard, got big hands for his juggling and other bits.

Tommy Riggs and his imaginative Betty Lou, made for a pleasant act. Riggs' high falsetto as he does Betty Lou becomes completely believable as the act progresses. Riggs finished with a "duet" on *Jeepers Creepers*, followed by a novelty, to solid applause.

Ely Ardelty's high trapeze act with a series of exciting balancing tricks while the trapeze is in motion still makes her a top novelty. The audience gasped and applauded enthusiastically.

Pic, Fuller Brush Girl.

Bill Smith.

Palomar, Seattle

(September 28)

Capacity, 1,200. Price scale, 40 to 69 cents. Three shows daily; four, week-ends. This show booked by Jerry Ross. Show played by Ray Watkins house ok.

The five-biller was saved by one, and possibly two acts. Disaster was avoided by Ted Taylor, ventriloquist, and his profane dummy. Headliner Joe Morrison managed to pull a couple of real JD ones out of the fire to only fair mitts.

First on were the Duanes, acrodancers, with the usual hand and foot lifts. The acro side was fine; the terping was shoddy. Jackie Dolan's harmonica got some mitts, especially with a good arrangement of *When Day Is Done*. His patter was weak.

Zenith Sisters, two blondes, credited with past Stan Kenton appearances, simply didn't have it. Gowned in what seemed to be a gay '90s version of Peep Show, gals attempted such production possibilities as *Out in Your Stanley Steamer* and *Don't You Love the Old-Fashioned Waltz*. Both singing and comic vamp failed to please the house.

Joe Morrison, who middled the bill, hit strongest on his version of *Peg o' My Heart* and *Daddy's Little Girl*, the latter being given a personal family touch. Morrison still has a lot of charm, but his falsetto transitions were unsteady and unsure. Crowd was beginning to warm to him after his final Berlin medley.

Ted Taylor emceed the show ably, appearing next to last with his word named Elmer. Taylor timed his chatter well, straightening cleverly for every gag. He added a third level to the act by inserting pic star impressions and commenting upon them along with Elmer. Mitts were better than heavy.

Pic, Crisis.

Wil Stevens.

Martin, Lewis Sue On Greshler Pact

HOLLYWOOD, Oct. 7.—Attorneys for Dean Martin and Jerry Lewis filed suit against Mrs. Abby Greshler, seeking to recover \$38,000. Lawyers Joseph Ross and Bernard Reich claim Martin and Lewis inked side pact with their former manager's wife to pay her an additional 10 per cent of their earnings. Team contends they received no services from the manager's wife in return for monies paid, and that the pact with her was made to side-step legal limitation on commissions paid a manager.

Martin and Lewis claim money was paid to Mrs. Greshler from 1947

Sad Fact

NEW YORK, Oct. 7. — Danny Thomas, Milton Berle, Danny Kaye and a few other comics were sitting at a table in Lindy's swapping lies. Every few minutes somebody came over to wish either Ferle, Thomas or Kaye "good luck!"

Julie Oshins, also at the table, finally turned to one of the well-wishers. "What's the matter with you guys anyway. Thomas gets \$12,000; Berle gets \$25,000; Kaye collects \$18,000, and everybody wishes 'em luck. Here I am and I need a job. But nobody wishes me good luck!"

Strand, New York

(Friday, October 6)

Capacity, 2,700. Price policy, 55 cents-\$1.75. Four shows daily; five, week-ends. Warner chain booker, Harry Mayer. Show played by house band.

This is one of the best bills the house has had in a long time. It has a top novelty in the Sherwoods, exciting dancing in Georgie Tapps, excellent singing by Lisa Kirk and yock-pulling comedy from Borrah Minevitch's Harmonica Rascals, with Johnny Puleo up front. The ensuing and incidental bits were capably handled by Florian Zabach, who is now a fixture here.

The Sherwoods (two boys, one girl), dressed in brown, made a fine appearance. The act does breathtaking balancing, two and three high, with the gal as middle understan or on most of the tricks. The girl, a looker and well stacked, does deep back bends on one man's shoulders while the second man does hand stands on her pelvis and legs. It's a great act, and the house gave it a terrific hand. George Tapps's ballet taps hushed a packed house, which broke in with solid applause for sensational hoofology.

La Kirk Sells

Lisa Kirk, in her first stem vauder since *Kiss Me, Kate*, sang better and sold better than she has in a long time. Using numbers from *Allegro* and *Kate*, the gal did stand-out jobs on practically each song. In *Always True to You* in *My Fashion*, she did a couple of choruses, tho her milking efforts on additional choruses were not too successful. But all in all, the applause was tremendous.

Johnny Puleo is still the sparkplug of the Borrah Minevitch group. His panti explanations and tumult bits pulled yocks upon yocks. The group has a couple of new bits which rang the laugh meter with equal impact. Pic, *The Breaking Point*.

Bill Smith.

until early this year. Figure does not represent full 10 per cent of their gross earnings, as team at times paid her only 5 per cent. Attorneys expect to lodge malpractice complaints against Greshler with the talent unions.

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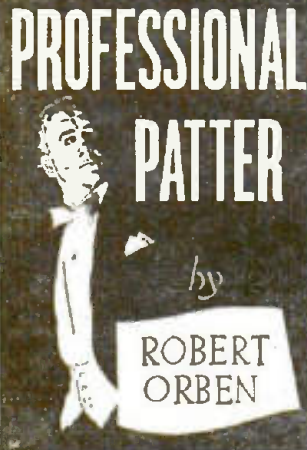
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NIGHT CLUB REVIEWS

Persian Room, Hotel Plaza, New York
(Monday, October 2)

Capacity, 283. Price policy, \$2-2.50 cover after 9:30. Shows at 9:30 and 12:15. Owners, Hilton Hotel Chain. Exclusive booker, Merriel Abbott. Publicity, Ed Seay. Estimated budget this show, \$4,500.

Newly renovated room will make a dream place for performers. Capacity isn't much more than before, but it has acquired an intimacy it never had previously. Bandstand has been moved to one corner, eliminating the tables frequently placed behind a performer. Acts work to front and sides. Mural has been replaced by a honeycombed wall that catches and reflects lights; two huge mirrors, and tiny lights that play up and down on green drapes that hang over windows.

A balcony's been added to the 58th Street side and the front lobby has been enlarged. Fred, the maitre d', runs the whole thing smoothly and unobtrusively.

Show began with Mary Raye and Naldi. Latter has lost weight since last caught the apparently none of his strength. He still lifts Miss Raye in the slow languorous, effortless fashion he's noted for. Gal is as lovely and fragile-looking as ever. Team did three numbers, without a breather, and kept the jammed room hushed. Came back for a beguine winding up to solid applause.

Jane Froman was better than ever, if that's possible. Looking gorgeous and showing the same remarkable pipes, she gave out with up beat numbers in her distinctive selling style that paid off in tremendous hands. Numbers consisted of a splattering of her standards plus some new ones. After *Hallelujah, Get Happy*, she went into *Not In My Arms Tonight*. Then came a series of strollers via a hand mike, winding up with her *Millionaires Don't Whistle*. Call Me Madame, plus a special after a wonderful *I Wanna Be Loved*, sent her off to a terrific mitt. Miss Froman now walks on and off, strolls, and even talks to the audience. If there was any impediment there were no evidences when caught.

New ork, Dick LaSalle played a competent show, except for the *I Wanna Be Loved* number. That one needed less restrained trumpet and sax work than the ork gave it. Outside of that the band shapes up as a solid society outfit ably led by the good-looking LaSalle on the piano.

Joel Herron accompanied Miss Froman in excellent fashion. Mark Monte, long-time holdover, is still the class of small society groups. *Bill Smith.*

Helsing's Vodvil Lounge, Chicago

(Wednesday, October 4)

Capacity, 300. Shows at 10:12 and 2. Price policy, no cover or minimum. Operators, Bill and Frank Helsing, publicity, Sam Housberg; exclusive booker, Frank J. Hogan. Estimated budget this show, \$1,500. Estimated budget last show, \$1,750.

Hostelry has great prospect in headliner Johnny Bachimin. The New Orleans youngster is a ball of fire, doing everything from terrific dancing to some good planisitics and warbling. Working on the narrow stage, Bachimin exhibited a pair of tapping footsies that are tops. His rhythm dancing is at race-track tempo and captures attention, because he deserts the normal platform to work atop a 6 by 6-foot table and later on a spinet top piano. His daring acro stepping kept customers goggle-eyed. To pace his tapping, Bachimin plays a torrid piano. In addition, he out-Vaughans Sarah when it comes to progressive warbling. His throating is good enough to interest any diskery. Video brass, looking for a versatile pillar around which to build a 15-minute seg, would do well to investigate this lad.

Kathy Collin, recent TV beauty contest winner, matches a cute brunette appearance with a kind of semi-operatic pair of tonsils. Gal is versa-

Wedgwood Room, Waldorf-Astoria, New York
(Monday, October 2)

Capacity, 444. Price policy, \$2 cover after 9:15. Shows at 9:15 and 12:15. Owners, Hilton Hotel Chain. Exclusive bookers, Merriel Abbott. Publicity, Paul Stewart. Estimated budget this show, \$1,500.

Blue bloods and much of the carriage trade were out for the reopening of the Wedgwood Room that marks the beginning of the hotel's fall season. Emil Coleman, back on the stand with his band drew enthusiastic applause after each announcement. There's no doubt that Coleman, a long-time fixture here, is a real draw.

First act was Kitty Kallen, who started with dead air. After the intro, Coleman explained she tore her dress and was forced to run back to change. Yet this mishap helped. It made the audience sympathetic. Most of Miss Kallen's tunes, the good in themselves, lent little to the over-all impression. Gal started off with a bright *There Must Be Something Better Than Love* followed by a down tempo, *I've Got Porgy*. Her next, *I Wish I Had a Daddy in the White House*, was a natural for the room, as it is almost anywhere. She followed with her special arrangement on *There's No Show Business*, with good impressions of Ethel Merman, Lena Horne and Ella Logan. Then came *Honeybun* and she was way ahead. Unfortunately she came back for another, a special written on Arthur Godfrey, accompanying herself on a uke with which she was obviously unfamiliar.

Miss Kallen can sing, she proved that time and again. Where she missed was in timing and selling, both probably attributable to opening night jitters. Once she's had a couple of shows here she should be as excellent as ever.

Roger Price, equally affected by the opening, perspired freely. Price, first caught in a Greenwich Village cafe some time ago, is a clever lad. A curlyheaded, bespectacled precise talker, he works on long situations that are a pot-pourri of philosophic observations combined with large doses of sheer madness. A good deal of his material gets double takes which result in delayed yocks that frequently laugh over previous lines. With his chatter he uses a large drawing pad on which he illustrates characteristics of people he's describing plus a talk about his ancestors. It takes a little time to understand Price. But once he has them, he's smart enough to hold on to them.

Emil Coleman cut the show in his customary fine fashion. Mischa Borr, another lease-holder at the Waldorf, amply filled the Latin music intermission slots. *Bill Smith.*

Bubbles' Suit Settled

NEW YORK, Oct. 7.—The accounting action of John Sublet (Bubbles, of the team of Buck and Bubbles) against Agent Nat Nazzaro was settled this week before New York Supreme Court Referee Isidor Wasservogel. No terms were disclosed.

Bubbles won his release from his managerial contract with Nazzaro last fall. His accounting action was scheduled to come up for trial this week.

Buck and Bubbles are now managed by William Morris Agency.

tile, getting a good mitt for three medley routines.

Ralph Lewis needs new material before appearing here again. This, his fourth stay here in two-and-a-half years, was his worst. Only laughs came from apologetic ad libs for lack of interest in his work.

Billy Chandler's ork did a good backing job, with the pianoman shining for his fine backing of Bachimin's work. *Johnny Sippel.*

Empire Room, Palmer House, Chicago

(Thursday, October 5)

Capacity, 500. Price policy, \$1-\$1.50 cover, with \$2 minimum. Shows at 8:30 and 11:30. Publicity, Freddie Townsend. Production and exclusive booker, Merriel Abbott. Estimated budget this show, \$7,700.

Dick Contino, working his first nifty date here, scored easily. Contino's virtuosity is shown in his rendition of *Canadian Capers*, the accordion standard. He did everything from *Lover to Bewitched*, with each getting a terrific mitt. He also showed an interesting baritone voice. Encore gimmick of bringing on his pater to warble an Italian standard was a high point.

Jack Cathcart's Continentals, who did just so-so in vaude here, smacked hard in this room, their subtle work getting full appreciation. The five young and good-looking fellows work with verve. Their material is well arranged and their specialties are good. A parody on alma mater songs rocked the house. The bass singer has an unusual voice, and when he sings lead the group shows wax possibilities.

Ben Berl's standard juggling as an opener would have been okay if he had added just two minutes of new stuff.

Eddie O'Neal played an excellent show and good dance music. The Merriel Abbott Dancers (8) did two of their old numbers because they just returned from a European junket and had no time for rehearsal. *Johnny Sippel.*

Follow-Up Reviews

LATIN QUARTER, NEW YORK:

We have caught Sophie Tucker many, many times. But never have seen her better than on her opening here Sunday September 24. Working as usual with Ted Shapiro, Miss Tucker, put together a collection of special material, earthy and philosophic, with a skill that was the epitome of showmanship. Her *Mr. Siegel, Make It Legal*, drew yocks upon yocks. Her "advice" to men was another bell-ringer. One of the Morris office stalwarts (that's the office that books her) said, "You can't describe her act. There's no adjective good enough." We won't quarrel. We'll just add that Miss Tucker jammed the room; did a terrific job on the floor and showed enough fresh material to call for repeat biz.

Wells and the Four Fays worked fast and furiously. The gals went thru butterfies, back and forward flips with breathtaking abandon. The customers applauded enthusiastically. The rest of the show, still a solid value with a new plus added—Sophie Tucker—remains the same.

The Art Waner band, incidentally one of the best show cutters in the biz, has a boy singer, Andy Pierce, who will bear watching. Pierce has been with Waner for some time tho we don't remember catching him before. Boy sells a ballad with a caressing style reminiscent of the late Buddy Clark, with overtones of a Perry Como. He also plays a guitar in good fashion. A record company looking for a boy singer to build might take a look at Pierce. *Bill Smith.*

SHOW SPOT, NEW YORK:

Mabel Mercer, comparatively new here, is doing quite a job in a hushed atmosphere of the upstairs room. Working to the fine piano backing of Sam Hamilton, the gal, no longer an ingenue, works in a sitting-up position, selling songs of little-known writers, or little-known songs of well-known writers with a warmth and heart that is thrilling to listen to. *Bill Smith.*

Jones To Cross 62G On Flamingo Date

HOLLYWOOD, Oct. 7. — Spike Jones will walk out of Las Vegas' Flamingo Hotel with \$62,500. Jones and his troupe went in for a two-week stand at \$12,500 per week. Business was so good spot added an extra three weeks making it a five-week run. This in itself is unusual. Flamingo, along with other Las Vegas hotels, regularly change shows every two weeks.

Saturday night (23) the room, seating 680 served over 1,000 patrons of which 800 were dinner tabs. Jones opened September 21 and will close October 26. He drew more than 27,000 patrons to the same spot during his last year's engagement.

Series Clouts Stem; Preems Help B.O. Scramble to 361G

NEW YORK, Oct. 7.—A couple of days of near-90-degree temperature, plus interest in the World Series, knocked combo house takes on the head. It was the big work at the Radio City Music Hall, plus an equally good opening at the Roxy which kept the over-all figure at \$361,000, against the previous week's \$365,000.

Radio City Music Hall (6,200 seats; average \$123,000) opened big with a hefty \$139,000 for its first seven days with *Glass Menagerie*, plus the *Four Macks*, *Ivanovs* and *Duval*.

Roxy (6,000 seats; average 68,000) had an equally good week with \$90,000 for *Dick Haymes*, the *Asia Boys*, *Bill Wrigley* and *Mister 880*.

Capitol (4,627 seats; average \$43,000) fell way back to \$42,000 for its preem with *Born To Be Bad* and the *Phil Spitalny* band.

Paramount (3,654 seats; average \$78,000) fell \$10,000 short of what amounted to almost a 50 per cent

drop (or \$48,000) for its second and final week with *Sleeping City*, *Myron Cohen* and *Tony Pastor* band. The show's first week brought \$76,000. The new bill (reviewed this issue) has *Duke Ellington's* *ork*, *Sarah Vaughan* and *Union Station*.

Strand Week 26G

Strand (2,700 seats; average \$41,000) ended its two-weeker with a weakish \$26,000 for *Pretty Baby*, the *Weavers* and the *Three Stooges* after an opening frame of \$45,000. The new bill has *Lisa Kirk*, the *Borrah Minevitch Rascals*, *Georgie Tapps* and *Breaking Point*.

Palace (1,700 seats; average \$18,000) fell to \$16,000 for *Hunchback of Notre Dame*, *Mill Douglas*, *John Steele* and six other acts, against \$19,000 the week before. The new bill (reviewed this issue) has *Tommy Riggs*, *Dick Drake*, six other acts and *Fuller Brush Girl*.

Philly Niteries Book Heavy Array of Recording Names

PHILADELPHIA, Oct. 7. — A heavy array of recording names, both instrumental and vocal, is skedded for local niteries, with bookings running into the new year. *Nicky Blair's Click*, a top spot for the musical names, started this week with *Fran Warren* heading off an impressive name parade which will bring in *Mel Torme* Monday (2); *Xavier Cugat's* band, October 9; *Patti Page*, October 16; *Al Morgan*, October 23; *Stan Kenton's* band, October 30; *King Cole Trio*, November 6; *Lionel Hampton's* band, November 20; *Vaughn Monroe's* band, November 30, and *Ralph Flanagan's* band, debuting here January 1.

Si Kaliner's *New Club Harlem* will kick off October 9 with a heavy array of Negro attractions. The opening bill has *Charlie Parker's* band, *Ann Cornell*, the *Slim Gaillard Trio*, the *Charlateers* and *Jimmy Rushing*. *Wynnonie Harris*, *Annie Laurie*, *Sticks McGhee* and *Eddie Durham's* band, come in next. *Sarah Vaughan*, the *Three Flames* and the *Stan Gets Trio*, start October 30. *Eddie Heywood* and *Count Basie's* band come in November 6, with the week of November 13 still open. The *Ravens* and *Joe Thomas's* band are lined up for November 20; the *Orioles*, *Little Willie Littlefield* and *Joe Liggins's* band, November 27; *Nellie Lutcher* and *Coleman Hawkins's* band, December 4; *Dizzy Gillespie's* band, December 11. The December 18 week is still to be filled, but the *George Shearing Quintet* is set for December 25 and *Dinah Washington* and *Calvin Boze's* band, January 1.

The *New Club Harlem*, booked by *Willie Weber*, *New York agent*, will accommodate some 400 persons at the bar and another 250 at the tables. There will be no dancing in the room, strictly a musical bar. *WDAS* disk jockey will join the room's staff as the house emcee.

Lee Guber's *Rendezvous* in the *Senator Hotel* emphasizes the old-time jazz in its name array, with *Wingy Manone* starting October 10; *Bobby Hackett*, November 6, and *Phil Napoleon* November 20. In *Collings-*

wood, N. J., *Chubby's* continues the parade of recording names, with *Eddie Fisher* coming in October 9, to follow *Steve Gibson* and the *Red Caps*. The *Korn Koblbers* debut in the room October 16, with *Don Cornell* following.

A steady stream of waxing names are to be featured at the *Show Boat*, *Club 421* and the new *Club Orchid*, a room which kicked off this week with *Hot Lips Page*. *Blam Stewart* will open at the *Orchid* Monday (2), and *Savannah Churchill* is set for October 9.

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Weber & Fields Set for Palace At Record \$\$

NEW YORK, Aug., 1915.—Weber and Fields, who have for years refused all offers to appear in vaudeville, have finally to heed the call and will open a next 34 days

See inside Front Cover This Issue

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Silo Producers Form Committee

NEW YORK, Oct. 7.—Sixty impresarios of the Silo Circuit, the Stock Managers' Association (SMA), met Tuesday (3) at the headquarters of the Theater Guild, 23 West 53d Street. Tops on the agenda was the establishment of a committee to treat with Actors' Equity on setting up a basic agreement between strawhatters and the union. Lee Falk was named chairman of such a committee and empowered to select associates who will consider Silo-Equity problems and report their findings to the governing body of SMA. It is expected that negotiations with Equity will start in about a month, SMA is anxious, according to a spokesman, to get the matter on the line before spring and another summer season. Membership will reconvene Tuesday (17).

In addition, Richard Aldrich told the meeting that he had found star system costs last summer soaring to a point which has him seriously considering switching his Falmouth, Mass., operation to a resident company basis unless guest stars see the financial light. Lewis Harmon, who has operated in Guilford, Conn., on a resident stock basis at reduced prices, reported exceptionally successful results.

A general consensus seemed to be that star salaries were due for a cut, or else.

Ten new members were tabbed at Tuesday's meeting. They were William Blood, Atlantic City (N. J.) Playhouse; Rea John Powers, Ivy Towers (Spring Lake, N. J.) Playhouse; John Lane, Oginquit (Me.) Playhouse; Herbert Gellendre, Keene (N. H.) Summer Theater; Virginia Thom LePeer, Provincetown (Mass.) Playhouse; Samuel Lozerlinsky, Pine Bush (N. Y.) Play House; Benjamin Kutcher, Manhattan and Opera Guild (Red Bank, N. J.) Playhouse; Alton Wilkes, Lake Region (Guilford, N. H.) Playhouse; L. Savage, Theater-Goround (Virginia Beach, Va.); and Ben Boyar, Melody (Danbury, Conn.) Theater.

Stagehands' Pay Bid Turned Down in N. Y.

NEW YORK, Oct. 7.—At a meeting Wednesday (5), the League of New York Theaters for a second time rejected the proposal of the stagehands union (Theatrical Protective Union No. 1) for a 10 per cent salary hike and a 5 per cent levy for its welfare fund.

The union will decide what further action may be taken at a membership meeting scheduled for Sunday (22) at the Hotel Diplomat.

ROUTES Dramatic and Musical

- As You Like It, with Katharine Hepburn, (Cass) Detroit.
- Blackstone (Lyceum) Minneapolis.
- Brigadoon (Royal Alexandra) Toronto.
- Burning Bright (Plymouth) Boston.
- Carte, D'Oyley, Co. (Shubert) New Haven, Conn., 12-14.
- Come Back Little Sheba (Erlanger) Chicago.
- Crane, Hilda (McCarter) Princeton, N. J., 13-14.
- Curious Savage (Gayety) Washington.
- Devil's Disciple (Municipal Auditorium) Long Beach, Calif., 11; (Russ Aud.) San Diego 12-14.
- Death of a Salesman (Music Hall) Kansas City, Mo.
- Diamond Lil, with Mae West (Blackstone) Chicago.
- Gentlemen Prefer Blondes (Curran) San Francisco.
- Guns and Dolls (Shubert) Philadelphia.
- I Know My Love, with Lunt & Fontanne (Bushnell Auditorium) Hartford, Conn., 9-11; (Metropolitan) Providence, 12-14.
- Innocents, The (Harris) Chicago.
- Kiss Me, Kate (Music Hall) Cleveland.
- Lady From Paris (Shubert) Chicago.
- Let an Earl (Davidson) Milwaukee.
- Lost in the Stars (American) St. Louis.
- Mr. Konevics (Porter) Philadelphia.
- Oklahoma (Colonial) Boston.
- Relapse, The (Walnut) Philadelphia.
- South Pacific (State Fair) Dallas.
- Springboard to Nowhere (Glewyn) Chicago.
- Street Car Named Desire (Erlanger) Philadelphia.
- Texas Lil Darlin' (Great Northern) Chicago.

Sides and Asides

'Black Chiffon' Suspends for Miss Robson's Sick Leave

"Black Chiffon" suspended performances for two weeks after the October 1 showing. Its star Flora Robson, is compelled to undergo an operation. Producer John Wildberg, while not disclosing the nature of Miss Robson's illness, assured The Billboard that it is a matter for minor surgery and that, barring recuperation delays, he confidently expects her to resume in the play October 23. The box office of the 48th Street Theater meanwhile will be open for ticket exchanges.

'Golden State' Rehearsals Start October 9

Samuel Spewack's "The Golden State," starring Josephine Hull, was skedded to start rehearsals October 9. Cast in support are Ernest Truex, Jocelyn Brando, John Randolph, Ben Lackland, Lou Polan, Polly Rowles, Frank Twaddell and Robert Pike. Stem bow-in is set for November 25 after a Philadelphia tune-up, starting November 7.

Equity Okays Jovet Jannt to U. S.

At its weekly meeting October 3 Equity Council granted permission to Louis Jovet's rep company from Paris to come over as a unit. The French players will therefore be relieved of playing initiation fees and alien dues. Also granted was a request for five weeks' rehearsal time for "Romeo and Juliet" and "Peer Gynt" and the basis that both require enough musical trimmings to put them nearly in the musical category.

Ticket Brokers, Show-of-Month, Still A-Feudin'

Monday (9) was tentatively set as the day when the Ticket Code Authority was to have given ear to the ticket brokers' beef in their wrangle with Sylvia Siegler and her Show-of-the-Month Club. In telegrams to the League of New York Theaters, Actors' Equity and the Committee of Theatrical Producers, Miss Siegler last week asked that the Code Authority investigate the recently organized Broadway Hit Club, a ticket brokers' org started as competition to her own set-up. A general get-together at Equity-Council's Tuesday (3) meeting resolved nothing. An Equity spokesman said that any future action depends on what both sides of the controversy bring to the Code Authority. A decision is expected in a couple of weeks.

'Diamond Lil' Still Knockin' 'Em Dead in Chi

"Diamond Lil" is still dishing it out. The show has been doing capacity business in Chicago, and Albert H. Rosen has just made his fourth profit pay-off to his backers. Rosen is currently on the Coast looking for a director for a mystery thriller, "Strange Sanctuary," which he plans to bring to the Stem this season.

Bullyhoo Firm Moves to New Quarters

Bill Doll's drumbeating company (the company comprising Dick Williams and Mike O'Shea) has moved to new quarters in the ANTA Playhouse, the former Guild Theater. Doll returned October 2 from the Coast, where he spent the summer setting up a Hollywood branch for the firm.

OFF BROADWAY REVIEWS

MAZEL TOV MOLLY SECOND AVENUE THEATER

(Opened Saturday, September 30)

A musical comedy by Harry Kislmanowitch. Staged by Jacob Kalich. Music by Joseph Rumshinsky. Lyrics, Molly Picon. Sets, H. A. Condell. Dances, Ruth Walton. Stage manager, Isidore Goldstein. Press representatives, Ben Ollman and Max Karper. Presented by Irving Jacobson.

- Jenka Easta Saltzman
- Freddy Dave Lubritzky
- Louie Leon Libgold
- Manny Charles Cohen
- Rachel Rose Greenfield
- A Modern Cantor Ben Shoenfeld
- Beryl Gustav Berger
- Sonia Pania Rubina
- Bessie Mae Shoenfeld
- Sam Irving Jacobson
- Molly Molly Picon
- Naomi Natalie Comer
- Hadassa Rayla Ostrow
- Ruth Celene Rose
- Evelyn Anne Winters

Topping last season's productions with this year's opener, *Mazel Tov Molly*, the trio of Molly Picon; her husband, Jacob Kalich, and Joseph Rumshinsky, have cause for celebration. Not only does this mark the 30th show they have done together, but it's a grand Yiddish musical and should be a whopping success.

Matters begin on a wedding day, with papa taking to wife his second bride, and his daughter also taking the vows. Neither of them does so well. Papa's bride soon dons the pants and sends him to the hot stove and the washing machine, while daughter, eventually deserted by her hubby who seems to prefer a cigar case, is stranded with three extremely rapidly growing little girls. But mama manages pretty well, teaching the gals singing, dancing and piano and—even taking her spouse back as a boarder to make a little cash on an extra room. And with him once more under the roof, it doesn't take too long for her to snout and bar

the door, leaving the other gal to go peddle her smokes elsewhere.

La Picon in Prime

Tho all is not rosy thruout, neither the audience nor the cast is perturbed about the outcome. Molly Picon sings and dances to her heart's content and the audiences' great satisfaction. Her sight laughs are all well planned and executed, and her sharp line delivery brings guffaws even from those unfamiliar with Yiddish, a neat feat even for a comedienne of Miss Picon's top-flight stature. The book gives lots of latitude for her wide talent range, including an opportunity for her to do a bit of her world-famous Shmendrick, the classic Yiddish fool.

Sharing honors in the comedy bracket is Irving Jacobson. His style is peculiar to the theater in which he performs and, as such, is great. Mae Shoenfeld, Easta Saltzman and Dave Lubritzky also add fine comedy contributions, and Leon Libgold is an excellent leading man. A special highlight is provided in the charming coloratura singing of Natalie Comer, Rayla Ostrow and Celene Rose as the little girls in blue.

Production-wise, there are a couple of good scores. Kalich's fine direction has given the show a smooth, fast pace, and Rumshinsky has provided some catchy, zesty melodies, Ruth Walton's choreography, however good, falls a bit short of the Kalich-Rumshinsky mark, and H. A. Condell's sets are serviceable.

Mazel Tov Molly (Good Luck Molly) is a rose-studded horseshoe with a big success ribbon neatly tied. It has lots of laughs, a good score, fine direction and, most important, it has Molly Picon at her glittery best. Dennis McDonald.

Costume Union Hassle Still On

NEW YORK, Oct. 7.—The hassle caused by the ban issued by Luigi Quintilliano, manager of the Theatrical Costume Workers Union (Local 124) against the stage use of any garment not manufactured by members of his union (*The Billboard*, September 8) has been simmering for several weeks. Specifically, it revolves around the point as to whether a theatrical producer may or may not buy ready-made garments for his show. Quintilliano says he can't.

A meeting Thursday (5) brought together representatives of the union, the League of New York Theaters and the fact-finding committee representing all the theatrical trades. The discussion centered on the definition of what constitutes a theatrical costume or a ready-made garment. Un- (See *Costume Union* on op. page)

BROADWAY SHOWLOG
Performances thru October 7, 1950—

DRAMA	Opened	Perfs.
Affairs of State (Royale)	9-25, '50	15
Black Chiffon (48th Street)	9-27, '50	13
Daphne Laureola (Music Box)	9-18, '50	24
Death of a Salesman (Morosco)	2-1, '49	692
Mister Roberts (Alvin)	2-18, '48	1053
Pardon Our French (Broadway)	10-5, '50	4
Season in the Sun (Cort)	9-28, '50	12
Southern Exposure (Biltmore)	9-26, '50	15
The Cocktail Party (Henry Miller)	1-23, '50	300
The Glorious Smile (Lyceum)	10-7, '50	1
The Happy Time (Plymouth)	1-24, '50	295
The Member of the Wedding (Empire)	1-5, '50	316
The Medium and The Telephone (Arena)	7-19, '50	93

MUSICAL	Opened	Perfs.
Gentlemen Prefer Blondes (Ziegfeld)	12-8, '50	348
Kiss Me, Kate (Shubert)	12-30, '48	738
Michael Todd's Prep Show (Winter Garden)	6-28, '50	117
Peter Pan (Imperial)	4-24, '49	192
South Pacific (Majestic)	4-7, '49	620
The Consul (Barrymore)	3-15, '50	237
Tickets, Please (Coronet)	3-15, '50	188

COMING UP
(Week of October 9)

Les Ballets De Paris (National)	10-8, '50
Legend of Sarah (Fulton)	10-11, '50
Call Me Madam (Imperial)	10-12, '50

Shuberts Cook Up Big Plans For New Houses

NEW YORK, Jan. 1910.—The announcement is made by the Shuberts that they are preparing to add many theaters to their houses. The state that they will houses in
See
Inside Front Cover
This Issue

Broadway Opening

PARDON OUR FRENCH

(Opened Thursday, October 5)

BROADWAY THEATER

A revue. Sketches by Ole Olsen and Chick Johnson. Music by Victor Young. Lyrics by Edward Heyman. Sets by Albert Johnson. Costumes by Jack Mosser. Dances by Ernst and Marie Matray. Musical director, Harry Sukman. Press representatives, Samuel J. Wolfman and Ted Isaacs. Presented by Olsen and Johnson.

PRINCIPALS: Ole Olsen, Chick Johnson, Denise Darcel, Marty May, June Johnson, Bill Shirley, Helene Stanley, Patricia Denise, J. C. Olsen, George Zoritch, Lubov Roudenko, Fay DeWitt, Nina Varela, Billy Kay, Phil Terry, Chickie Johnson, M. Millard, Leo Anthony, Richard Clayton, The Big Mighty Atom, Robert Chesliak, Howard Jodin, the Konyots, John Clamps, David Collyer, Les Hull Chanteuses.

DANCERS: Joan Bonomo, Irita Burton, Gloria Braun, Pepper Cole, Christine Petersen, Sally Sorvo, Gloria Sloos, Joy Walker, Carolyn Wells, Edward Andrews, Richard Cahill, Fred Curt, Phil Gerard, Jack Pope, George Tatom, Brahm Van Onberg, Richard Wyatt.

SINGERS: Margot Carmen, Cecile Descant, Dussay Lears, Joan Bonomo, Stacy Scott, Robert Arnold, Walter Russell, Harry Snow.

SHOWGIRLS: Cynthia Cavanaugh, Felice Ingersoll, Sandra Jackson, Diana Lays, Millicent Roy, June St. Clair, Helen L. Thompson, Orlando Merdene.

It is a doleful appraisal that a reporter, who has long been a pushover for the Olsen-Johnson revue formula, has to make of their latest effort, *Pardon Our French*. Messers. Olsen and Johnson have definitely not done it again. Not, it must be hastily added, that their new revue won't do well enough at the Broadway Theater. Their loyal fans seem numberless and will doubtless continue to give them robust support, and with nearly 100G advance in the till, the edge is slightly taken off an obviously rugged production nut. But French's bright moments are few and far between, and its phony Parisian flavor runs to tasteless smoking-car humor—and, worst of all, it is over-all dull.

May Is Able Sub

Only half the celebrated team is much in evidence, Ole Olsen having busted his foot or some such. But Marty May, an O. and J. veteran with a split-second sense of comedy timing, is an able substitute as straight man for Chick Johnson. The show's top moments stem from his dueling with Johnson on an hilarious item called the *Flower Song*. May also is fine in his solo slot with a standard routine he has been doing for years. The sketches, as a whole, are in the O. and J. tradition. Some are pretty bad. About the funniest is when Johnson and May get mixed up with an assortment of Grand Guignol characters in a Paris sewer.

The chief trouble with *French* is the too great and too long emphasis on production numbers, most of which have scant originality either dance or song-wise. One, *There's No Man Like a Snow Man*, is excellent and, incidentally, quite foreign to the boys' usual school of thought. It is charmingly sung and danced by Helene Stanley, and the costumes are wonderfully novel. Otherwise, Grade "B" tunes and lyrics are plugged to an ear-bending point, and repetitious dance patterns get similar treatment. It used to be that an Olsen and Johnson show was the epitome of a mad stage race. *French* seems to stretch out interminably. It appears to one reporter that a good half-hour could be sheared off the involved song and dance numbers to the distinct benefit of all concerned.

Support Contributes Good

Involved in this doleful report is the featuring of Denise Darcel, who gets scant use made of her talents, but who stacks up better than expected in her legit stage debut. Another effective Stern debut is that of Bill Shirley, who handles his chanting assignments exceedingly well. The Konyots contribute a really amusing satire on acro dancing. Others adding to the proceedings in varying capacities are June Johnson, J. C. Olsen, Patricia Denise, Fay De-

OUT-OF-TOWN OPENINGS

THE CURIOUS SAVAGE

(Opened Monday, September 23)

WILBUR THEATER, BOSTON

A comedy by John Patrick. Directed by Peter Glenville. Production designed and lighted by George Jenkins. Costumes by Anns Hill Johnston. Company manager, James Hughes. Press representative, Helen Horris. Stage manager, Hardy William Smith. Presented by the Theater Guild and Lewis and Young.

Florence	Isobel Elsom
Hannibal	Robert Emhardt
Fairy May	Mae Cooper
Jeffrey	Hugh Reilly
Mrs. Paddy	Gladya Benson
Titus	Brandon Peters
Samuel	Howard Wendell
Lily Belle	Marla Linden
Ethel	Marie Carroll

The Staff: Miss Villalovina, Floral Campbell, Dr. Emmet, Synney Smith.

John Patrick has taken gentle lunacies for his subject matter in *The Curious Savage*, embroidered them with a few harsh realities, and produced a fey and delightful comedy. Altho his locale is a private institution for the insane, half his characters mildly balmy, Patrick's writing never bordered on poor taste.

Altho his play involves schizophrenics, \$10,000,000 in negotiable bonds, a Boston senator, a judge and a tramp and a "sensibly" loony matron, *Savage*, nevertheless, offers some lovable characters and wonderful sense. Patrick says delightfully, sometimes with ribaldry, sometimes with quiet humor, that it's all a matter of opinion who's nuts and who isn't. And it makes for a lot of polite fun.

Ethel Savage devoted her life to her husband and foster children, but the children needed her unmercifully, and her husband died, leaving her alone to cope with them as grown avaricious wretches. So, quietly, she turned the family fortune into negotiable bonds, had a fling as an actress, dyed her hair and generally cut the light fantastic until they had her committed to an institution.

Who's Loony Now

But she foxed them. It wasn't until they had her put away that they discovered she had all the money. She finally effected her release, with the money still in her possession, by a marvelous exercise of wits and some help from a sympathetic attendant. In the meantime Ethel Savage had had a wonderful and revealing time with the gentle loonies of the asylum. In fact, she wanted to stay but, being really sane, she couldn't.

There's a great deal of hocus-pocus in *Savage*, and to some theatergoers it may seem phony. But, accepting the original fantasy, it furnishes a wonderful evening of fun. Furthermore, Lewis and Young and the Theater Guild have furnished Patrick not only with a director who has staged the play with a fine and sensitive regard for its tender values, but also with a cast which performs superbly.

Originally, Patricia Collinge was to have played the lead, but she withdrew, and her place was taken by Marie Carroll, once a bright light in the theater. And she should be again on the basis of an adroit, heartwarming and thoroly viable performance, altho rumor has it that she will be replaced with a "name." Miss Carroll can continue to give *Savage* the gentle "stintion" it needs. Absolutely first-rate performances are turned in by every other member of the cast. To name one would be to name all. Bill Riley.

Witt, Nina Varela, Lubov Roudenko and George Zoritch.

Two of the show's best assets are the highly imaginative backgrounds by Albert Johnson and ditto costumes by Jack Mosser. Messrs. O. and J. have given their fracas a plush production, but they've lost touch with the headlong pace which has always been their trademark.

Bob Francis.

SIX CHARACTERS IN

SEARCH OF AN AUTHOR

(Opened Tuesday, October 3)

BRATTLE THEATER, CAMBRIDGE, MASS.

Play by Luigi Pirandello. Directed by Peter Temple. Costumes by Richard Baldrige. Lighting by Charles Randall. General Manager, Peter Temple. Press Representative, George Campbell. Stage Manager, Charles Randall. Presented by the Brattle Theater Company.

Assistant Stage Manager	Carson Randall
Leading Man	Paul Ballantine
Leading Lady	Margaret Sheehan
Juvenile Lead	Al Duclos
Ingenue	Doris Hackny
First Actor	Paul Sparrer
Second Actor	John Lattell
Third Actor	Peter Poor
First Actress	Anna Prince
Second Actress	June Garfield
Third Actress	Fauston Lasell
Director	Peter Temple
Stage Manager	Frank Gardner
First Technician	David Gray
Second Technician	Harold Brodkey
Third Technician	Arson Charles
Proprietor	Joseph Schildkraut
Stepdaughter	Ruth Ford
Mother	Cavada Humphrey
Son	Michael Wager
Girl	Alicia Golden
Madame Pace	Lillian Hartigan

There is no more difficult contemporary play put on than a Pirandello fantasy. Weaving perverse logic out of theatrical abstractions, shifting slyly back and forth between illusion and reality, Pirandello poses problems difficult enough for actors and directors, sometimes impossible for audiences.

Yet his *Six Characters in Search of an Author* so clearly and simply states his metaphysical views of reality and illusion that, competently performed, it is a wonderful tour de force of modern theater. And that is just what the Brattle Theater Company is making of *Six Characters* under the clear-headed, yet sensitive direction of Peter Temple.

With the Pirandello play, the Brattle people open their fall season in Cambridge. At the same time they are closely involved with the Theater Guild in a production of John Vanbrugh's *The Relapse*, starring Cyril Ritchard. Half the members of their acting and producing staff have gone with *Relapse*, the other half remains in Cambridge to work out a fall and winter season.

The second team is doing a brilliant job, a term used advisedly. High comedy, deep tragedy are hard enough for experienced actors to handle. But combine these in a play within a play where philosophical discussions of the fantasies of reality, and the realities of fantasy (in a typical Pirandellian paradox) are the controlling factors, and you have a theatrical situation which might choke a horse of an actor.

But the Brattle troupe comes off exceedingly well. *Six Characters*, briefly, is the scene of a rehearsal for a Pirandello play in which the proceedings are interrupted by six brooding characters. They insist that they have a play to finish since their author could not do it for them. They act out their tragic parts, shifting back and forth between realistic explanation and illusory performance.

Done on a bare stage, with some interpolations by Director Peter Temple, *Six Characters* held an audience enthralled. Joseph Schildkraut as the intense father, Ruth Ford as the handsome snot of a daughter, Cavada Humphrey as the woe-torn mother and Peter Temple as the harassed director are superb in cutting a clear path thru Pirandello's foggy mixtures of rascods. Of all the brilliant jobs pulled off by the Brattle company, this is a topper, worthy of being shown more widely than it can be here. Bill Riley.

COSTUME UNION HASSLE

(Continued from opposite page)

til this is established, a solution is still in the air. However, it is reported that considerable progress was made, and the dispute is expected to be settled some time next week.

Follow-Up Review

THE HAPPY TIME

(Reviewed Wednesday, October 4)

PLYMOUTH THEATER

A comedy by Samuel Taylor, from the novel by Robert Fontaine. Staged by Robert Lewis. Sets and costumes by Althea Bernstein. Company manager, Rube Bernstein. Jules Racine, stage manager. Press representatives, Michel Mok and John L. Toney. Presented by Richard Rodgers and Oscar Hammerstein II.

Bibi	Johnny Stewart
Papa	Roger Dann
Sama	Leora Dana
Grandpère	Edgar Stehli
Uncle Desmonde	Donald Burr
Uncle Louis	Kurt Kasznar
Aunt Felice	Kurt Kasznar
Mignonne	Eva Gabor
Sally	Mariene Cameron
Doctor Gagnon	Gage Clarke
Alfred	James O'Hear
Mr. Frye	Oliver Cliff

It is a pleasure to report that after eight months, the happy comedy about those wonderful Bonnards of Ottawa continues to justify its opening night promise. A packed house this week evidently took the uninhibited clan Bonnard to its hearts with the same gusto as of last January. There are delightful people in *The Happy Time* and they obviously wear well.

The occasion for another visit to the Plymouth was sparked by two important cast changes. Claude Dauphin, the original "Papa" of the French-Canadian menage, has been replaced by another Parisian, Roger Dann, while Richard Hart has relinquished his role of Uncle Desmonde, Canada's most active garce collector, in favor of Donald Burr.

Dann has had considerable stints here in clubs, ptx, radio and television, but *Time* marks his Stem legit debut. Any actor who has to follow the superlative contribution which Dauphin made to Samuel Taylor's comedy has his work cut out for him. It is an assignment which calls for delicate shading without mawkishness. He is a screwball with common sense, a moralist with a happily tolerant eye for failings in others, astigmatized with a buoyantly Rabelaisian sense of humor. In short he's a lovable lay, Dann plays him admirably, and will doubtless polish his performance as he continues. He has an ingenious, winning quality in his playing which builds the character steadily, and while he seems to get off to a slower start than his predecessor, he is in full control thruout the second and third acts. It is a reporter's guess that anyone who didn't see *Time* before this week will accept him as an ideal head of the house of Bonnard.

Burr Splendid

Likewise, Donald Burr is an able substitute for Richard Hart. He does a splendid job with the youngest of the Bonnard brothers, the lad with a gifted touch for lechery and a penchant for side-stepping the altar. Burr is around and about more often than not in musicals, and it is decidedly pleasant to see him again sink a tooth in a straight part.

The rest of the tribe is intriguing as of yore. Johnny Stewart is still giving the Stem's best moppel performance as the youngster who is the focal point of the comedy. Leora Dana is still quite delightful as the household's mother-with-a-Scottish-conscience. Kurt Kasznar's tipping Uncle Louis remains one of the town's best character studies, and Edgar Stehli's ancient goat of a grandfather continues a delight. Eva Gabor is still handsomely effective as the ex-vaude actress involved in the family conflagrations to finally get a matrimonial ring into Uncle Desmonde's nose.

In sum, everything remains very happy at the Plymouth. If the reaction of an average audience this week can be taken as a criterion, everything will remain so for a good while to come. Bob Francis.

Magic

By Bill Sachs

DELL O'DELL, clever female magus, and her husband, **Charles Carrer**, ace juggler, are en route to the Hawaiian Islands where they will remain for several months. . . . Rochester Assembly No. 47, of the Society of American Magicians (SAM), presented a magic program for the benefit of Rush Methodist Church at the Town Hall, Rush, N. Y., Tuesday (3). Program was preceded by a supper for the magickers present and their wives and guests. Paul Estee emceed the show, with the following dishing up their legerdemain: Fred Retallick, Charles Tubbs, Dr. George Joel, Walter Wisnowsky, Francis McGraw; Rev. Clayton H. Birch. SAM chaplain in 1947; Charles Cox, Joseph Taylor, Richard Burke and St. Clair Price. Event was the first of a series to be presented this season by the Assembly. . . . Elmer Eckam, of Rochester, N. Y., and a member of SAM and IBM, is in England. . . . Magiedom lost one of its outstanding boosters in the passing of **Ben Badley** in De Paul Hospital, St. Louis, September 29, following a lengthy illness. Known as the dean of Mound City magicians, Badley followed outdoor show business closely and, in addition to being a loyal magic fan, was a member of SAM and IBM. . . . **Nardini** and **Nadyne**, bartending trixters, following a successful stand at the swank Greenbrier Hotel, White Sulphur Springs, W. Va., opened in a Detroit nitery Monday (9). . . . **Ray-Monde** reportedly is framing a big illusion show for a winter tour. . . . **Charles Hilderra**, Clown in the Conjuror's Shop, opened his fall jaunt with a 30-minute magic show at Big Sur State Park, south of Monterey, Calif., where he entertained 300 members of the electrical union at its annual barbecue picnic. After closing with the Clyde Beatty Circus late in July, Hilderra returned to his home to shape up his school offering which he will present in established territory in California, Utah and Idaho this winter.

POUR-A-DRINK DORENFELD and Sue wind-up a successful two-week stint at George Gebhardt's Latin Quarter, Newport, Ky., nitery Friday (13). . . . **Professor Maji**, magician and hypnotist, who nar-

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Pitt's Paper Strike Hits Show Business

PITTSBURGH, Oct. 7.—Pittsburgh is now in the throes of a newspaper strike, with all three dailies out due to a dispute with the mailers, and showbiz here is having a struggle trying to sell its attractions. All advertising media available are being brought into use, but it's a discouraging fight, with the only shows doing business being those already sold before the strike was called last Sunday (1).

The Dean Martin and Jerry Lewis unit at the Stanley did not seem to be affected, and will do around \$40,000 for the week's stand. The niteries are hurt because most shows in town begin on Monday, and that is the usual day to start advertising.

Most of the cafes are using the radio and posters, but radio is ineffective due to the many commercials bought up by the department stores. Good spots are at a premium, and the only real mention the niteries are getting is on the disk jockey shows. TV is also being used, but here, too, the same problem has arisen, and it is more acute here since there is only one station, WDTV, and most of the time had been bought up.

There are two concerts scheduled for next week, Billy Eckstine and George Shearing Wednesday (11), and Jazz at the Philharmonic Friday (13). The Eckstine-Shearing pairing was sold out before the strike started, but JATP is having a struggle because Norman Granz's biggest advertising barrage was scheduled for this week.

A KIND STRANGER

(Continued from page 3)

20 lifted from Yankee moundsman Vic Raschi's hotel room in Philadelphia.

Ross was perspiringly telling his story for the third time when Guy Lombardo happened by and gave him a character reference. The law released him, and Ross saw the rest of the game—standing.

rowly escaped a call from the Grim Reaper last year, is going strong at his Bridgeport, Conn., headquarters. He presented his magic at the SAM No. 1 Family Night Show in New York Thursday (6). In addition to his hypnotic show work, Maji is lecturing and teaching magic. . . . Cleveland's SAM No. 10 journeyed to Ashtabula, O., for a two-hour show at Shea's Theater there. Presenting their nitfies were Doc Plant, who emceed; Fred Uhle, Lori Newmann. Mr. and Mrs. Herb Millar, Hal Long, John Gardina, Jones Boys, Long and Short, Chan Wing and Company, Bill Hickman, Floyd Seymour and George Holland, stage manager. . . . Russell Swann opened an indefinite run at the Hotel Statler, Cleveland, last week. . . . Roner, master magicker, closed a successful stint at the Alpine Village, Cleveland, recently. . . . Stuart Cramer, purveyor of mental mystery, hypnotism and Oriental magic, resumes his club season with a four-night-a-week engagement at a Cleveland brewing company in its Rathskeller Theater, where he averaged four months work per year in 1948 and '49.

Burlesque

By UNO

MORRIS ZAIDINS, for the past 14 years manager of the Gayety Theater, Cincinnati, for Arthur Clamage, has resigned that post to join the Cincinnati Garden staff under Alexander Sinclair. Before assuming his post at the Gayety, Zaidins was associated with the late Lincoln P. Dickey and Almon R. Shaffer at the Great Lakes Exposition, Cleveland. Zaidins also heads the box office treasurers union at Cincinnati. . . . Yvette, formerly with Gulf Coast Shows, has returned to her home in Columbus, O., for a two-week vacation prior to resuming theater and club dates. . . . **Pat O'Day** is producing comic at the Fox Theater, Dallas, with **Kasha** in the third week of a feature role at the same spot. . . . **Anita Marie** is the feature; **Al Golden**, emcee and **Al Rio**, comic of the Raynell show traveling with **Cetlin & Wilson Shows**. Engagement, when it winds up November 1 in Albany, Ga., will have run six months. All are to return to the shows in April after a winter in Miami. . . . **Inez Claire**, featured on the Hirst circuit, was birthday partyed September 27 at **Sarah (The Rabbi's) Levy's** rooming house in Union City, N. J. Two days later in the same place another birthday had **Cleo (Mrs. Bozo) Snyder** as principal, with **Johnny Head**, straight man, the chef, at both functions. . . . **Phoenix, Ariz.**, has three spots playing burly stock. **Walter Hale's Rex** has **Buddy O'Day** and **Jack Hayes**, comics, and **Tangara, Virginia Peel, Candy** and **Rena Risalo**. **Casa Grande** nitery has **Nudine** featured, while **Club Lellani**, operated by **Monkey Kirkland**, ex-comic, features **Bobby Roberts**, billed as "The Eyeful Tower," along with **Eight-Lani-queens**, **Don Marquis**, **Johnny Wakefield**, **Clyde Hunnicutt** and **Alice**. . . . **Francine** was an added attraction at the Gayety, Baltimore, the week of October 1.

DuMONT, NBC

(Continued from page 5)

tion to the hours of programming of the four networks." In six three-station cities "the situation was much the same, altho the increased number of facilities available naturally reduced the tendency toward unequal network development," FCC declared.

FCC emphasized that the situation is "a temporary one which will be considerably ameliorated" when the freeze is lifted. However, the agency continued, any unbalanced competitive condition arising out of the station scarcity "may have a serious and deleterious effect upon the long range development of the art by hampering the growth of sound networks capable of meeting the public's need in the future."

FCC made no firm commitments on exactly how it wants to deal with the situation, saying it desires the "considered judgment" of all interested persons. Requested were comments on limiting the number of hours a station may take from one web or on specifying a minimum number of hours to be taken from each web.

FCC further asked for comment on yardstick limitation, holding outlets in one-station-cities to no more than two hours from one web in the afternoon segment and the same in the night segment; outlets in two-station communities to three hours in each segment, and stations in three-station cities to four hours in each segment. All of the stations would be allowed one five-hour segment a week—chosen by the station—free of the limitation, under terms of this proposal.

Arthur Murray Dances Into TV In Big Hurry

(Continued from page 3)

Murray intends to soft-pedal this space-buying in the future in favor of TV, pointing out that even his first 15-minute spot on CBS this summer brought in considerably more business than the same amount spent in newspapers. He said that his branch studios experienced the same reaction, with Washington and Chicago reporting a 100 per cent increase in business following the telecast.

Arthur Murray's branch schools in Washington and Baltimore have conducted informal TV shows over local stations for some time, but Murray was unable to launch the outfit on a national video basis before now because of a previous commitment with David Seznick's TV film corporation. The movie magnate, who also inked the Ringling circus to a similar deal, tied Murray up on a year's contract, which precluded him from accepting an offer to build a TV show for Old Gold.

The new DuMont-ABC TV session will essentially follow the same format as previous Murray telecasts, with Mrs. Kathryn Murray as emcee, name guest stars, Murray dance instructors, pupils, a contest between choral groups from male and female colleges and a scene from a current legit hit. The first show will feature **Bert Lahr**, **Nancy Donovan**, the **Hartmans**, and **Polgar**, the hypnotist. The series is packaged by the **Dorland Agency**, with **Howard G. Barnes** as producer; **Franklin Warren**, director, and **Bob Smith**, scripter.

Cantor Plans Tour For B'nai B'rith

NEW ORLEANS, Oct. 7.—Eddie Cantor is planning a short tour of the South under the sponsorship of B'nai B'rith. Preceding his date here, October 17, he will visit Little Rock, October 14; Shreveport, La., October 15 and Monroe, La., October 16. His last four dates will be in San Antonio, October 18; Houston, October 19; Tulsa, Okla., October 22, and Mobile, Ala., October 24.

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Agent with many years of experience booking, organization promotion, ticket sales, exploitation newspaper, radio-television merchants' tie-ups, fashion show exploitation in connection with newspapers with show personnel. I am only interested in attraction that can be sold with a guarantee and percentage—must be strong enough show to work anywhere under the best organizations. Coming with one of the biggest shows on road now which preopens in spring. Not interested in any Circles of Winter Carnivals. Do not send any collect telegrams, and if you don't have what it takes to keep the right man ahead, save yourself time.

JOSEPH RALSTON

Care of The Billboard, Cincinnati 22, Ohio.

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For News About The New Billboard**BEGINNING WITH THE NOVEMBER 4 ISSUE****See Inside Front Cover This Issue**

Sunday Showings Up for Hearings In Delmar, Del.

DELMAR, Del., Oct. 7.—Sunday operation for Delmar Drive-In here will be decided by General Sessions Court sitting in Georgetown, Del., late this month. For nine consecutive Sundays the open-air management has been placed under arrest by Delaware State Police for showing films on Sunday outside the town's corporate limits. Thomas Smith, projectionist and acting manager of the drive-in, was the latest member of the staff to be arrested. He was placed under \$500 bond for trial later this month.

Already arrested and placed under similar bonds are Nat Rosen, drive-in owner; Manager Eppley, Lewis Rosen; Jack Gordon, snack bar supervisor; and Robert Kelley, snack bar manager.

Trouble arose as a result of a local election on a referendum to incorporate the theater within the city limits, thereby making Sunday operation legal. The drive-in is located just outside the corporate limits of the town. However, after the referendum was passed, State Deputy Attorney General Daniel J. Layton Jr. gave the opinion that the election was illegal, and the theater is still outside the city limits, and operating on Sundays illegally.

READING, Pa., Oct. 7.—With 171 voters petitioning for a vote, the residents of near-by Amity Township will vote November 7 election on the question of Sunday movies. No theater is now operating in the township. At Mt. Penn Drive-In here, Richard Luck has resigned as manager and will be replaced by Van Lloyd.

Motor City Drive-In Construction Stalls

DETROIT, Oct. 7.—When the new 1,000-car Ecorse Drive-In was opened here it brought an even dozen the number of outdoor houses in the motor city area. New project is being operated as the first venture here by Ohio Management Company of Cleveland, which plans to build a house of identical design in Cleveland, according to Theodore Rogvoij, architect.

The Ecorse opening brings almost to a close the wave of construction that resulted in 18 new drive-ins in Michigan this year, and possibly others not yet reported. Only one remains under construction, the 23 Highway at Fenton, Mich. Cost of construction for the group is estimated at \$1,500,000 this year.

The Korean War, however, has put an effective brake on new construction. Some new projects have been announced, but actual work has been deferred, probably until next season.

Department Store Tie-In

Draws 'Em to New Pa. Spot

EASTON, Pa., Oct. 7.—Archie Adelman, manager of the recently opened Eastern Medina Drive-In Theater, located between Easton and Bethlehem, finally solved a major problem in getting the town folk to make their first visit to an open-air movie house. The Eastern Medina is the first outdoor theater in the area.

In order to develop the drive-in habit, Adelman made a tie-in with a local department store, and for one day they gave guest tickets with every cash purchase. The store not only reported a 20 per cent increase in sales, but the trick got the town folk acquainted with the nearby open-air.

CLOSE OUT SALE

35MM PROJECTORS AND FILM
Late Musical Westerns rental, \$7.50 two nights or sold outright. Acme 80Case Projector, 2000 ft., complete with sound, \$95.00. Pair of Holmes Projectors, 200 ft. with amplifier and speaker, \$495.00. Shipping Cases, 2000 ft. for \$4.00 each. Silent Features, \$15.00; Shorts, \$3.50. Poster supply. Free lists.
SIMPSON FILMS, 185 High St., Oerpton 3, Ohio

Rep Ripples

NOLAN MUSEUM & RIPLEY SHOW is playing stores and halls in the Bonham, Tex., area. Harry E. Bonfil is on a lecture tour which will take him from Sacramento to the East Coast. Bonfil has a solo dramatic opus which he works in conjunction with the lecture. He plays sponsored dates and is being booked by his brother, N. J. Bonfil. . . . Leon Noble is promoting amateur minstrels around Dover, Del. . . . Norman LaFlamme will promote some indoor fairs for French-speaking sponsors in Rhode Island and will get going about the middle of October at Pawtucket, R. I. . . . Burley Players are a new group for the Utica, N. Y., area. Unit will comprise four people, with Fred E. Burley in charge. . . . Leon Joyce advises from Crosby, Tex., that he has had a good summer with a platform show and is now in halls. He plans to try out some indoor fairs in small towns. . . . Griff Family Show is in Harney County, Oregon. Unit has three people and is using E. F. Hannan's "Happy Family" as a feature. Show will add some dance dates after-show as the weather cools. . . . Robshaw Brothers are in Northern New York after a jaunt thru Vermont. They are mulling the promotion of indoor fairs. . . . Walter Downing has 16mm. pix in the Gerard, Kan., area and is dickering for a Ripley show.

Conn. Drive-Ins In Policy Switch

HARTFORD, Conn., Oct. 7.—Several drive-in theaters in this area have announced policy changes. The Pike Drive-In, Johnston, R. I., operated by Al Schuman and Lou Rogov, is changing its film three times weekly, with new programs beginning on Sundays, Tuesdays and Fridays. George Card is manager.

Pike Drive-In Theater at Newington, Conn., is running a show and a half per night. Manager Paul Amadeo is showing the feature pic twice nightly, with the cofeature shown only once during the evening. Fred Johnson, chief cashier at the Newington, Conn., pike Drive-In has returned to his duties, having recovered from injuries sustained in an auto accident.

LGR Transfers Drive-In Managers

HARTFORD, Conn., Oct. 7.—William Daugherty, manager of the Torrington, Conn., Drive-In Theater, has been appointed manager of the Plaza Theater, Windsor, Conn., succeeding Russell Ordway, who has been shifted to the managership of the Webb Playhouse, Wethersfield, Conn., replacing Ben Lamo, resigned. All three theaters are part of Lockwood-Gordon-Rosen Theaters.

Lamo is entering private business. Daugherty's replacement at the drive-in has not been announced. Douglas Amos, circuit's Hartford division manager, temporarily is supervising the spot.

New One for North Adams

NORTH ADAMS, Mass., Oct. 7.—Newest outdoor motion picture theater to open in this area is the 435-car capacity Hoosac Drive-In Theater, operated by the Boylston Drive-In Corporation. Emile J. Ouellette is manager.

Jacksonville Drive-In Bows

JACKSONVILLE, Fla., Oct. 7.—Main Street Drive-In Theater held its formal opening here Sunday. New spot has a 700-car capacity and features a cafeteria-style concession stand. C. L. Clyatt Jr. is manager of the drive-in, which is operated by Talgar Theaters.

Drive-In Posers Top Agenda at ATM Convention

DETROIT, Oct. 7.—Problems of design, construction and operation of drive-in theaters were aired at a packed session of the Allied Theaters of Michigan's annual convention September 25-26 at the Book-Cadillac Hotel here, the first in the State to be devoted exclusively to drive-ins. Allied this year opened its membership for the first time to drive-in operators, taking both indoor and conventional exhibitors as regular members. Interest at the session was high. Those present represented a majority of the major drive-ins in the State, as well as a number of indoor theater owners who are planning the future erection of outdoor houses.

Louis M. Parine, managing director of the Gratiot Drive-In, was moderator and discussed procedure in preparing theaters for winter in some detail himself. In summarizing the session, Parine presented two conclusions:

1. Because of the rapid growth of drive-ins, caution must be taken to see that they are not built out of proportion to population.

2. Operators need to exercise more selection in buying films, recognizing that outdoor patrons have the same diversity of film tastes as those in regular houses.

Traffic control occupied the largest segment of discussion, with Sgt. Charles C. Holton, Michigan State Police Traffic and Safety Bureau, the principal speaker.

Holton advocated a paved side road location, not on a major highway, and disapproved of traffic signals operating only part time.

George Peterson, Cleveland drive-in operator, recommended the use of kiddie rides at drive-ins, but advocated a charge for riders. He warned exhibitors against trying to reach both family and first-run film trade in buying their product. He advised serving of quality refreshments only and use of a cafeteria type of operation at the refreshment booth.

Raymond Schreiber, Michigan and California exhibitor, urged all drive-in owners to devote more attention to supervision, not leaving too much responsibility in the hands of young employees.

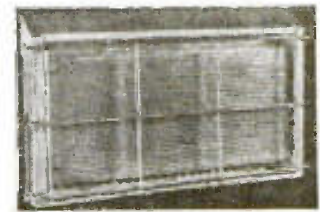
Drive-in exhibits and general arrangements for the meeting were made by Ted Rogvoij, drive-in architect.

Levine Is Hoosac Manager

NORTH ADAMS, Mass., Oct. 7.—Samuel Levine has been appointed manager of the new Hoosac Drive-In Theater. He succeeds Albert M. Abraham, acting as manager. Levine had been associated with Station WNAM's advertising department for the past few months.

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ARNOLD—Jimmie, who toured vaude and tab circuits with his *Northland Beauties* for many years, September 30 at his home in St. Elmira, N. Y.

BADLEY—Benjamin R., 52, once known as the dean of St. Louis magicians, September 29 in De Paul Hospital, St. Louis, of a heart ailment. Badley was a member of the Society of American Magicians and the International Brotherhood of Magicians. Survived by his widow, Gertrude; a son Benjamin Jr., and a daughter, Mrs. Lorraine Hubenschmidt. Burial in Calvary Cemetery, St. Louis, October 2.

BETSCHER—Mrs. Mina, mother of Alma Betscher, a member of the faculty of the Cincinnati Conservatory of Music, October 2 in Christ Hospital, that city. Another daughter, Mrs. Edna Outcalt, Cincinnati, also survives. Burial in Spring Grove Cemetery, Cincinnati, October 4.

BLACKSTONE—Jana Ellen, two-day-old daughter of TV agent and producer Milton Blackstone, October 4 in Queens, L. I., N. Y.

CARLETON—George, 64, film actor, September 23 at his home in Los Angeles. Survived by his widow, Marie, and a daughter, Claire.

CARSON—Matthew Rankin, 83, at his home in Jonesboro, Ark., September 30. He was a partner in the first motion picture theater there with George Bleach and W. M. Mack. Two daughters survive.

CROSBY—Harry L., 79, father of singer Bing Crosby and ork leader Bob Crosby, and an associate in Bing Crosby Enterprises, October 4 in North Hollywood, Calif. He leaves his wife, Katherine; three other sons, Larry, Everett and Ted, and two daughters, Mrs. Rose Miller and Mrs. Catherine Mullen.

CURLY—Frank, father and former manager of singer Rose Marie, September 28 in Cliffside, N. J.

FOIX—Dean Emil, 41, lion trainer for over 15 years, recently in Richmond, Calif., of a stroke. Foix had trouped with various carnivals, with the Al G. Barnes Circus, had worked at the Los Angeles Zoo for two years and at one time was employed at Gay's lion farm in El Monte, Calif. Survived by his mother, Inez, Richmond; father, M/Sgt. C. R. Jones, with the armed forces in Korea; three brothers, Charlie, Boyd and Jim. Los

THE FINAL CURTAIN

Angeles, and two sisters, Irene Denton, Richmond, and Ethel Gregory, Frontdale, Ore.

FRITZ—Charles L., formerly on advance with the Ringling, Al G. Barnes and Scells-Floto circuses, September 29 in Pittsburg, Kan., of a heart attack. Survived by a sister, Ora. Burial in Pittsburg.

GARDNER—John Edward, 77, actor and former vaude headliner, September 30 in Hollywood. He had played the lead in the original New York production of *The Chocolate Soldier* and for two years was in repertory with George M. Cohan. He retired from the stage to become a film casting director and later an actor's agent. His widow, former vaude partner, stage and screen actress Louise Dresser, and a sister survive.

GINNIVAN—Howard M., 55, of the former Norma Ginnivan Dramatic Show, which was last on the road in 1942, September 29 at his home in Fayette, O., of a cerebral hemorrhage. He was a nephew of Frank and Grace Ginnivan, who toured the Ginnivan Tent-Rep Company out of Ashley, Ind. Burial in Fayette Pleasant View Cemetery October 2.

GROSS—Abe, 35, concessionaire, October 2 in Miami. He had been with the Frank West, William Glick and Prell's Broadway shows. He was a member of the National and the Miami showmen's associations. His widow and one child survive.

GROUP—Charles W., 60, stage electrician, September 28 in Los Angeles. Survived by a brother, Harry, of that city.

HANSEN—Vern, 39, announcer at WTOP, September 30 in Arlington, Va. An alumnus of the University of Wisconsin, he was an announcer for the university station for three years after graduation. Hanson had also been in Chicago radio for six years. His widow survives.

HERMANT—Able, 86, critic, playwright, novelist and humorist, September 22 in Paris. Beginning as an art and theater critic, he later wrote many successful comedies produced in Paris, and had formerly been with the French Academy. He had just been released from prison for his "collaboration" with the Nazis during World War II.

HOLLOWITZ—Morris (Mesh), 53, former Northern Kentucky night club operator, September 22 in Indianapolis of a heart attack. He was at one time associated with the Merchants' Club, Newport, Ky. Survived by his widow, Zelma, Latonia, Ky.; a step-daughter, Mrs. Wanda Behle, Florence, Ky., and a sister and three brothers of Indianapolis.

HOWELL—George E., 76, former actor, September 30 in Danbury, Conn. Survived by his widow, Gladys; a son, Robert L., and a daughter, Georgette, all of Danbury. Crematory services in Ferncliffe Cemetery, Greenburgh, N. Y., October 3.

HOY—William (Doc), 62, concessionaire with Grove Greater Shows, September 20 in Laird Hospital, Union, Miss. Survived by his widow, a sister and a brother. Burial in Union September 22.

KESSEL—John, old-time Pittsburgh stagehand, September 27 in that city. He had been prop man at the Stanley for years and later electrician at the old Senator, now the Nixon, and was recording secretary of Local 3 (Pittsburgh) International Alliance of Theatrical Stage Employees.

KOSTER—Richard C., 31, former public relations director of Station WFIL, Philadelphia, September 29 in Mount Alto Veterans' Hospital, Washington. He had also been publicity director of Station WCAU, Philadelphia. His widow, Victoria; a son, Richard Jr.; his father, three brothers and four sisters survive. Burial in Arlington Cemetery, Washington, October 3.

MCQUITTY—Roger, 45, director of Sardinia, O., High School Band for 10 years, October 4 in Georgetown, O., of a heart attack during the School

Day opening ceremonies at Georgetown Fair. Survived by his widow and one child.

MORK—Robert J., 65, theatrical scenery and drape manufacturer, September 30 in Detroit of a heart attack. He formerly was manager of Twin City Scenic Company, Minneapolis. In 1938 he sold out his interest and formed the Mork-Green Studios, Inc., in Detroit and Syracuse. Survived by his widow, Alma. Interment in Acacia Park Cemetery, Detroit.

In Memory
Of My Sincere Friend
JULE MILLER
Who passed away October 16, 1947
Al Ackermann

MORRIS—Charles A., 75, glass blower, September 27 in Pleasantville, N. J. He was with the Walter L. Main Circus in 1899, the Dan Robinson Carnival, 1903-'04; the old Bernardi Shows, and in later years with the William Glick, World of Mirth and Cetlin & Wilson shows. Survived by his widow, Etta.

MULLER—Joseph I., 70, organist and composer, October 2 in New York. He had been an organist for silent picture theaters, including the Rialto and Capitol, New York, for 13 years. His widow, three sons and two daughters survive.

In Memory of a True
Friend
TOM MIX
Who Crossed the Great Divide
October 12, 1940
James E. Hunt

PALAZZI—Charles, 62, Italian-born character actor, October 3 in New York. Arriving in the U. S. at the turn of the century, he joined a chorus in the Castle Square Opera Company in Boston and later became a member of the John Craig Dramatic Stock Company, as well as other companies in New England and Canada. Palazzi once supported Maude Adams in *Chanticleer* and later, with the Henry Jewett Players in Boston, he supported such stars as Otis Skinner in *Captain Fury*; Margaret Anglin, in *The Woman of Bronze*, and also appeared in *Americana*. A sister survives.

PARKERSON—Ulie, 69, retired popcorn concessionaire and tattooed man, September 18 at his home in Island Grove, Fla. Survived by his widow, Elizabeth, and a son, Edward, of Orlando, Fla.

PHILLIPS—Arthur, 74, brother of E. Lawrence Phillips, of the Johnny J. Jones Exposition, October 6 in Providence Hospital, Washington. (Details in General Outdoor Department.)

RAMAGOSA—Mrs. Jeanette, 74, mother of S. B. Ramagosa, amusement operator on the Boardwalk, Wildwood, N. J., September 28 in Hahnemann Hospital, Philadelphia. Another son also survives. Burial in Philadelphia, October 2.

ROBBINS—John J., 55, director of the American Ensemble Theater, September 30 in New York. He had been associated with many publications before joining the theater org. His widow, mother and a sister survive.

SIMS—Victor, 43, former New York ork leader, October 4 in Dallas. He had played at the Paramount Theater on Broadway for several years before forming his own band in 1939. He left showbiz in 1944. His widow, mother, a son and a daughter survive.

SMITH—J. Edward, 57, fairs designer, October 1 in Dallas. He was the designer and engineer for buildings at the Chicago World's Fair of 1939.

SPANUTH—Mrs. Amanada Fabris, 83, retired opera singer, September 27 in New York. She had sung with the National Opera Company, the Carl Rosa Opera Company of London

and the Seldel Wagnerian Company. She appeared in such operas as *Lakme*, *Ermione* and *Brian Boru*. Married to music editor and critic August Spanuth, she resided in Europe with her husband, where he published the musical paper, *Signate*, till his death in 1920.

STRASBERG—Moe, 57, Philadelphia night club and hotel concessionaire for 35 years, suddenly September 14 in that city. Survived by his widow, Esther. Burial in Mount Carmel Cemetery, Philadelphia, September 17.

SWEENEY—Mrs. Theresa, 43, co-owner with her daughter, Bette Jayne, of the Pep Golden Dance Studios, Cincinnati, September 24 at her home in that city. A graduate of the Cincinnati Conservatory of Music, Mrs. Sweeney sang professionally for several years. She also leaves her father, and two brothers, Edward Hicks, Cincinnati, and Arthur Hlicky Jr., Jackson, Mich.

TAIROV—Alexander V., 65, one of the most prominent Soviet theater directors, recently in Moscow. He was the author of *The Theater Unfettered*, and operated the Kamerny Theater as an outlet of free art, which ran afoul of the Communist party.

TURNER—Eva M., 75, mother of Ray and Cecil Turner, owners of Turner Bros.' Shows, September 27 in Poplar Bluff (Mo.) Hospital.

WAHL—Mrs. Malvine, 69, mother of the late Margit Bokor, opera singer, September 24 in New York. Five sons and eight grandchildren survive.

WATERSON—Tom, 61, concessionaire, last with the LaGasse Amusement Company, recently at his home in Wrentham, Mass., of a heart attack. Survived by his widow, Alice. Burial in Wrentham.

WARNER—Joseph B., 53, announcer at fairs, celebrations and community sponsored events for General Petroleum Company, September 20 at his home in Los Angeles. He appeared on the old *Gilmore Circus* radio program from 1930 to 1942 over the Don Lee Network as a comedian and singer of commercials. Survived by his widow, Florence; five children, a brother and a sister, all of Los Angeles. Burial September 23 in Los Angeles.

WHITEHOUSE—Mrs. Caroline Beebe, 76, former concert pianist and founder and former president of the New York Chamber Music Society, September 23 in Mystic, Conn. She had played as soloist in more than 300 American and Canadian cities and with the Kneisel String Quartet, the Barriere Ensemble, the Chicago String Quartet and the New York Symphony Ork. A stepson survives.

WIPPER—Freeman H., 87, for the past 18 years in the promotion department at Coney Island, Cincinnati amusement park, October 4 at his home in Norwood, O. Wipper was assistant passenger agent for the New York Central Railroad for 50 years prior to his association with Coney Island Company. Survived by his widow, Gusta; two daughters, Florence, Norwood, and Mrs. Frank Busch, Cincinnati. Burial in Vine Street Hill Cemetery, Cincinnati, October 7.

Marriages

BOBIN-RIDGON—William Bobin, with the Brad Hunt band, and June Ridgon, September 23 in Pittsburg.

BRODIE-SAVITT—Steve Brodie, actor, and Barbara Ann Savitt, widow of orkster Jan Savitt, September 8 in Las Vegas, Nev.

HAGAN-SENECAL—Orville Hagan Jr., Motordrome rider on the O. C. Buck Shows, and Shirley Senecal, member of the cast of the *Girl Show* on the same organization, recently in Malone, N. Y., during the show's stand there.

FREDLAND-BRILL—Hugo Fredland Jr., Wheelchair Revue press agent, and Fatti Brill, show's leading lady, September 24 in Glendale, Calif.

LANE-KLEIN—Jack Lane, of the *Billboard* staff in New York, and Roberta Klein, nonpro, September 8 in New York.



In Loving Memory
of Our Father

C. N. HILL

WHO PASSED AWAY
OCTOBER 10, 1946

GREATLY MISSED BY HIS
Sons

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and Daughter,
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Birmingham Sets New Highs Daily To Promise Best Run

BIRMINGHAM, Oct. 7.—Attendance and money records at Alabama State Fair here were shoved to new highs on each of the first four days, Manager R. H. (Dick) McIntosh said this week. The annual opened Monday (2) and closes Saturday (7), with a record run in the bag.

The opening day was the largest on record in both attendance and receipts, he said. Tuesday set a new high for paid admissions and Wednesday broke all one-day records of the fair when more than 45,000 children turned out for Kids' Day. Thursday brought another throng that packed the grandstand and turned up with midway biz. The independent midway had never before approached the business done in the first four days, McIntosh stated.

Midway receipts beat previous highs each day. Parking records showed the number of cars was 1,800 ahead of the previous high.

Given much of the credit for Birmingham's extra drawing power were the appearances in front of the grandstand of Miss America of 1950, Alabama's Babe Betbeze. The grandstand was filled and several thousand persons were turned away Wednesday night when Gov. James Folsom appeared with Miss America. Thursday night another large crowd was on hand to witness the coronation of the winner in a Miss Cotton contest.

Hennies Bros.' Shows, playing its final stand under original ownership, arrived late but nearly everything was ready by 6 p.m. Monday for the record crowd. The Showboat failed to get up on time. Business continued good for the midway thru Thursday.

The independent midway was loaded with concessions and exhibits running from the gate to the grandstand and branching out in all di-

rections, and all did business. Grounds had more color than in the past, with livestock getting more attention this year. The program to develop the city-owned 117-acre Fair Park is beginning to show results.

Barnes-Carruthers' revue was in front of the grandstand crowds. Joie Chitwood's thrill show, here Wednesday and Thursday afternoons, was the single disappointment of the lineup during the first days. Its business was running somewhat behind previous years. National Speedways (Al Sweeney and Gaylord White) had races skedded for Friday and Saturday and advance indications were for good business.

Polack Chalks Whopping Biz For LA Stand

Signs for Next Year

LOS ANGELES, Oct. 7.—Two turnaways and four sellouts marked the seven-day run, ended Wednesday (4), of Polack Bros.' Western Unit here under Shrine sponsorship for the eighth straight year. Monday night's business was the largest for that day ever chalked up on this date. On the strength of the top pull, the unit has been signed to appear June 18-24, 1951.

Moving in later than usual and with the run out from 10 days, the show had strong press, radio and television promotion. Campaigns in (See Polack Chalks on page 67)

2,225,000 Dallas Gate Seen As Expo Opens 16-Day Run; 300G "So. Pacific" Advance

Midway Expanded; Football Sked Strong; Build-Up Potent

(Continued from page 3)
topping the '49 attendance of 2,047,540.

As South Pacific started its 24-performance stand in the auditorium with matinee and evening shows, \$300,000 in advance ticket money was in the till. Around 20,000 tickets remain unsold but most of these are top-of balcony \$1.20 ducats. Ice Cycles of 1950 also reports a heavy advance sale.

Approximately 1,000 newspaper and radio people attended today's matinee performance of Pacific as guests of the fair. Others chose the ice show. Press Day visitors totaled about 2,500, with the fair giving them a fried chicken luncheon, passes to midway shows and tickets to the night football game, as well as Pacific and the Ice Cycles.

A small crowd of around 25,000 is expected in the Cotton Bowl tonight for the grid game between Austin College and East Texas State College.

Two parades were held on the grounds today, as well as one downtown. The spectacle on the grounds, Parade of Decades includes \$5,000 worth of floats representing important events of the first 50 years of the 20th Century. The latter will be presented at 7:35 p.m., but an afternoon performance was added opening day for the farm kids attending Rural Youth Day. An estimated 10,000 4-H Clubbers, Future Farmers and Future Homemakers registered for Youth Day, and the Dallas Chamber of Commerce furnished the moppets with a sack lunch served by the Boy Scouts

in a roped-off area of the parking lot.

Sally Heads Midway

Ray Marsh Brydon, of Associated Independent Midway Operators brought in 22 shows, heaviest line-up in fair history. Shows include Sally Rand, with a new four-man combo; the Tunetoppers; Miltzi and her Cover Girls; Charles A. Taylor's Bop City; Art Spencer and His Lion Motor-drome, and Moon Mulligan and His Hillbilly Revue. Jimmy Winslow's Monkeyland, on the summer midway for most of the season, has stayed over for the fair and is spotted across from the entrance to Kiddie Town.

The fair has added an Eli Bridge Company No. 12 Ferris Wheel which, with the permanent pair of No. 16s, gives the midway three conventional wheels, as well as the Velare brothers' Sky Wheel. The latter has been spotted in the most prominent place on the midway, at the entrance to the amusement area and Fred Tenant Jr., fun zone superintendent, has ordered 80,000 tickets for the Velare ride.

Extend Midway Area

Demand for midway space this year was so heavy that a new side street from the main midway has been opened to accommodate nine shows and three portable kiddie rides. (See 2,225,000 Dallas on page 63)

Atlantic Gate Running Even With '49 Pace

Good Concessh Biz Reported

ATLANTA, Oct. 7.—Running under a new title but still under the direction of Mike Benton, the South-eastern "Fair a Ganza," which opened Wednesday, September 27, and closes today, pulled 225,000 persons thru the turnstiles on Saturday, September 30, and Sunday, October 2, according to Benton.

Benton said that the new name of the event had been copyrighted. It was formerly known as the Great Southeastern Fair.

Fair president said that attendance for the annual, as of yesterday, was about on a par with the figures for 1949. Last year the annual drew 227,000 persons in the first four days of operation. Benton said that most concessionaires at the event reported good business.

Throng were so heavy on the first Saturday and Sunday of the run that it was necessary to close the gates several times, according to Benton. He said that for the first time a free gate was offered school children Friday, September 29, and yesterday (6) with good results. The event has been favored with good weather, Benton said.

Monster parade staged in the business district of Atlanta Tuesday, September 26, as pre-fair promotion, attracted 358,000 persons, according to the fair president.

Iowa Park, Tex., Attendance Up

Hits 99,463 first 4 days—record 150,000 count seen—midway up 30 per cent

IOWA PARK, Tex., Oct. 7.—Texas-Oklahoma Fair and Exposition was well on its way to a new attendance record Friday morning (6) as it entered the fifth day of its six-day run. Attendance for the first four days was 99,463, and indications were that, if the good weather holds thru the finish, the final gate count will hit 150,000, up 40,000 from the previous high set last year.

Victory Exposition Shows registered a 30 per cent increase in midway business in the first four days as compared with the comparable period last year. Victory Exposition, which holds a fence-to-fence midway exclusive, has 17 rides, 15 shows and 70 concessions in operation. At the close of the fourth day, the fair board signed the Victory org to supply the midway attractions again next year.

All departments of the fair are up substantially from '49. Event was completely sold out on commercial exhibit space and was forced to turn away many applicants. Fair board is headed by Dr. Gordon Clark, Ted Overbey's secretary-manager, and T. Leo Moore is concession manager-publicity director.

Hamid-Morton Circus To Pass Up Boston Garden in 1951 If Given No Cut in % Building -- Morton

BOSTON, Oct. 7.—Col. Robert H. (Bob) Morton, managing director of the Hamid-Morton Circus, delivered a surprise over the public address system closing night of a record-breaking stand at Boston Garden (September 24-30) when he announced to a straw house that it was the org's last appearance here.

Before going on Morton told The Billboard that unless the Garden cut its percentage he would pull the show out next year. Judge Robert G. Wilson Jr., chairman of the circus committee, Aleppo Temple, said the Shriners take two-thirds of the tickets and do all the promotion.

Boston Garden officials said they have received no official request from either Morton or Judge Wilson for a reduction in percentage.

30G Over 1949

Week stand of the 10th annual presentation of the Shrine circus grossed between \$130,000 and \$135,000, cracking last year's mark of \$140,000. Novelty and concession sales hit \$17,000 against \$12,000 last year.

Morton said that the increase in the gross was due to the heavy promotion handled by Carl Sontz. Working on coupon deals, cut-rates and a Daddy's Club deal for \$10 giving 24 moppet admissions, the show

had 75,030 paid admissions for 12 performances.

Morton said he was well pleased with the record biz but pointed out that the cost of circus operation had risen so high that gardens and arenas will have to reduce their percentages. Morton claimed that Boston Garden had the highest percentage in the country. Neither he nor Garden officials would reveal the exact figure.

Business Builds

With a 12,009 capacity for the circus, no seats on the floor cutting away the top Garden capacity of 13,009, the show got off to a slow start. (See HUB TAKE on page 68)

Toronto Tilts

TORONTO, Oct. 7.—Hamid-Morton Circus business moved about 10 per cent ahead of last year in its first six days here. Estimated gross was \$80,000. Show plays Maple Leaf Gardens thru Saturday (7). Opening night, Monday (2), was near capacity, while Tuesday and Thursday were three-quarters houses. Friday and Saturday were sold out in advance. Matinee business was capacity, with a turnaway Wednesday (4).



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SELLNER MFG. CO.
Faribault, Minnesota

Close-Ups: Practical Tooting Earned Top Career for Maestro Joe Basile

By Jim McHugh

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

FOR nearly 50 years Joe Basile has been tooting his own horn. In the beginning, as a lad of 13, Joe aspired to be the world's greatest cornetist, but the practical side of his nature prevailed and he ultimately became one of the nation's busiest brass band leaders in an era that has seen the decline of this type of musical organization.

At 61, the affable band leader with the cherubic countenance can count on working virtually every day in the year supplying the music for fairs, indoor circuses, amusement parks, political campaigns, sports events and a TV program, to mention just a few of the occasions on which he has waved a baton, or more properly his horn, over a frontal protuberance that gives him the appearance of Bulgy the Whale. The latter is the direct result of Joe's eating habits, as anyone who has burped along in company with this acknowledged gourmet will testify.

Started With \$3 Horn

Joe's father, a shoemaker, bought him a horn for \$3 and at 13 the lad was a soloist on the Keith-Procter circuit. The work wasn't steady and, counting loafing time, it took three years to make the circuit. As a lad he heard and admired a French cornetist whom he remembers as the best he has ever heard play. He was disillusioned about obtaining artistic heights when shortly after he learned that the admired musician committed suicide after living for a time on a collection taken up by members of Sousa's band.

From then on the notion of solos, 16 variations and triple-tonguing were discarded. Instead, Joe went to Remick, music publisher, and bought *Won't You Come Over to My House*, a popular song of the day. He worked out his own arrangements and remembers that it earned him encores. This was at a time when Sousa, Creator and Pryor were the rage. About this time Joe was a soloist with the Morris Levy stage band. In 1910 Al Sweet, leader of the Ringling circus band and a native of Newark, N. J., offered Joe a solo job to play for the show and concert at \$18 a week. His father and mother were riled, believing that their prodigy had embarked on a dead-end road, to say the least. After a year and a half of trouping, Joe returned home to attend the National Conservatory of Music in New York and to play with dance hall-ballroom groups at Olympic Park, Irvington, N. J.

A contract for the bands at the Velodromes in Newark and New York proved to be the beginning of a successful career. He met Tex Rickard and got into the old Madison Square Garden Band which played for six-day bike races and other events. Rickard named him the "Brass Band King" and sold him to the Garden execs. He played several of Dempsey's fights,

(See Practical Tooting on page 81)



JOE BASILE

WHEREVER CROWDS GATHER ... "IT'S":

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- ★ "BUFFETERIA" (movable concession on wheels)
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BUFFALO BILL HEADS FOR LAST ROUND-UP AS 25,000 WATCH

By Courtney Riley Cooper

DENVER, Jan. 1917.—The West said a reluctant farewell to its most beloved citizen today, Colonel William Frederick Cody (Buffalo Bill), who went forward to his last frontier last Wednesday, and the West, in saying its farewell, heaped every honor possible upon the man who laid its foundations of civilization, and paid to him homage that never has been the history of the Rocky Mountain region.

For four solid hours there streamed Building, where the famous show double line of those who w

See
Inside Front Cover
This Issue

2,225,000 Dallas Gate Seen As Expo Opens 16-Day Run

(Continued from page 61)

The fair has 10 rides in Kiddie Town, with additional kid rides scattered about grounds wherever they would fit in. Counting the Kiddie Town rides, the fair has 30 rides, a Fun-house, Laff-in-the-Dark, Penny Arcade and a rifle range.

Tenant has some 50 eating places on the grounds, plus about 30 concessions or soft-drink stands, and 50 games. New theater-restaurant, the Diamond Garter, is strung with flashy decorations inside and out, designed by Peter Wolf, scenic designer for the Starlight operettas here and for many Broadway shows. R. G. McElvea, of Amusement Enterprises, Fort Worth, Cotton Bowl concessionaire and impresario of the Garter, has signed Dink Freeman as emcee. The Garter springs daily at 11 a.m., and continues open until midnight and 1 a.m. Saturdays. Three performances of the Drunkard's Daughter, slapstick old-time melodrama, begins at 7 o'clock nightly. Cover charge of \$1 goes on at 8 p.m., with olio acts, singing waiters, and audience participation stunts providing continuous entertainment between the melodramas.

Potent Air Plug

The fair had a 30-minute broadcast on 21 stations of the Texas State Network Thursday night (5). On Tuesday night (3) the fair threw a party for some 400 Dallas and Fort Worth press and radio reps in the picnic pavilion. Party was entertained by Sally Rand, her Tune-Toppers, Plymouth Kiddie Band Kaiser-Frazer Singing Sentinels and talent from Dallas radio stations. Another smaller and more select press party is skedded for the last night of the fair.

Monday (9) will be Negro Festival Day and a big show is scheduled for the outdoor casino, seating about 6,000. Eddie (Rochester) Anderson will headline a show which will include Erskine Hawkins' ork. Thursday (12) is Dallas Day and the local Junior Chamber of Commerce has sold about 50,000 State Fair Dallas Day keys for the day. The keys entitle the holder to admission to the grounds at will, and half price on Ice Cycles tickets, midway shows and rides. Wednesday (11) is Old Settler's Day, with all-day old fiddler contests and a square dance at night. Friday (13) is Pet Night, also Elementary School Day.

Fair officials are jubilant over the performances of the four football teams which will play in the Cotton Bowl next Saturday (14). Texas plays Oklahoma in the afternoon, and Southern Methodist goes against Oklahoma A. & M. at night. Texas, Oklahoma and SMU are listed in the top 10 teams of the country and Oklahoma A. & M. has already beaten two strong Southwest Conference elevens, hyping interest in the night game. Texas-Oklahoma is already a sellout and the good showing by SMU and Oklahoma A. & M. in their early games assures at least 65,000 for their tilt.

Cole Quarters To Be in Ind.

ST. LOUIS, Oct. 7.—Cole Bros.' Circus next week will move its winter quarters, presumably to Peru, Ind., from St. Louis. Altho this could not be confirmed immediately. Arrangements for moving the show were being made this week after residents in the vicinity of the St. Louis Arena complained of the shows' being located there.

It was believed likely that it would be taken to the Terrell Jacobs farm at Peru. The farm and the arena are controlled by Arthur Wirtz, Chicago, co-owner of the circus. Move of the Cole show to Peru would mark the first time since 1938 that a major show had wintered in the one-time circus capital.

Bill Boyd Skedded For Charlotte Cele

CHARLOTTE, N. C., Oct. 7.—Bill (Hopalong Cassidy) Boyd and his horse, Topper, will lead the Freedom Parade of the Carolina Carousel, to be held here November 16. Boyd notified Earl Crawford, manager of the Carousel, that he will be here the day of the parade, with his horse being shipped from Hollywood.

Arrangements for the date were completed by the flicker cowboy's manager, Bob Stabler, of William Boyd Enterprises, and Frank Brees and Rex Bailey, of the Mirror Enterprises Syndicate.

Dex Fellows' Book Still On Duty at Wake Island Airstrip

(Continued from page 3)

and his other ventures, which must have rung a bell of nostalgia for home like no other.

Japs Wrecked Library

This Way to the Big Show, now 14 years old, reposes in the Pan American Airways club on Wake, since there are no military personnel stationed here these days. It is one of the busiest airstrips in the world as a stop in the path of the chartered plane Pacific airlift of soldiery into the fighting in Korea. Everybody in uniform goes right on by, hardly anyone sipping around to read much more than news bulletins of the progress of the police action which will soon engulf them; too.

But Dex Fellows' book stays, as it

has been in the habit of doing since 1936 when it came to rendezvous with a group of Americans like Maj. James Devereaux, of the marine corps, and his men who were to hold the Japs at bay long after they should have been written off.

When the Japs did come, they burned the library building, but by some strange circumstance, they threw all the books in it into a pile and then forgot to apply the torch. There they lay in litter and disarray thruout the storms and the fighting until the island was once more wrested from the Japs.

Again, these books, with Dex's This Way to the Big Show among them, went back into an improvised library in a quonset hut and continued, moldy, rotted, yellowed and smelly, to once more eat away hours of men in isolation.

There it rests today, where in the tide of war toward the Korean peninsula, it is occasionally picked up by soldiers to kill a few hours of a gasping stop.

It is still a touch of home, and a memory of the days when the coming of the circus was the year's big event.

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Talent Topics

Line-up of acts scheduled to appear at the Orrin Davenport, Kansas City, Mo., indoor Shrine show includes the Eldons, Tom Packs' Elephants, Six Marcos, the Olveras, Four Berrys, Four Macks, Buddy and Jean and Sonny Moore's Dogs. All were set for the date by the Ernie Young Agency.

Roscoe Armstrong and his Ford act, now on Southern fair dates, recently played White County Fair, Sparta, Tenn., and Cocke County Fair, Newport, Tenn. With him at the former fair were Mary Romas, swinging ladders; Walter Herod, tight wire; Fisher and Graham Trio, high act, and the Flying Romas.

Eric, Hilda and Kurt Oranto paid a recent visit to Pee Jay Ringens, who is on the mend but is still confined to the Charity Hospital, New Orleans, with double fractures of both legs. Ringens, who is in Ward 706, would like to hear from his friends.

Watts and Newman, who closed a string of fair dates recently for Barnes & Carruthers and J. C. Michaels, are working club dates out of Indianapolis. They open a 21-week run of international shows beginning November 6, with a string of camp show dates to follow.

Acts playing Kings County Fair at Sussex, N. B., included Marcelle Maryland, tap and gypsy dances; Consuelo, trapeze novelty and loop-the-loop; Sid Morris, accordion; Johnny Doucet, roller skating, and Stan Carruthers, singing, dancing and puppets. Talent was set thru a Montreal agency.

Cycling Kirks: Ely Ardelt, trapeze head balancing, and Mark Huling's trained seal, Sharkey, shared the bill at the Palace Theater, New York, last week. Capt. Roy Simms, high act, reports he closed a successful season of dates booked by Charles Zemaier, Chicago, and is now appearing with the C. W. Peck Amusement Company for a six-week engagement. Juggling Jewels have finished their fair dates under the Gus Sun aegis and open at the Capitol Theater, Washington, Thursday (12).

The Juvellys, roly-boly, have been booked for the October 15 edition of "Super Circus," ABC-TV show which originates in Chicago. Al Bedell, slack wire, and the Madsen Brothers, comedy acro, will be on the program the following week. All were booked in thru Vic Brown, Chicago. Gene and Jesse Marie

Tracy, clown act, closed their outdoor season at the Friendship, Ind., celebration, where they played with Gene Keeney, illusions, and Andy Anderson, pantomime. Grandstand show at the Donaldsonville (La.) Fair included the Oranto Trio, perch; George Cortello, dogs; Kurt's Trio, unsupported ladders; Royal Rockets, roller skating; Davis and Arlette, comedy, and the Great Fusser, high act.

The Wallendas, high wire, were to play Saturday and Sunday (7-8) at the Last Frontier Hotel, Las Vegas, Nev. The Lone Ranger, ABC radio star, will be the top attraction at Tom Pack's St. Louis Firemen's Thrill Show, starting November 25. He appeared with Packs in Buffalo and Pittsburgh last July and proved a big box-office draw, reports Jack Leontini, Packs's rep.

Detroit Hobby Draws 30,000 First 5 Days

DETROIT, Oct. 7.—The Motor City's first Hobby Show got off to a good start at Convention Hall, with attendance estimated about 30,000 thru Wednesday (4), its fifth day. Show runs thru Sunday night (8), and utilizes both the Cass and Woodward Avenue halls of the building. Admission is 95 cents, with 35 cents for children. M. Gordon is promoter-manager.

Featured is a miniature circus-carnival set-up displayed by John W. (Pop) Barrett. Other features include Photographer's Modelcade, with live models in a continuous display. Eleanor Horan handled the publicity. Event is expected to become an annual.

Record Heat Fails To Aid Gotham Biz

NEW YORK, Oct. 7.—Altho Sunday (1) was the warmest October 1 in the history of the Weather Bureau of New York, with the mercury hitting 88.4 in mid-afternoon, beach resorts reaped no post-season bonanza as, due to low humidity, the public failed to realize how hot it was until late in the day, and family cars did not start clogging the roads to beach spots until late afternoon. Coney Island reported a turnout of 300,000, normal for this period of the year; Rockaway Beach drew 50,000, and Atlantic Beach had 6,000 visitors.

New Gate Mark in Offing At Southern States Event

CHARLOTTE, N. C., Oct. 7.—Getting off to a fast start here Tuesday (3), attendance at the Southern States Fair was up over all previous marks yesterday (6), with the finale today expected to bolster the total considerably. Opening-day crowd was set at 80,000.

Good weather prevailed the first two days of the event, but rain struck both Wednesday and Thursday nights (4-5). Thursday was cold and cloudy during the day, but the turnout remained large.

Broadway Columnist Earl Wilson and Governor Scott gave fair promotion a boost with appearances at a radio and press preview held Monday night (2).

Both the James E. Strates Shows, on the midway, and the George A. Hamid revue, Fantasies of 1950, did capacity business thru the week. Jack Kochman's Auto Thrill Show drew top grandstand throngs for shows Wednesday and Thursday nights. Auto races were held today. A special feature added for opening day was composed of Hank Snow, Moon Mullican, Lonzo and Oscar, and the Rainbow Ranch Boys, all from the Grand Ole Opry radio show, usually aired over Station WSM, Nashville.

Fair officials predicted an attendance figure of about 400,000 for the annual's run.

N. Y. Rodeo Biz Off 15%; Advance Up

Hot Weather Gets Blame

NEW YORK, Oct. 7.—As the Madison Square Garden Rodeo concluded a full week of operation Wednesday (4), an exec reported that business was off 15 per cent from the same period last year.

Principal blame for the drop was laid to the weather. New York this week had a number of hot clear days, and the rodeo, an indoor presentation, depends on cooler weather to send patrons into the Garden. The matinee yesterday (6) drew about the same number of persons as the corresponding performance last year, despite stiff competition from a Worlds' Series game at Yankee Stadium. On over-all biz, it was reported the Korean conflict may have accounted for a tightening of ready money.

Advance sales continued to maintain a 15 per cent edge over last year, but possible gains from that source were nullified by the fact that the demand was all concentrated on tickets for Fridays, Saturdays and Sundays, instead of spread thru the week.

Abilene, Tex., Gate Climbs 40 Per Cent To Set New Record

ABILENE, Tex., Oct. 7.—West Texas Fair closed its six-day run here Saturday (30) after racking up attendance that topped the '49 previous all-time high by almost 40 per cent.

Increased attendance was attributed to a daily car giveaway and a free night grandstand show. The latter, directed by Harley Sadler, former rep and tent show operator, and booked thru the Ernie Young Agency, Chicago, played to overflow at each of its two-a-night performances. Running races, with a dollar gate, were run to capacity the final four afternoons.

Bill Hames' Shows were reported to have rung up sizable grosses.

Talent in the grandstand show included Selden, "The Stratosphere Man"; Hap Hazard, acro; Novak and Faye, comedy; Wilnos, bicycles; Sonny Moore, dogs; Jacques Gordon, unicycle; Jimmy Rae, emcee and comedy acro; the Ricarnos and the Farias Duo.

Voorhees-Fleckles Wins Police Pact

ST. LOUIS, Oct. 7.—Voorhees-Fleckles, of Chicago, was awarded the St. Louis Police Circus contract for 1951 here Friday (6). L. M. Fleckles reported the deal called for a talent budget of about \$60,000. Dates for the show will be April 22-May 8.

Voorhees-Fleckles had the show in 1947, in the St. Louis Arena, and this year will take the show back to the arena. For the past two years it was in Keii Auditorium. Seven producers entered bids for the 1951 contract.

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- A-1 Am. Co.: Walnut Ridge, Ark.; New Madrid,
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- Alamo Expo.: Conroe, Tex.
- American Beauty: (Fair) Imboden, Ark.;
Steele, Mo., 16-21.
- American Eagle: Calhoun City, Miss.; (Fair)
Eupora 16-21.
- American Midway: (Fair) Oidkins, Tex.;
Austin 16-21.
- E. & H.: Tabor City, N. C.; (Fair) Bailey,
S. C., 16-21.
- Big Four Am.: Wardell, Mo.; Libourn 16-21.
- Big State: Rochester, Tex.
- Blue Grass: (Fair) Augusta, Ga.; McRae 16-21.
- Borderland: (Fair) Marlin, Tex., 9-12.
- Burdick's Greater: Moody, Tex.
- Burke, Harry: (Fair) New Roads, La.; (Fair)
Opelousas 16-21.
- Capital Bros.: Seminole, Okla.
- Capital City: (Fair) Hartwell, Ga.; (Fair)
Lawrenceville 16-21.
- Cavalcade of Amusements: Eunice, La.
- Central Am. Co.: Scotland Neck, N. C.; (Fair)
Jackson 16-21.
- Cetlin & Wilson: (Fair) Spartanburg, S. C.;
(Fair) Macon, Ga., 16-21.
- Cherokee Am.: Glensmore, Okla., 9-12; Broken
Arrow 13-15; Erie, Kan., 18-21.
- Coastal Plains: Bailey, N. C.
- Coleman Bros.: Middletown, Conn.
- Crafts Expo.: Dinuba, Calif., 10-15.
- Crescent Am. Co.: (Fair) Jacksonville, Tex.;
(Fair) New Boston 16-21.
- Cumberland Valley: (Fair) Summerville, Ga.;
(Fair) Dalton 16-21.
- Dixie Expo.: North Wilkesboro, N. C.
- Down River Am. Co.: Ecorse, Mich.
- Drew, James H.: (Fair) Dublin, Ga.; (Fair)
Toccoa 16-21.
- Dudley, D. S.: Rotan, Tex.
- Dumont: Farmville, N. C.
- Dyer's Greater: (Fair) Forrest City, Ark.;
Marianna 16-21.
- Enly Bros.: (Fair) Wilson, N. C.; (Fair)
Savannah, Ga., 16-21.
- E. & E.: Briscoe, Ark.
- Fair Am.: Williamston, S. C.
- Ferris Greater: Mojave, Calif., 13-15.
- Fiebig's United: Augusta, Ark.
- Fleming, Mad Gody: (Fair) Tifton, Ga.; (Fair)
Waycross 16-21.
- Florida Am. Co.: (Fair) Parmerville, La.
Franklin, Don, No. 1: (Fair) Angleton, Tex.;
(Fair) Fort Lavaca 17-21.
- Franklin, Don, No. 2: (Fair) Belleville, Tex.;
(Fair) West 16-21.
- Gem City: (Fair) Pritchard, Mobile, Ala.,
13-23.
- Gentech, J. A.: Starkville, Miss.
- Georgia & Kinland Am. Co.: (Fair) Habra,
Ga.; Oella 14-21.
- Glades Am. Co.: La Belle, Fla.
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- Gooding Am. Co., No. 2: Henderson, Ky.
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- Grand American: Parma, Mo.
- Groves Greater: (Fair) Ruston, La.; Yazoo
City, Miss., 16-21.
- Guif Coast: (Fair) Marvel, Ark.; Manila 16-
21.
- Hama, Bill: (Fair) Haskell, Tex.; (Fair)
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(See Carnival Routes on page 81)

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17; Lounsbury 18; Henderson 19; Durham
20; Mechanics 21.
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Fla., 11; (Ball Park) Daytona Beach 13-14.
Polack Bros. (Western): (Auditorium) Denver,
Colo., 9-14; (Auditorium) Little Rock, Ark.,
17-20.
- Rindling Bros. and Barnum & Bailey: Lake
Charles, La., 10; Alexandria 11; Baton Rouge
12; New Orleans 13-15; Memphis, Tenn., 17-
18; Jackson 19; Nashville 20; Chattanooga 21.
- Rice Bros.: Corinth, Miss., 10; Oxford 11;
Grenada 12; Greenwood 13; Indiana 14;
Meridian 16.
- Stevens Bros.: Hughes, Ark., 10; Wynne 11;
Marianna 12; West Helena 13; Stuttgart 14;
Sear City 15; Sheridan 17; Forsythe 18;
Hampson 19.

Misc. Routes

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- Aunt Silly: (Lions' Club) Hicksville, L. I.,
N. Y., 12-13.
- Ice Capades of 1951: (The Arena) Cleveland,
O., 9-16; Johnstown, Pa., 16-17.
- Pan-American Animal Exhibit: Vanceboro,
N. C., 10; Ayden 11-12; Mount Olive 16-17;
Warsaw 18-19; Jacksonville 20-21.
- Punkett's Stage Show: Perryton, Tex., 9-11;
Brownsville 14; Dimmitt 16-18.
- Skating Vanities of 1951: (Auditorium) St.
Paul, Minn., 11-16.

Conn. Solons Wait On Gaming Action

BRIDGEPORT, Conn., Oct. 7.—
Subcommittee this week turned back
to the legislative council the question
of whether games of chance should be
legalized in Connecticut.
Public Welfare and Humane Insti-
tutions Committee of the council
decided against making any recom-
mendation after discussing the ques-
tion but, instead, to give all informa-
tion it has collected to the council
when it meets Monday (9).

Golden West Queen Contest Is Opened By Veteran Craner

SAN FRANCISCO, Oct. 7.—Art
Craner has launched the Girl of the
Golden West queen contest here for
the Loyal Order of Moose, marking
his third contest of the year and his
71st in his 50 years in the business.
The contest will continue thru
October 24, with the coronation to be
held at a Halloween ball at the Fair-
mont Hotel October 28. Winner of
the contest also will appear on *Queen
for a Day* radio program in Hollywood
October 26 and Mutual network's
queen will be honored here during
the festivities.

George R. Reilly, California State
Board of Equalization president, is
governor of the local Moose and in
charge of the ball. Dr. Robert Grosso,
junior governor of Moose, is chair-
man of the contest committee.

The organization recently opened
its new \$200,000 clubrooms and a
membership drive with a 10,000 goal
is now underway. Present member-
ship is 7,000.

Bridgeport, Conn., Spots Show Deficit of \$3,739

BRIDGEPORT, Conn., Oct. 7.—
In a report issued this week by City
Auditor Milton H. Friedberg, it was
revealed that city-operated Pleasure
Beach Park and Seaside Park, with
expenditures of \$280,868, concluded
the fiscal year with a deficit of \$3,739.
City's fiscal year ended March 31.

Yank Act Scores in Hamburg

HAMBURG, Oct. 7.—Roth and
Shay, American comedy act team,
were held over for their second
month at the Hansa Theater, top
vaude-circus house.

Other acts on the bill were John
Bayer, trained pooches; Two Lupis,
chair leapers; Alfredo and Olyyana,
jugglers; Five Katjanas, fem trapez-
ists; Four Resuars, roller skaters, and
Three Heltanos, equilibrists.

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Fresno Pulls 133,000 1st 5 Of Nine Days

Longer Run Is Paying Off

FRESNO, Calif., Oct. 7.—Continuing to run the first week in October but for nine days instead of the usual six, the Fresno District Fair, scheduled to close tomorrow (8), pulled 133,000 people the first five days. Attendance for the six-day schedule last year was 177,000.

Along with the extension of the run come other changes at the fair. To augment the night grandstand entertainment, Tom Dodge, secretary-manager, booked in a three-ring circus thru Fanchon & Marco, Los Angeles. The booking agency also supplied the acts for the free show in the outdoor theater. On the midway this year for the first time was the Ferris Greater Shows, with supplementary equipment from Superior Shows, a new organization.

Promotion Doubled

Roy Garman, who has handled the fair's publicity for 20 years, said that the promotion for the 55th annual event had been doubled because of the extended run. Spotted from Tulare on the south to Madera on the north along Highway 99, the fair used 22 24-sheet signboards, half of them lighted. Ditching its usual policy of blotters, the annual this year used 100,000 book matches. The blotters were ruled out when it was decided that because of fast drying inks few people today use them. A color brochure press run of 10,000 was made and these were stuffed into shopping bags at the larger stores.

Garman said that radio coverage also was doubled and that six stations in the area were used in the place of three. He rated the radio publicity as three times that of last year.

With seven days of horse racing with pari-mutuel betting on the program this year as compared with five days in other years, the event seemed well on its way to chalking up a figure on an increased basis for a nine-day run. The horse show is being featured the last five nights and tomorrow afternoon.

Split Time for Acts

The F. & M. Circus, which closed Tuesday night (3) after four nights and a Sunday (1) matinee, featured Monte Blue as emcee; Three Ds, bar act; Eddie Emerson, comedy juggling; Lynn and Linda, high act and trampolines; Cindy and Jeff, pedestal; George Perkins, novelty; Knox Trio, acrobatic adagio; Palomino Quadrille; Pina Troupe, teeterboard; Black Brothers, comedy; Monte Montana, trick roping; Vess Duo, perch; Bill Dedrich, dogs; Al Dault, table balancing; Murray Parker, novelty; Ed C. Learmont's elephants; Capt. Harold Winston and His Seals, and the Great Romero, sway pole.

The free act show for the first four days ending Tuesday (3) included Carlos Duran Troubadours; Dolores Gay, tap stylist; Charlie Pickard, singing humorist; Wallis and Carroll, maids of mirth; Al Dault, table balancing; Vess Duo, perch; Royal Rogues, vocal group, and Jack Aronson, pianist.

Talent for the show the last five days included, in addition to some holdovers, Al Castle, monoped cyclist; Hector and His Pals, dog act; Jacqueline Hurley, acrobat, and Oliver Walker, comedy.

Circus Show Pulls

The free show in the outdoor theater went on at 6 p.m. and the circus in front of the grandstand at 8. Belief that patrons might not want to pay to see the circus after the free attraction was dispersed when the pay show pulled

Azua, McCaffery, Sweeney Discuss Cuban Projects

BIRMINGHAM, Oct. 7.—Ernesto Azua, of Havana, known as the Tex Rickard of Cuba, conferred here Sunday (1) with J. C. McCaffery, owner of the Imperial and Henries Bros.' shows, and with Al Sweeney, National Speedways, Inc., Chicago, on plans for amusement promotions on the island.

Azua and McCaffery discussed the possibility of a permanent amusement park in Havana and other amusement enterprises in the Cuban city. Azua also inspected Alabama State Fairgrounds and the kiddieland located there.

The conference with Sweeney centered around plans for a 100-mile stock car race to be held at Oriental Park, Havana. If plans jell, National Speedways (Sweeney and Gaylord White) will handle technical details of the event, which will be sanctioned by the International Motor Contest Association.

POLACK CHALKS

(Continued from page 61)

these fields were credited with the turnaways at Saturday and Sunday matinees and the sellouts Saturday, Sunday, Tuesday and Wednesday nights. Justus Edwards, who handled the newspapers, left here Sunday (1) upon completion of his work.

Parley Baer handled the radio and television promotion for the second year. The show received approximately 300 local spot announcements on stations from Santa Monica to Pomona. In addition to these plugs, Baer covered the coast-to-coast field with 12 personnel interviews, 18 plugs on ticket giveaways and 15 programs. There were interviews over eight local stations. Television used six interviews, and 12 programs featured giveaways. KHJ and the Don Lee Network covered the opening matinee and KFI gave an on-the-spot account of the opening night. KMPC had a 15-minute remote Monday night and was co-host with the circus to 250 members of the Hollywood Boys' Club. The push started September 4, when Welcome to Hollywood went all-out in the interest of the then coming date.

A problem was turned into a solution when Dollar a Minute taped a show for October 11 release. Rather than lose the coverage, Jack Joyce went on and plugged the Denver engagement, next on this unit's route.

Prices for the engagement ran from \$1 general admission for adults to \$1.80 for reserves and \$2.40 for boxes. Sam Ward, who single-handedly worked the general promotion, said the Shrine's take this year was \$25,000 over 1949.

25,000 people at four night shows and a matinee.

Dale Petross and His High School Horses were booked for the circus but were replaced by the Palomino Quadrille. Petross was delayed by a wreck in the Middle West.

The Ferris Greater Shows was featured on the midway under a contract calling for 12 1/4 cents per capita attendance. The show had 23 rides, 5 shows, an arcade and about 70 concessions. Superior Shows also had its eight rides on the grounds and they are included in the over-all figure.

Departmental heads of the district annual include Q. C. Allyn, poultry; Mrs. E. L. Deatherage, home economics; George J. Brown, bees and honey; Ira Sharrah, horse show; Mrs. F. J. Neel, Mrs. Ell P. Bream; Mrs. Agnes Hughes, flower show; John R. Adams, Future Farmers; Wilbur Johnston, 4-H Clubs livestock, and Mrs. Peter Block, home economics,

Seltzer Cleared Of L'ville Tax, Rental Charges

LOUISVILLE, Oct. 7. — Leo A. Seltzer Enterprises, Inc., has not violated federal regulations in handling amusement taxes on promotions held in Jefferson County Armory here, a U. S. tax official said this week.

In August the government filed a lien with the county clerk's office to protect its claim for \$47,928.46, allegedly due as amusement tax on admissions collected from October, 1945, thru July, 1949, at the armory, on which Seltzer holds a 12-year lease.

Selden R. Glenn, U. S. collector of internal revenue here, clarified his action in filing the lien by explaining that the lien was based on an agreement with Seltzer Enterprises to pay tax deficiencies in behalf of former employees of the company and their associates. Glenn did not name the former employees.

"The amusement taxes for events sponsored by the company itself," Glenn said, "were handled and paid properly in accordance with government regulations."

Officials of the Seltzer company also issued a statement asserting that an armory audit completed recently shows that the firm does not owe the county additional rental. County Judge Boman L. Shamburger, who received the audit September 28 from William Wetterer, certified public accountant, set a meeting at which County Auditor Joseph G. Hennessey, County Attorney Lawrence G. Duncan and Wetterer will confer on the audit and prepare a report on it for Fiscal Court. The audit suggested clarification by Fiscal Court of lease terms under which the Seltzer firm deducts promotional expenses in calculating rental it owes the county. Under the contract the county receives 10 per cent of Seltzer's gross receipts, less promotional costs, of \$17,500 annually, which ever is greater.

Max Katz, Osage, Ia., Fair Secretary, Killed In Auto-Truck Crash

MASON CITY, Ia., Oct. 7.—Max Katz, 67, secretary of Mitchell County Fair, Osage, Ia., and 1949 president of Fair Managers' Association of Iowa, was killed Thursday (28), in a car-truck collision eight miles southeast of this city.

Katz was a passenger in a car driven by V. J. Hubbard, also of Osage.

Attention, Bookers!

CHICAGO, Oct. 7.—All booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses, and the names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1.



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Hub Take a Record 130G But Morton Blasts Arenas, TV for Cutting Into Profits

Tells Boston Garden Audience That H-M Will Exit

(Continued from page 61)

but picked up speed in mid-week and closed to straw houses.

Paid attendance figures: Sunday matinee, 8,710; night, 2,943; Monday, no matinee, night, 2,960; Tuesday, matinee, 3,332, night, 4,336; Wednesday, matinee, 4,732, night, 3,454; Thursday, no matinee, night, 4,586; Friday, matinee, 6,106, night, 7,871; Saturday, matinee, 13,000; night, 13,000.

Morton said he looked for a decline in business for his Toronto stand (October 2-7) to be followed by Philadelphia, Atlanta and Wichita Falls, Tex., all Shrine dates. He lambasted television as cutting circus takes, claiming that the novelty of animal and circus acts was lost on kids who viewed them frequently on TV. Morton credited John Ringling North with the right approach in refusing to allow televising of R-B performances at Madison Square Garden, New York.

With 13 new acts and more clown acts, with Jerry Bangs as producing clown, the show is the biggest put together by Morton and ran overly long on matinees. The show was cut several times due to late starting caused by jams at the ticket windows.

Twenty-five displays included: 1: Concert overture, Shrine Circus Band, Joe Basile, guest conductor; 2: Grand entry of Shrine units; 3: California Aerial Ballet, featuring Myriam France; 4: Dick Clements, lions; 5: Dobritch and Dobritch, aerial loop act; 6: Clown alley, Jerry Bangs and SaSo, producers, with Collins, Thomas and Thomas, Lewis & Company; 7: Ring one, Bell Ray's educated dogs, Center stage, Janet's dogs and ponies, ring three, Gonzales Sisters and their dogs; 8: Ricardy and Ricardy, panto comedy act; 9: Janet and Paul, aerial act;

Beatty Ahead of Fair At Macon; Savannah Scores Straw House

MACON, Ga., Oct. 7.—Clyde Beatty Circus will play here Monday (9), pre-dating the Georgia State Fair by one week. It will be the first show appearing close to the fair for about 10 years, and will be under auspices. Beatty registered a straw house at Savannah Tuesday night (3). Matinee was a half house. It followed the Rogers Rodeo by three days, and a blast against the circus was made at the rodeo, it was reported.

At Kingstree, S. C. (30), Beatty played to half and three-quarter houses. Columbia, S. C. (28), put a total of 5,500 in for the two shows. Train delay held the matinee at Florence, S. C., September 27, to a half house but the night show was three-quarters filled.

Beatty Take Good At Columbia, S. C.

COLUMBIA, S. C., Oct. 7.—Clyde Beatty Circus pulled a good matinee and a full night house here Thursday, September 28, despite competition from Larry Sunbrock's rodeo-thrill show playing a block from the circus lot in a ball park.

Mills Bros. started its advertising late here, breaking the first announcement that they would return to Columbia this season in Friday (29) papers after the Beatty org had shown and left. Mills comes here November 3, two weeks after the State fair.

10: Cooper's Liberty horses; 11: Rudy Rudyoff Trio, riding act; 12: Tiny and His Gang, clowns; 13: Eight Aerialettes in web routines, featuring La Paloma; 14: Two Rays, perch pole act; 15: Helen Haag's chimps; 16: Flying Hartzells, Flying Romas; 17: Zoppe Zavatta family, riding act; 18: Clowns, Thomas & Company, Collins, SaSo, Lewis and Billy Rice; 19: La Belle, comedy across; 20: Two Carlos, balancers, Five Amandis Ricardis; 21: Roland Tibor's trained seals; 22: Miss Garcia, wire-walking; 23: Collins, contortion clown, Four Sandys, trampolines; 24: The Zoppes, ladder balancers; 25: Hamid-Morton baby elephants; 26: The Triska Troupe, high-wire act; 27: Exit march, Shrine Circus Band.

Pan-American Tour To Wind Up Oct. 28; Quarters in Florida

MOUNT DORA, Fla., Oct. 7.—Pan-American Animal Exhibit will move into winter quarters here after closing its season at Shalotte, N. C., October 28, Owner W. F. Duggan reported.

The org opened in Alabama March 10 and fought a late, wet spring up to Ohio. West Virginia gave business a boost which continued until polio hit Virginia turnouts. Duggan said the show wildcatted to escape polio territory and found North Carolina dates okay.

More paper and advertising was used this year, but Duggan said he believed it was less effective than last season. An elephant as well as other acts were added in 1950.

Duggan left the show because of ill health in June, and Jimmy Salter came on as general agent. Dub Duggan was in charge of the show. Bob Dickman handled billing all season. S. L. May closed in June because of ill health. Prof. John Stiles, magic and candy pitch, was with the org all season.

Beers-Barnes, Biller, Beatty in Billing Bee

ALAPAHA, Ga., Oct. 7.—Competition between circuses in the Southeast centered this week at this small town located near spots to be played by Biller, Beatty and Beers-Barnes circuses. Agents reported the spot well papered.

Biller will play Nashville, Ga., 13 miles away, today. Beatty will make Tifton, Ga., 19 miles distant, Monday (9), and Beers-Barnes will be 17 miles south at Ocala Monday.

Gene Christian, Beers-Barnes agent, said that no paper was being pulled or covered here or near other Georgia stands where the shows' billing overlaps.

England's Mills Unit Earns 538G Profit

LONDON, Oct. 7.—Annual report of Bertram Mills' Circus, for the fiscal year ending April 5, 1950, discloses net profit, before deduction of taxes, of \$538,960.80, a considerable dip below the net of \$683,102 registered during 1949.

Tax bite amounted to \$285,107.20, leaving a net of \$253,853.60, against a net of \$313,213.60 for 1949. Dividends for the year maintained at 300 per cent.

Twin Closing

CHICAGO, Oct. 7.—Two circuses still on the road will close the same day this season—November 19. Ringling-Barnum calls it a season at Miami with a two-day stand November 18-19 and moves to Sarasota quarters the next day. Clyde Beatty Circus will close November 19 in Texas and reportedly will winter in that State.

Texas Shines As Ringling's Li'l Darling

SAN ANTO, DALLAS GIVE

SAN ANTONIO, Oct. 7.—Texas went a long way this week in making up for last year with the Ringling Bros. and Barnum & Bailey Circus. Good business was busting out all over during the first half of the show's 12-day trek thru the State.

Two straw houses were scored here Wednesday (4). Show used a parking lot adjacent to the county stadium in which it played two days last year.

Dallas opened with a three-quarter matinee and near capacity night house Friday (29), and followed with a capacity matinee and night turn-away the next day. Sunday (1) business there counted a three-quarter matinee and half-house at night.

Ahead of Fair

The crowds there and elsewhere in Texas, were a welcome change from those of the past couple of years, and in Dallas the credit went to a better location and to coming in ahead of the State Fair of Texas. Frank Braden, press rep, said publicity was the best in Dallas history for the show. One press hit outlined R-B's plans for going to Cuba, making the DeMille film and rebuilding the show for 1951.

Longview started the Texas trek with a big matinee and a full night house Thursday (28). The stand was lost to mud last year. In Waco, Monday (2), the Ringling org got tangled in a railroad-switching schedule and one train didn't arrive until 1:30 p.m. Matinee was delayed an hour but played to a three-quarter house. The night performance in Waco pulled a full house.

Austin business held steadily at the three-quarter level for both performances Tuesday (3).

Long Jump Coming

Ringling moves to Houston for this week-end (6-8) and leaves Texas after Beaumont (9). Show faces opposition of a Notre Dame-Tulane football game in New Orleans (13-15). After Sunday showings there, Ringling will take Monday (16) for the 394-mile jump to Memphis.

In the Carolinas Ringling "wait" paper has backed in several spots where fair managements decided the paper might affect them as well as Clyde Beatty and Biller Bros.' circuses, primary targets. Some lot rentals have been upped for Ringling, and in Winston-Salem, N. C., the lot contract was canceled. R-B agents this week were seeking a replacement grounds there.

Mo. Okay for Kelly-Miller

DE SOTO, Mo., Oct. 7.—Al G. Kelly & Miller Bros. Circus drew small matinees but strong night houses here Wednesday (4) and at Perryville Tuesday (3). Both matinees were half filled. Night show here was a straw house despite cold weather, and at Perryville the org drew a full night house. Metropolis, Ill. (30), gave the show two big houses.

Mills Pacts New Quarters At Columbus

Sets November Closing

COLUMBUS, O., Oct. 7.—Mills Bros. Circus will close at Sumter, S. C., November 13 and move directly to the Ohio State Fairgrounds here to set up winter quarters.

Negotiations for the new quarters were completed this week by Fred Stafford, Mills press rep, with Ohio State and fair officials. Stafford said the circus will use two fireproof brick buildings. One small arena structure will serve as a ring barn. Another building will be used for storage and shops. Trucks will be stored in stalls under a long railroad viaduct adjacent to the fairgrounds.

The closing date will give Mills a 1950 season of 30 weeks and two days, tying with 1949 as the show's longest year.

Establishment of quarters at Columbus will continue the Mills policy of wintering in Ohio. For the past three years the show used the fairgrounds at Circleville, O. Stafford said Columbus has not been home base for a circus since the old Sells show operated out of there. He said Jake and Jack Mills, co-owners, probably would set up offices at their homes in Cleveland as they have in past winters.

Meanwhile, the show scored good business at stands in New Jersey and Pennsylvania. Phillipsburg, N. J., gave Mills a full matinee and a half night house with about 875 children using special or student tickets being included. Allentown, Pa., Sunday (29) was strong and Reading, Pa., Monday (30) produced a turnaway matinee and three-quarters night house despite cloudy weather. Lancaster, Pa. Tuesday (2) was okay but the next spot, Columbia, Pa., was a low point, with weak promotion taking the blame. A half house was on hand for the matinee and the night audience was smaller.

Ex-RB Acts Tour Italy With Unit

ROME, Oct. 7.—Circus Frans Mikkenie, one of the leading circuses of Holland, is touring Italy with circus and trained animal acts.

Chrissy de la Grange, former center ring aerialist with Ringling-Barnum circus, and high-school rider, Jose Moeser, also a former feature of the Big One, share billing with the Five Meteors, flying trapeze; Six Carlo Medicis, Risley act; Four Barbaras, acrobats; Cadour, musical novelty, and Nino, Carlo and Alex (Medicis), clowns.

Karl Kossmayer presents a group of Liberty horses from Knie Bros. Circus (Switzerland), as well as a group of the Knie elephants and a comedy donkey number. Emmerson handles a cage of lions; Edith Crocker has a bear number, and Vibeke Mikkenie puts the Franz Althoff Liberty horses thru their paces.

Medrano Features Combo Talent Bill in Paris

PARIS, Oct. 7.—Cirque Medrano is back to last season's format of circus-vaude programs. Last month's bill featured horse numbers of Yves and Benji de la Court.

Other acts were Vic and Joe Cras-tonian, comics from England; Trio Ronco, foot jugglers; Four Ferrys, still walkers; Jacky Lupescu, juggler; Four Drims, musical; James and Charley, clowns; and Andrea Dancers.

DRESSING ROOM GOSSIP

Polack Eastern

We were glad to get into Pensacola. Nate and Harriet Lewis had a swimming pool party for the personnel and barbecues also were in order. Lot was a long way out but business was up to expectation, with army and navy pay day bolstering b.o. takes.

Visitors included Joe Levine, Jess Walton and relatives of Mr. and Mrs. Albert Fleet. Recent birthdays were observed by Fred Propper, Dime Wilson, Jack Harris, Frida Wiswell, Albert Fleet and Henry Kyes. Joannides had a field day for dinner invitations and gifts from fellow Greeks in Pensacola.

Everyone huddled around Ed Raymond's radio for the baseball scores. Montes DeOca has been playing *Goodnight, Irene* on the accordion. Barbara Dugan is breaking a new pony. Cheerful Gardner is smoking Florida cheroot.

The way our route is laid out it looks as if there won't be much time between seasons. There will be a meeting this winter in Hot Springs of the Restaurant Cranks of America. —HENRY KYES.

Ringling-Barnum

Texas is showing us summer weather with temperatures in the 90s. Three-day stand in Dallas gave everyone a chance to do shopping, laundry, etc. Lot was just a few miles from town in a good location and we did straw house business. Joe Ward, circus fan, is spending his annual visit and working in clown alley. Agnes Stewart's daughter, Doris, is spending a few weeks with the show. Clara Nash has returned to Sarasota, Fla., after spending the summer with her husband, Joe, train electrician. Nina Unus made her debut as assistant to her father in his act at Dallas. Kay Burslem celebrated her birthday with a dressing room party. Jeannie and Willie Krause and Kay and Jack Burslem celebrated wedding anniversaries.

Mr. and Mrs. Dean Genders, parents of Tuffy Genders, drove in from the coast to visit at Dallas. Del Graham's mother also made the trip from California. Mr. McElwee and his driver, Phil Jordan, have been touring with us. Visitors: Mr. and Mrs. Jerry Collins; Mary Castle, son Hal and daughter Mary Janette; Frank Perez, Jerry Cooper, Mary Moore, Bandi and Charlene Danwill and children, Sheriff Myles Bennett, Bobbie Peck, Betty Ward, Mrs. A. Morton Smith, Bert Walker, Phil and Dottie Phelps, Polly and Clayton Chase, Esse Forrester O'Brien and family, Morris Ethredge, Chuck Gammon, Eddie Vaughan, Willie Miller and Edith Bowen.

Back yard scenes: Floats painted, wagons cleaned and general clean-up in all departments on the three-day stands. . . . Priscilla of the Side Show carrying her pet horned toad around the lot. . . . Christmas cake men from Corsicana, Tex., busy taking orders. . . . Madeleine Geraldos practicing her accordion between shows. . . . Butchers on the ball with Coke in this hot weather. —MARY JANE MILLER.

Cole & Walters

Stanley Peterson is doing a fine job as clown. Birthdays were celebrated by Patsy Kriel and Norman Auday. On the latter's birthday he asked Charles Rex to bring five quarts of ice cream from town. Instead Rex brought five gallons of gasoline. Charles Roark left to go to the bedside of his sick father at Malvern, Ark. Roark and Chuck Gammon, who left recently, were managers of the Side Show. Frank Canoe is now running the Side Show. Bill Cole joined at Matador, Tex. Mr. and Mrs. Tom McLaughlin visited at Dikeus, Tex.

There has been a big increase in population. Mr. and Mrs. Lee Bradley's dalmations have had four pups and our show dogs, nine. Whenever Russell Cross comes around we think of something good to eat. Charles Rex, electrician, needed some gas and while syphoning five gallons from the tank of Joe Wright, he fell asleep, draining the tank of 20 gallons. Joe did a burn-up the next day when he was supposed to make an 86-mile jump. Wayne Newman likes the long way around, so when we had a 28-mile jump, he made it in 68 miles. Marge Newman reported the scenery grand. Tom and Tiny Twist are having a cool ride no matter how warm the weather. They are making jumps by motorcycle while their bus is being repaired. —MILDRED WELBES.

Polack Bros.' Western Unit

Show made an auspicious opening in Los Angeles with a packed house. Parley Baer had nine radio shows the first day and from then on it was radio and television for all. Harold Ward and the writer were on two loot programs and each came away with \$40. Rose Gould made the N. T. G. television show. Others making. —(See POLACK BROS. on page 81)

Siebrand Bros.

What the natives called exceptionally good weather helped swell attendance at the New Mexico State Fair. The only rain during our run there being early the eighth day, causing the loss of one matinee. A Veterans Hospital show promoted by Mr. Reigel, grandstand manager, was given September 29. Show included our staff and that of many grandstand rodeo numbers.

Albuquerque was the recipient of many circus greenbacks since besides the truck purchased by the Fairburns and Spartan delivered to the Roches, Clara and Eugene Hoffmann bought a Chrysler and the Hodgins invested in a Crosley station wagon. Bob and Helen Renous were surprised to find the photographer Eugene Hoffmann had come down to the lot was Bob's nephew, whom we'd never met. The Albanos and Mr. Paroff caught our show several times, since their two shows a day gave them opportunity to visit nearly every day.

Visitors included the Renous's relatives, Howard and Helen Bowers; CHS regional director, Marvin Krieger Jr., and daughter, Mr. Paroff, the Albanos and Jack Gwen. —JOE HODGES HODGIN.

Biller Bros.

Augusta, Ga., gave everyone a chance to do a bit of shopping and movie-going and it was the first day of sunny weather in a week. Mrs. Enoch Bradford left us to return home with her son, Donald, because of illness. Mrs. Guy Pridemore is improving. The clowns are getting laughs with the car gag. Hardly a day goes by but that George Foster has an advertising car. The writer is doubling in Side Show and big top. Grace and Ronna McIntosh have new wardrobe. Prince Kl-Gore's wife and brother-in-law are visiting for a few days.

Recent visitors have included Paul Alred, Inez Butters, Kay White, Willie, the clown, Evelyn Hood, Frank Lanter and Peanut Faircloth. Mrs. Estelle Smith is handling downtown ticket sales. —IRA GASKILL.

Clyde Beatty

Now that we are in tobacco country we have been getting tobacco patches for lots, but they haven't been bad. Weather hasn't been too bad, and business is improving daily. In Columbia, S. C., we day and dated the Sunbrock show which was three blocks away. Much visiting took place between the shows. Acquaintances were renewed with Mr. and Mrs. Jimmy Troy, Charles and Jewel Poplin, Boots and Bee Waecker and Jackie Rhinehart. In Charleston, S. C., Sunset Carson's Rhythm Riders, Sancho Morales and the clowns made a trip to the Crippled Children's Hospital.

Mama Caudillo is busy making new wardrobe. Ray Huttick is the new boss ticket seller. Don C. Hay. —(See CLYDE BEATTY on page 81)

ACTS WANTED

FOR MY 1951
FAIRS AND CIRCUSES
ERNIE YOUNG

203 N. WABASH,
CHICAGO 1, ILL.

CIRCUS ACTS WANTED CAN USE

Complete Circus Unit of Acts for Valley Midwinter Fair, Harrison, Texas, Nov. 22 thru 26. Other dates pending. Nellie Dutton, Art and Marie Henry, Vernon Pratt, advise your lowest if you have this time spent. Whirling Act, can use you. Family Acts going two or more, Clowns, Want Elephant Act. Would like to hear from a Ten-Piece Circus Band. State your lowest and what you do in first letter.

DARRELL BROS.' CIRCUS
ARMORY BLDG. WACO, TEXAS

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Openings for experienced Telephone Salesmen who can sell Labor Deal for Country's outstanding labor publication. Steady, year-round work for producers. Just starting Christmas Edition. No collect calls or telegrams accepted.

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2 or 3,000 capacity bleachers or chairs, suitable for one-day stands. Must be well constructed and in A-1 condition. Give all particulars in first letter.

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For Augusta, Ga., now. Five Men for Savannah, Ga., next week. Phone Augusta, Ga., 4177, or come in. No collect wires or phones.

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Last chance to own some of the finest Circus Views ever taken. Such shows as Christy, Norris & Rowe, Great Wallace, Hazenbeck, Rimling, Cole, Robinson, McCoy, Sparks, 101, Robbins, Barnes, Slip-Dollar-Blake and many more. Parades, Tableaus, Train, Teams, etc. Write for free lists today. Money back guarantee.

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Program, banners, block tickets, U.P. tickets for Erie, Pa. Ready to go now. Saginaw, Mich.; Dayton, Ohio; Washington, D. C., and other big towns follow.

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ADEL, IOWA
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U.P.C. Tickets. 25%. V.F.W. deal just starting. Eight weeks to go. Go to work now.

BILL KRAFT
Phone: Adams 0540 Dayton, Ohio

Pres. Coolidge Greets Circus Fans' Assn.

WASHINGTON, May 1926.—The Circus Fans' Association of America held its first meeting at the Arlington Hotel Monday, with members on hand representing 20 states. President Coolidge, the representative of the m... See
inside Front Cover
This Issue

GIVE TO THE
RUNYON CANCER FUND

New Ferries Set for 1951 At Palisades

Slate Special Buses

NEW YORK, Oct. 7.—Irving Rosenthal, co-owner with brother Jaek of Palisades (N. J.) Park, reported this week that he was not worried over loss of ferry service from 125th Street, New York, to the park, since the old electric boats will be replaced with Diesel-powered models.

Palisades in the past depended in large measure on the ferry for its heavy New York patronage. Rosenthal said that altho the new boats would be smaller and carry fewer cars, they would be faster, make more trips and carry more passengers than the old models. He also pointed out that size of the new boats would make them more economical to operate because of lower manpower requirements.

In addition to the new ferries, Palisades will be serviced directly by a special bus which will leave a terminal at 168th Street, New York, for the park and offer a bargain round trip rate of a quarter. The bus will cross the river via the George Washington Bridge. The New York terminal is at or adjacent to stops on two subway lines.

Rosenthal said that a Rotor ride definitely will be installed at the park for next year, plus a Virginia Reel and several other rides as yet to be decided. The heavy promotion carried on by the park this year will be continued next season, in addition to some new phases, according to Rosenthal.

An aluminum house of French manufacture, which will retail in this country at \$4,000, will be placed on exhibit at Palisades next year, Rosenthal said. Spectators will buy tickets to view the house, with the proceeds going to charity and a lucky ticket holder eventually receiving the house.

Rosenthal said that a new electric sign, facing New York and measuring 300 by 60 feet, will be ready for next season to pitch the park's attractions across the Hudson River. Four other smaller signs also are contemplated for the same purpose.

Tax Take at A. C.

Drops Below 1949

ATLANTIC CITY, Oct. 7.—Indicative of the drop in the past season's business, this resort city ended its summer with luxury tax collections \$50,768.48 behind last year, according to an announcement made this week by Allen Weisenthal, Luxury Tax Bureau administrator. Weisenthal said collection for August dropped \$25,109.02 under those of August, 1949. The collections also were about \$25,000 behind for the previous seven months.

Total collections for the eight months ending August 31 of this year were \$1,025,368.69 compared with \$1,076,137.17 collected in the same period last year.

NAAPPB Aid III

CHICAGO, Oct. 7.—Mrs. Belle Cohn, member of the office staff of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) here, has been confined to her home for a week by illness. Paul Huedepohl, NAAPPB national secretary, said today.

Indianapolis Biz Beats 1949's With 4-H, Strong Picnic Push

INDIANAPOLIS, Oct. 7.—Riverview Park here found the '50 season up all along the line, with attendance an estimated 20 per cent over last season, spending good and other phases running along at an equal pace.

J. L. Coleman, president, said Riverview's business was off in the early spring but recovered after about 60 days and held a lead over last year the rest of the time. Biz picked up here somewhat earlier than at many other spots where a late spring hurt.

Twin 4-H Club events at Riverview in July launched what park execs hope will develop into a major annual line-up. The farm youth orgs in two counties came into the park on two week-ends for "fairs." Displays of handcraft and other 4-H activities were housed in Riverview buildings and about 2,000 youngsters were on hand for each event. Park ops said they hoped to book more 4-H events next year.

New Picnic High

Picnic business here topped that of any recent year, Coleman said. Arvin Industries, of near-by Columbus, Ind., brought 7,500 persons in for a new addition to the list. Other industrial groups included 10,000 employees and families from General

New 'Booker' Joins Exhibitors' Ranks For NAAPPB Event

CHICAGO, Oct. 7.—Convention-goers at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) get-together here November 26-29 may do a double take when they eye the latest display booth to be reserved for the trade show.

Americana Corporation publisher of the Americana Encyclopedia and the Book of Knowledge, children's reference books, will line up its wares with those of ride makers, concession supply firms and others in businesses allied with the amusement field.

Armin Eastman, director of sale exhibits for the company, conceded the children's encyclopedia will be in strange company, and admitted the firm will lose money by staging the display. However, he said the publishing firm's expanded publicity program called for a maximum of displays and said that the few sales at the booth plus resulting publicity are expected to pare the loss.

Paul Huedepohl, NAAPPB secretary, said Americana will be the first non-trade organization, other than the American Red Cross, to display at the convention. Huedepohl reported that resale of some booth space for the trade show following a few cancellations earlier assured a sellout.

Glaser Heads A. C. Group

ATLANTIC CITY, Oct. 7.—Henry J. Glaser, vice-president, James Sait Water Taffy Company, has been installed as president of the Boardwalk Association here. A first vice-president, Glaser was moved up to fill the unexpired term of John Burke, former manager of the Ambassador Hotel, and now manager of the Blackstone Hotel, Chicago. Annual association elections will be held in January.

Motors' Guide Lamp Company.

Expansion of the newsboy picnic schedule to a pair of outings for each of three groups added to the score.

An Indianapolis American Legion Post sponsored a Saturday and Sunday at Riverview, and Coleman said the resulting grosses were excellent. Post got a percentage.

Square Dances Dropped

Coleman said that square dances were tried for three week-ends early in the season. However, the hops failed to go over here as well as they have in several other spots and were dropped. He estimated that the park broke even on the experiment.

No drop in grosses was registered late in the season, as crowds continued to turn out thru the closing, a week after Labor Day, Coleman said.

Riverside's roller rink started its winter season with a bang, according to the park op. Spending continues at a good rate. The rink will be operating thruout the winter.

Absence of any polio scare this year was an important factor in moving ahead of 1949, Coleman said. Last year an epidemic had a sharp effect on biz here.

Kiddieland Ops Seek More Aid For Court Case

CHICAGO, Oct. 7.—The newly formed Kiddie Ride Operators Association (KROA) met here this week to discuss additional plans for assisting the financing of Arthur E. Fritz's Federal Court fight for the elimination of admission taxes on rides.

Fritz, operator of a Kiddieland here and president of the association, said the group charted plans to contact a large number of ride operators next week.

He repeated his advice that ride operators halt collection of the tax and pointed out that they should use tickets without tax imprints and should file tax slips with a notation that "no tax is due."

The association reported new members have been added and that additional kiddie ride operators will be sought for the group.

Meanwhile, the local office of the Bureau of Internal Revenue stated that recent notices it mailed to ride operators in this district totaled 30. The notices went to fairs, carnivals, parks and Kiddielands and advised operators the tax still was to be paid.

Strikes Out Rumor

CHICAGO, Oct. 7.—Reurrence of a three-year-old rumor that Riverview Park here would be sold to the Chicago Cubs as a site for a new baseball park brought a quick and flat denial from George A. Schmidt, top man at the amusement spot.

He said he had not been contacted by the ball club and that he and Cub officials have repeatedly denied the story. This time the report appeared in a sports column.

LA Press Org Opens Nu-Pike Winter Sked

Sponsors First Week

LONG BEACH, Calif., Oct. 7.—Nu-Pike, operation of the Long Beach Amusement Company, teed off its winter program here Monday (2) with the week being sponsored by the Greater Los Angeles Press Club. Funds will go to help construct a new Los Angeles Orphanage.

L. P. (Pat) Murphy, Nu-Pike manager, said that every newspaper, principally the metropolitan dailies, had co-operated in plugging the sponsored week. In addition to the graphic coverage, 22 stations were supplied with four transcribed sides and each of the seven television stations had backed the project.

Thru the Press Club, arrangements were made for the appearance of several celebrities. Gov. Earl Warren visited the Nu-Pike Thursday and Shirley Dinsdale, TV star, made a personal appearance today (7). Miss Dinsdale also appeared on 12 TV shows in the interest of the charity drive.

Nu-Pike is pushing winter picnics in the amusement area. Recently a crowd of 4,000 was on hand to attend the Procter & Gamble employees picnic.

Tentative Plans Set for \$6 Mil N. J. State Unit

TRENTON, N. J., Oct. 7.—Tentative plans for a New Jersey State park and beach to provide facilities for 125,000 persons daily at Sandy Hook Peninsula in North Jersey, now controlled by the army but declared surplus, will be turned over to the State soon. A Jones Beach type of development was suggested for the six-mile long and one-mile wide stretch of land jutting into New York Harbor.

Governor Alfred E. Driscoll said he would name a five-member authority, as authorized by the State Legislature this year, when title to the beach property was transferred to New Jersey by the Federal government.

Boardwalk Included

Preliminary development plan calls for ocean and bay beaches large enough to accommodate 150,000 bathers, bath houses for 12,000, a boat club and basin in Spermacetti Cove to handle 100 vessels and an historic sites and wildlife section on the northern half of the peninsula. A Boardwalk, restaurant and cafeteria, archery and game courts, limited spectator exhibits such as softball and aquatics and a swim pool also are envisioned.

Report prepared by a State committee estimates it would take three years of operation for the beach to become self-supporting. The main source of revenue would be a \$1 parking charge during the summer and 50 cents for the rest of the year. A 10-trip ticket at half price also was suggested. Other proposed charges included dressing rooms at \$1 a day, lockers ranging from 15 to 35 cents daily, beach chairs and umbrellas at 50 cents a day, bicycles (See Tentative Plans on opp. page)

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

American Plan Funspot:

\$9,000,000 (Chinese) Investment Gives Hong Kong Ops Big Profits

NEW YORK, Oct. 7.—Luna Park, an American type funspot built in Hong Kong a year ago, has more than justified its initial \$9,000,000 cost in Chinese dollars (\$1,500,000 in U. S.), Al J. Richardson, general manager, reported here this week. Richardson is back in this country to purchase a number of rides, all of the aerial variety, to supplement the considerable equipment originally purchased for Yit Yin (Moon Garden) and Ming Yin (Sun Garden), the two funspots which comprise the Luna operation.

Altho no stranger to the Orient, Richardson, who was born in Australia and has operated thruout the world with his home base in the United States, has had his experience in the amusement field greatly augmented in Hong Kong. The Ferris Wheel, a No. 5 Eli, is by far the most popular ride because the Chinese patrons are enthralled by the opportunity it affords them to get nearer to heaven while traveling. The prayerful interpretation of the circular motion combined with height is forceful enough to keep them riding even in the rain.

Heavy Transport Costs

Richardson and his partners, Charles and Frank Gray, who reportedly dominate the cabaret field in Hong Kong, and Mr. Kwick, a Chinese, originally excluded high thrill rides because they thought they would be unpopular. This proved erroneous, however, and Richardson is currently shopping for thrillers. Used units will be bought because of the high subsequent costs involved. A unit costing \$2,500 here will represent a total of \$30,000 by the time it is erected in Hong Kong, Richardson said.

The principal park, fronted by a row of stores and apartments, is entirely paved in concrete. It contains eight major rides, a Roller Coaster, which was built out of teak wood at a cost of \$175,000 and which uses National Amusement Device Company cars; a Merry-Go-Round which has been refurbished by Chinese artists; Airplane, Mix-Up, Dragon, which is a reconverted Moon Rocket; Caterpillar, Rick-It and Ferris Wheel. Kiddie units are a Hurlburt Steam Train, Auto, Air-

plane, Merry-Go-Round and boat ride.

Shooting Galleries Popular

Concessions number 40 and are of the usual variety found in this country. The most popular are the shooting galleries consisting of ABT and MacLashin units, since the use of live ammunition is illegal. Even units using corks must be chained and strictly accounted for, Richardson said.

The eight shows feature mostly acrobats, illusions and magic. Freaks are of no interest because of the large number seen in the streets. A top attraction are triplet midgets, two girls and a boy. Presented in theaters are a group of Cantonese sing song girls, a Shanghai comedy troupe and American films.

The Coaster runs for 16 cents, the major rides get 10 cents and the kiddie units operate for a nickel. Admission to the park is 50 cents. Grosses to date have been phenomenal by American standards even tho they represent Chinese currency, Richardson said.

Night Club Included

Funspot also features a night club, the largest and flashiest in the Orient. It is possible to feed 760 persons comfortably. Talent, which Richardson said is plentiful thruout the Orient, is used. Included are many artists from France, who are routed thru Saigon. Patronage is 95 per cent Chinese. A Chinese girl singer is always included in the show, but Richardson said patrons were partial to vocals in any language if they liked the style.

Park is a year-round operation, but the summer is too hot for good business. Biggest takes are scored from October thru April. Twelve central ticket booths are used, since it was found to be impractical to maintain strict accounting with individual ticket sellers for each unit.

Free attractions, mostly Chinese acro turns, are standard fare. A Motordrome, constructed of teak, and operated by Chuck Thomas, of Hollywood, and a Monkey Show are additional features.

Richardson now regards the situation in the Orient as stabilizing. The outbreak of the Korean war hurt, principally because the English and Americans lost face. However, when the tide of battle turned, confidence was restored.

TENTATIVE PLANS SET

(Continued from opposite page) at \$1 daily, games at 25 cents an hour and guided tours at \$1.20.

To Cost \$6,000,000

Revenue was estimated at \$1,222,000 yearly based on attendance of 4,000,000 persons. Construction and development costs were placed at above \$6,000,000, and annual and operating and financing charges were estimated at \$1,000,000.

Unlike Jones Beach, which is only 65 per cent self-supporting Sandy Hook would have to sustain itself without State aid. The Sandy Hook Authority Act does not commit the State financially. It authorized the authority to issue bonds backed solely by revenue anticipated without pledging State credit. However, the report said that full-scale use of Sandy Hook as a State beach park can not be achieved without expanding the capacity of highways leading into the peninsula. They are now capable of handling 1,200 cars an hour, and a flow of 2,800 hourly cars is expected the report added.

Report estimated that 110,000 visitors would arrive by auto daily at the height of the summer season, 7,000 by bus and 8,000 by boat from New York, Jersey City and Newark, N. J.



"THE HIAWATHA"
Century Flyer Miniature Train sponsored by The Milwaukee Road. It has been in operation for three years at the Hollywood Kiddieland, Chicago, by Capt. Klatsco.

Do not confuse the Century Flyer with the narrow-gauge toy-type trains on the market today. It is a large train, operating on full 24 inch gauge track, capable of handling 140 passengers to the trip.

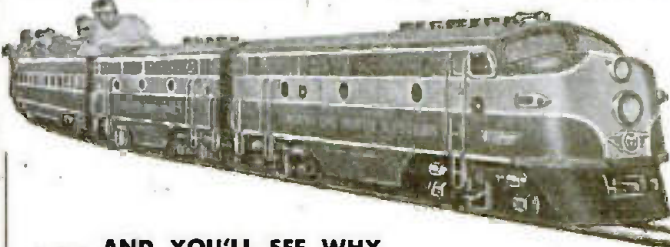
The Century Flyer is built for LARGE REVENUE and GOOD RETURNS ON YOUR INVESTMENT! More than 150 Century Flyers have been sold since the war. Our 31 years of experience pioneering the 24-inch gauge trains are paying good dividends to Park owners EVERYWHERE. Write for more information.

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Large Merry-Go-Round For Sale
Beautiful three abreast Park style Machine in excellent condition at real bargain. 80 foot diameter Herschell, 50 Animals. Will trade for small portable Merry-Go-Round. See it in operation here.
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OUTSTANDING ATTRACTION WANTED TO FEATURE
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Wants experienced Oddeem Foreman, single man preferred. Must know his business. To take complete charge of ride. Year around work for right party. All new cars. Permanent location. Can use now on winter salary open week ends. Address all mail to MABEL W. REID, Owner, Reid's Playland Park, Jacksonville Beach, Fla. Reid's Playland Park, P. O. Box 442, Jacksonville Beach, Fla. Phone 4904.

POMONA GATE TOPS '49 BY 4%

Tops Million In 17-Day Run; Mutuels Climb

Midway Biz Holds to '49

POMONA, Calif., Oct. 7.—Altho attendance for the last three days of the 17-day run of the Los Angeles County Fair tapered off, the event ended up Sunday (1) with a total of 1,059,878, 4 per cent ahead of last year. Running three week-ends, the event regained the 10 per cent loss at the end of the first four days and built steadily during the first full week to overshadow 1949's mark of 1,027,466.

Comparative figures for the full run follow:

	1950	1949
Friday (15).....	36,699	38,852
Saturday (16).....	78,775	79,917
Sunday (17).....	71,125	83,183
Monday (18).....	32,704	34,168
Tuesday (19).....	42,241	40,444
Wednesday (20).....	42,127	42,839
Thursday (21).....	49,319	41,241
Friday (22).....	51,533	53,884
Saturday (23).....	129,874	111,788
Sunday (24).....	149,199	121,785
Monday (25).....	39,096	38,713
Tuesday (26).....	46,647	44,626
Wednesday (27).....	56,009	44,233
Thursday (28).....	45,693	45,599
Friday (29).....	47,616	49,967
Saturday (30).....	77,352	88,592
Sunday (1).....	63,769	67,790

Totals 1,059,878 1,027,466

Along with the increase in attendance went the pari-mutuel handle. Altho the figure did not reach that established in 1948, when the fair resumed after the war lay-off and pulled 1,254,000, the wagering was 7.9 per cent ahead of 1949. The year's total was \$6,053,286, compared with 1949's \$5,609,574. The betting total in 1948 was \$6,915,644.

Area Ruins Hurt

The grandstand program included racing with pari-mutuels every day except Sunday, night horse shows for nine days and the Barnes-Carruthers production, *Cavalcade of Stars*, for the last eight nights. The three Sunday afternoons' bill featured Jimmy Lynch's Death Dodgers, appearing for the first time, and totaled 21,997 admissions for the run.

The fair, which opened September 15, got off to a slow start and attendance was hard hit the first Sun- (See Pomona Gate Tops on page 81)

Attendance, Receipts Dip Below Last Year At Florence Annual

FLORENCE, Ala., Oct. 7.—North Alabama State Fair, which ended its six-day run here Saturday (23), wound up with attendance and receipts slightly below '49, according to C. Hewlett Jackson, secretary, who attributed the decline to the late cotton crop. Weather was ideal throughout the week.

Attractions included grandstand acts booked thru E. R. Braly Enterprises, and the Royal Crown Shows were on the midway for the second year.

Several new barns were used this year for the first time to care for the enlarged livestock displays and all exhibit and concession space was sold well in advance of the fair. A record \$5,000 in premiums was offered.



Meetings of Fair Assns.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 27-29. Frank H. Kingman, Brockton, Mass., secretary. Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 11-12. E. W. (Deak) Williams, Manchester, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 4-5. L. (Doc) Cassidy, Louisville, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 4-6. Maurice E. Turner, Huntsville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 7-9. Vera G. McQuilkin, P. O. Box 974, Oklahoma City.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 9-10. Everett E. Erhart, Stafford.

Ohio Fair Managers' Association, Deshler Wallick Hotel, Columbus, January 10-11. Mrs. Don A. Detrick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibits, Governor Hotel, Jefferson City, January 11-12. Rollo E. Singleton, Jefferson City, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Hotel St. Paul, St. Paul, Jan. 15-17. George W. Gleixner, North St. Paul.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-23. Cliff G. Hunter, Taylorville, secretary.

Massachusetts Agricultural Fairs' Association, Hotel Northampton, Northampton, January 23-25. A. W. Lombard, 21 Jason Street, Arlington, Mass., secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5-6. James A. Carey, State Office Building, Albany, executive secretary.

Albuquerque Pulls 335,087 To Beat 1949 by 130,082; Pari-Mutuel Take Up 1916

Siebrand Bros.' Midway Grosses Climb 15 Per Cent

ALBUQUERQUE, N. M., Oct. 7.—New Mexico State Fair wound up its nine-day run here Sunday (1) in a blaze of glory, setting a new attendance mark for its 12th consecutive year and topping all previous records in pari-mutuel betting. Total gate for the extended nine-day run was 335,087, compared with the 1949 eight-day gate of 205,000. Race wagering this year aggregated \$1,635,358, against \$1,444,215 last year. A new single day attendance gate record was set Monday (25) when 48,714 poured thru the front gates and a new high of \$209,315 was wagered on the horse races on the fair's final day.

Capacity Crowds

Despite the addition of seats that increased grandstand capacity by one-third, the nine-night rodeo programs produced by Beutler Bros., of Elk City, Okla., drew capacity crowds. Midway attraction, Siebrand Bros.' Shows, augmented by their circus, chalked up grosses 15 per cent over those of a year ago.

Over \$200,000 was spent this year on new plant construction, including a \$25,000 Administration Building, Youth Hall, new grandstand entrance and paving of streets and parking lots. The Youth Hall, with floor space of 57,760 square feet, contains a large auditorium and a combination cafeteria-restaurant which can feed 1,000 at tables or 1,200 cafeteria-style. The structure also has sleeping accommodations for 600 boys and 600 girls.

Exhibits this year surpassed those of any previous year. Dairy cattle were up 30 per cent, swine entries 40 per cent and sheep entries 30 per cent. Inadequacy of facilities to handle this year's school exhibits has resulted in plans for the erection of a Hall of Education.

Appoint Fulenwider Santa Ana Manager

SANTA ANA, Calif., Oct. 7.—R. M. C. Fulenwider, secretary-manager of Riverside County Fair and Date Festival, Indio, Calif., has been appointed permanent manager of Orange County Fair here. Announcement was made by H. Clay Kellogg, president of the 32d District Agricultural Association.

Waterloo Dairy Cattle Congress Paces '49 Gate

WATERLOO, Ia., Oct. 7.—Despite one day of rain and cool weather on other days, the National Dairy Cattle Congress here was holding about even with '49 attendance thru Thursday (5), sixth day of its eight-day run. Attendance to that point was estimated at 180,000.

Hippodrome show, booked in thru Barnes-Carruthers Theatrical Enterprises, Inc., Chicago, for seven night and six afternoon performances, is proving a strong draw, outpulling last year's attraction. Talent line-up includes Le Brac and Bernice, bicycles; Lang Troupe, teeterboard; Bob and Diana, roller skating; Van De Velde and Company, music; Narvellos, unsupported ladders; Vic Heyde, music, and Sing Lee Sings, Chinese hillbillies. The Sioux City, Ia., Shriners White Horse Troupe was the attraction Saturday afternoon and night and Sunday afternoon, and performed to large crowds.

Royal United Shows' midway grosses were reportedly matching those of '49.

Demand for exhibit space this year exceeded all expectations. Farm machinery display alone is estimated to be valued at \$3,000,000.

Muskogee Gate Up, Money Off

Attendance 5% over '49 — Winkley's races spark record opener

MUSKOGEE, Okla., Oct. 7.—The Oklahoma State Free Fair here, thru Friday (6), sixth of its eight-day run, was an estimated 5 per cent ahead of '49, attendance-wise, but spending was off somewhat due to area crop failures.

A new opening day gate mark was set Sunday (1) and a new all-time single day record was chalked up Wednesday (4), when the fair observed traditional Muskogee Day.

Night grandstand revue, booked in thru MCA for four nights beginning Wednesday, outdrew last year's similar show in its first three performances. Unit is headlined by Nick Lucas, emceed by Danny Beckner and supported by the Kings and Their Ladies, seven-girl line with one boy. Tuesday night's square dance festival, staged by local clubs, and with free admissions, drew a large crowd. The fair night club, which features many of the grandstand performers in its floorshow, was off from last year. Paramount Fireworks company, Tulsa, is presenting the nightly pyro displays.

Frank Winkley's big car races opened the fair Sunday (1) with a crowd slightly below that of last year. Pete Bailey's auto thrill show did good business at its Monday matinee, but cool weather and rain held down attendance that night and the following afternoon. The cool days did little to affect attendance at the three afternoon rodeos, produced by Clyde Miller, and near capacity was the rule. Stock car races are skedded for the final two afternoons of the fair.

Midway grosses by the World of Today Shows are reported running about 15 per cent below '49 figures.

Annual's corn show is creating unusual interest and getting excellent publicity. Instead of exhibiting the usual 10 cars, entries consist of a full bushel, each exhibit being identified with all the agricultural statistics pertaining to its growth.

50,000 Pay Gate At Rocky Mount

ROCKY MOUNT, N. C., Oct. 7.—Altho there were only 15 minutes of sunshine the entire week, Rocky Mount Agricultural Fair, September 24-30, drew more than 50,000 paid admissions and broke records in all departments, according to Manager Norman Y. Chambliss. Closing day attendance was 14,568 paid.

For the first time in 33 years the grandstand paid its way, said Chambliss, doing so after the first two performances by local talent. Local talent again is to be used in 1951, he said. Nightly displays were offered by Interstate Fireworks Company. Prell's Broadway Shows had an excellent week on the midway.

This year's edition was more of an agricultural fair and pleased thousands of farmers who attended, said Chambliss. Junior livestock and swine departments were filled to capacity. The U. S. Department of Agriculture had on exhibit a mechanical cow and mechanical hen which attracted attention. Exhibit building was filled to capacity. No concessions were in the building.

Danbury Runs Ahead of '49; Weather, New Features Aid

DANBURY, Conn., Oct. 7.—Enjoying the best weather in a month, the Danbury Fair is well on its way to topping the 120,000 paid gate registered last year. Only continuing, good weather is needed for operations today and tomorrow, final sessions of the nine-day event.

Opening Saturday (30) attendance was 11,169, a few hundred under the 11,483 registered last year. On Sunday (1), however, the 36,086 gate topped the 1949 figure by more than 5,000.

Barring a rain-out, crowds today and tomorrow will average at least 20,000. Attendance on week days generally misses the 10,000 mark, but unseasonal warmth encountered to date has resulted in better than average gates on these days. Fair operation is restricted to daytime, as in the past.

New Features Added

John W. Leahy, general manager, and his assistant, C. Irving Jarvis, have again created a model eye-appealing spectacle. Many new and novel decorative features have been added to supplement those introduced in Leahy's post-war regime. Sculptured white reindeers used as Christmas decorations on Chicago's State Street a year ago are located thruout the grounds and used to point up the main entrance. Santa Claus and his life-sized reindeer are located in the new kiddieland.

The famed Main Street, New England, exhibit built by the New York, New Haven & Hartford Railroad and viewed by several millions of visitors in New York's Grand Central Station, has been reconstructed on a typical New England common, complete with a pool. The Old Lady who lived in a shoe, a gigantic pumpkin, soldiers and a variety of animals, many of them large enough for the small fry to enter, have been constructed on the grounds of weather-proofed plaster.

As in the past, the annual stresses its free attraction, this year 77 to coincide with the number of years it has operated. The all-inclusive price is \$1.20 for adults, 60 cents for children. There is no charge for Pinkerton supervised parking. Terming many of the free features "attractions" is definitely stretching a point, but there are many that have all of the necessary qualifications. Included are the circus parade, Indian dances, Barnum museum, folk dancing, the new barn yard creation.

The same price scale prevails at the grandstand which features circus and variety acts booked by Arch Daley. Hunt Bros.' Circus animals are again a feature. Grandstand business was good the first two days and light thru the week.

A new kiddie area, containing a number of free features together with moppet rides furnished by the O. C. Duck Shows, midway supplier, has been added. Plaster creations of story

book characters are lavishly spread thruout the area.

New Main Entrance

A new main entrance has been built to supplant a series of gates used in the past. The four entrances, including one for passes and an extra wide unit for baby carriages, handled the bulk of the 36,000 Sunday crowd with ease. A new finance office has been constructed at the main entrance and there is no lost motion in securing additional tickets or change. Because parking is all outside the fenced area, rubber stamps utilizing a special black light ink to stamp patrons hands are used in lieu of ticket passouts.

Building of the new kiddieland area necessitated the elimination of considerable concession space, since the moppet center is located on the area facing the grandstand.

7% Gate Hike For Bakersfield; Cold Hits Nights

BAKERSFIELD, Calif., Oct. 7.—The 25th annual Kern County Fair ended its annual six-day run here Sunday (1) with an attendance of 98,106, which was 6,106 ahead of last year. The increase of more than 7 per cent was made despite cold nights.

According to W. H. Leask, who has served as secretary-manager for the past two years, the entertainment budget was decreased about 10 per cent this year. The show was booked by Neal Abel, of Fanchon & Marco, Los Angeles, and included Louise Haines, Royal Rogues, Lolita and the Gay Rancheros and Abe Goldstein. Sunday afternoon Joie Chitwood's Daredevils were featured in the infield of the race track. Western horse racing without pari-mutuels was held during the stand.

Foley & Burk Shows again played the midway and business was reported as satisfactory. Saturday's crowd of 22,952, top for the run, aided concessionaires' revenue.

Pat Treanor and son, of San Francisco, again had the novelty concession. With Pat and Raymond Treanor still working the Los Angeles County Fair, the concessions here were under the direction of Mrs. Raymond Treanor. With her were Ben Stephens and Gil O'Toole.

Leask said that the junior livestock fat stock sale was the largest—158 head of stock—ever held in California. The champion beef sold for \$150 a pound.

Hillsdale, Mich., Receipts, Crowds Set New Marks

HILLSDALE, Mich., Oct. 7.—Hillsdale County Fair, which closed its seven-day run here Saturday (30) after chalking up a new all-time attendance mark, also broke all receipts records by \$10,000, Harry B. Kelley, veteran secretary-treasurer, said.

A new one-day receipt mark was set the closing day when \$15,056.07 was taken in, close to \$2,500 over any previous day on the fair's records.

Harness racing, with daily purses of \$1,000, drew large crowds as did the Gertrude Avery revue, night grandstand attraction.

Gooding Amusement Company provided the midway attractions for the 55th year.

All exhibits exceeded former years, with livestock, 4-H Club and FFA space filled to overflow.

Cedar Rapids Nets \$9,620 on 79G Gross

CEDAR RAPIDS, Ia., Oct. 7.—The 1950 All-Iowa Fair made a profit of \$9,620, with receipts for the six-day event running \$88,920 and expenses \$79,300, according to the report made at the annual meeting.

Total receipts for the year ending September 30 amounted to \$216,882. These included income from a number of agricultural and educational events at the fairgrounds. It also included \$57,609 contributed to the fair by the Hawkeye Downs Capital Improvement Fund, local business firms and individuals.

The year's disbursements for all purposes totaled \$208,604, with the largest single item being \$56,867 paid on debts of previous years. The balance sheet as of September 30 showed total assets at \$390,990, total liabilities \$36,736 and a net worth of \$354,253.

Members of the 35-man board of directors were elected at the annual meeting. Charles Penningroth was re-elected president, and R. H. Buresh, vice-president. Executive committee members were re-elected, with Herbert Killian named to fill the vacancy caused by the recent death of his father, A. L. Killian.

Atlantic Rural Crowds 193,484 For Seven Days

RICHMOND, Va., Oct. 7.—Despite the practical loss of three days (Thursday and Friday, 28-29), including the big day (Wednesday 4), attendance at Atlantic Rural Exposition's 10-day event here reached 178,484 thru Wednesday, with an additional estimated 17,000 on Thursday. General Manager J. A. Mitchell stated. These figures represented paid admissions and did not include the thousands of children who were admitted free. With good breaks the balance of the week, it was expected that the 1949 totals would be passed.

Bill Holland's auto thriller, scheduled to be presented as grandstand attraction the opening four performances, lost three of them because of rain. Stock car and motorcycle races did well Saturday (30) and Sunday (1), with George A. Hamid's revue opening Monday and doing good business despite the fact Wednesday (4) was lost.

Midway spending was up 12 to 15 per cent over last year, according to Manager Izzy Cetlin, of Cetlin & Wilson Shows, which had the midway. Shows were hit Monday (2) when one of the Diesel plants burned, but a hasty line was run in from city power to save the day. Earl Purtle arrived from Palsades Park, Palsade, N. J., to take over active management of his Motordrome and augment his personnel with several more riders from the park attraction. Show was televised with a live show thirty minutes daily over WTVR thru arrangements made by CW Press Agent Richmond W. Cox Jr. In addition, a one and a half hour film was made and televised over the same station. Local newspapers and radio stations were generous with their time and space for the exposition and show.

At a midnight jamboree in the Raynell top Wednesday night over \$900 was raised for the Miami Showmen's League. Members of the working press were guests of the management. Co-Owner John W. (Jack) Wilson slipped on the stage during an announcement and was bruised considerably.

Garnett (Pop) Carter, electrician with the show, was found dead aboard the train during the run into Richmond. His body was removed at Hagerstown, Md., and interment was made at Arlington, Va., National Cemetery Tuesday (26). Carter, 55, was born in Charlestown, Tenn.

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FAIR ASSN. MERGES WITH INTERNATIONAL

Announcement Made At Convention; Russwurm President

CHICAGO, Dec. 1920.—Official announcement of the merging of the American Association of Fairs and Expositions and the International Association of Fairs and Expositions was made at the quiet of the Am... the Hotel

See inside Front Cover This Issue

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Expanded Arkansas Livestock Show Gives Royal American a Winner; Gate Above 200,000

Event Seen as Good Play Spot for Rail Orgs

LITTLE ROCK, Oct. 7.—With attendance at the 11th annual Arkansas Livestock Show and Rodeo, which closed a week's run here tonight, topping the 200,000 mark, Royal American Shows, midway attraction, chalked up a winning engagement for their initial stand at the event. Altho final tabulations had not been made at press time, it was figured that the engagement would prove successful despite the fact that the big crowds which turned out spent only moderately. This was occasioned by the fact that 30 days of rain and boll weevil activities knocked off cotton crops prior to the annual, leaving patrons with reduced per capita spending potentials.

In addition to the prestige lent the annual by Royal American's appearance, the shows stand to reap up a good savings in railroading costs. RA took this date in preference to Alabama State Fair, Birmingham, where it provided the midway in 1949, thus saving the long jump to Birmingham from Oklahoma State Fair, Oklahoma City, September 23-30. Following this stand the shows move to Mississippi State Fair, Jackson, and then wind up the season at Louisiana State Fair, Shreveport. Following the last-named date the org heads for winter quarters in Tampa.

With the livestock show revealing a progressive expansion program, under the direction of State Sen. Clyde E. Byrd, who, in his 11 years at the helm, has spent over \$1,300,000 in improvements, the annual is fast becoming a good play spot for railroad orgs. This year's 200,000 gate topped the best previous mark of 160,000 set in 1948. Last year the event found the going tough when it was hampered by weather the entire week and had to be extended two days to permit midway features, concessionaires and exhibitors to leave without suffering a blank.

Thru Senator Byrd's spending program, the event has jumped its agricultural potential. Total capacity of the four cattle buildings is 800 and all space here was allocated months before the week's run. Swine building's capacity of 800 also was taxed this year, while commercial exhibits, largest in the annual's history, were housed in tents.

Because of a temporary roof installed over the Coliseum, rain Tuesday afternoon and night (3) and again on Saturday night (7) failed to hamper activities of Homer Todd's

Arthur Phillips Passes in Wash.

WASHINGTON, Oct. 7.—Arthur Phillips, 74, brother of E. Lawrence Phillips, of the Johnny J. Jones Exposition, died in Providence Hospital here yesterday after a lingering illness. Deceased had toured several seasons in former years with the Jones org.

Funeral services were conducted Monday (9) at Lee's Funeral Home here, with burial in Fort Lincoln Cemetery.

Rodeo, which played to excellent crowds at each performance during the week. Admission was \$1.35 and \$2.20. The Coliseum seats 3,600. With the rodeo were the Arkansas-Oklahoma Quadrille; Monte Hale, Western singer, and Bob Wills and His Texas Plowboys.

Midget auto races were held in the race track arena, which formerly was used for horse shows, for the first time this year. They were presented the first four afternoons and nights under direction of Merrill Taylor, of Little Rock, but attendance was weak. Pete Bailey's Thrill Show was the attraction the final two days, Friday (6) and Saturday (7), to fair results. Arena seats 2,000. All the latter features were new to the fair.

Assisting Senator Byrd here for the fourth consecutive year was Pat Ford, concession manager. Ford for eight years was with the Gold Medal Shows, then operated by Oscar Bloom, and prior to that was with Beckman & Gerety Shows.

RAS, in its initial appearance here, built considerable good-will thru its varied activities, including their playing host to children from the local Home for the Blind. White and Negro children were guests of the management on rides, under direction of the local Shriners. Local papers devoted much space to favorable reports on the shows.

Hickory, N. C., Gives Marks Heavy Dough

Org's Power at Peak

HICKORY, N. C., Oct. 7.—With earning power at a peak, the John H. Marks Shows hit a winner at Catawba County Fair here, which ended September 30. Three shows and four rides were added for the date.

Special kiddieland was constructed here which included nine rides. These units will stay with the show the rest of the season.

Big money-makers were Slim Kelley's World of Freaks, Orinalli's Broadway Vanities and the Hot Chocolate Revue. Among the rides, the Scooter and Ferris Wheel piled up big grosses. Buster Gordon's rides had a good week's business and will remain with the org the remainder of the fair season. All units, including girl shows, feel that this date will be the biggest of the season.

Weather all week was threatening but did not hold down attendance or spending. Children's day was the largest ever registered at this event. Several special nights were staged here, managed by local newspapers and radio stations.

Annual meeting of the board of directors of the Burlington, N. C., Fair last week awarded the Marks org the 1951 contract.

Superior Shows Get Sock W. Coast Biz In First Year Out

FRESNO, Calif., Oct. 7.—Business for the Superior Shows has been "phenomenal for a first year," Wyatt Shepherd, manager, said. With four more weeks to play, the show will confine its tour area to that north of Bakersfield and winter near Castro Valley.

Superior Shows, Inc., is headed by C. F. Albright, president; Elfie Shepherd, vice-president and treasurer; Shepherd, secretary, and Jane Albright, second vice-president. "Shorty" Wrightsman served as general agent and Jack Endress as billposter.

The organization, which debuted April 15, carries eight rides, no shows and about 15 concessions. The Barrel Roll and Kiddie Frolic, featured on the midway, were designed and built by Shepherd, long identified with the ride construction business.

Show opened here Saturday (30) at the Fresno District Fair for nine days. It is on the midway lot with Ferris Greater Shows, also playing this date for the first time.

Superior moves on 18 trucks and carries its own Diesel power plant on a 24-foot semi.

Greensboro Gives WOM Fair Score

Weather Clips 2 Days

GREENSBORO, N. C., Oct. 7.—After a fast 24-hour jump to the Greensboro Fair here from the New Jersey State Fair at Trenton, World of Mirth Shows opened on schedule Tuesday (3) during the first afternoon of the fair, which closes Sunday (8).

Business opening day was reported as good, but the org was slapped with cold, wet weather both Wednesday (4) and Thursday (5), cutting takes. Elements were again favorable yesterday (6), and a satisfactory take was expected for this stand.

Added for the date were Ridee-O, Hi-Ball and dark rides. This was the first time the rides were used this season on the org, and they will remain thru the rest of the shows' fair season. They were picked up at Richmond, Va., where they had been stored.

Frank Elliott Org Closes Poor Season At Amherst, N. S.

AMHERST, N. S., Oct. 7.—Frank Elliott Shows wind up one of their poorest seasons in years here today and for the 16th consecutive year will establish winter quarters in this city. Org opened May 31 at Springhill, N. S., and was dogged by bad weather not only on still dates but at a number of its Maritime Province fairs. Gross receipts at some of the annuals fell off as much as 60 per cent.

Final two New Brunswick fairs, played prior to moving here, were at Albert and Port Elgin, where warm days followed by chilly nights held down over-all takes.

Frank Elliott Jr., owner-manager, (See Frank Elliott Org on opp. page)

Ferris Greater Gets Okay Biz At Fresno Fair

FRESNO, Calif., Oct. 7.—With satisfactory business registered during the first six of the nine-day run of the Fresno District Fair here, Ferris Greater Shows will move out tomorrow (8) at the close of the annual. Next date is the Gold Rush Days in Mojave, after which Rose and Larry Ferris, show owners, end their 11th season and head for the Riverside County Fair and Date Festival grounds in Indio for the winter.

Playing the fair here for the first time, Ferris brought in 23 rides, 5 shows and arcade and 70 concessions. Along with the Ferris-owned equipment are the rides of Superior Shows, managed by Wyatt Shepherd, and three rides and three shows owned by Clyde Gooding. Superior plans to play a date near Bakersfield, and Gooding, who joined here after completing the season with Monte Young Shows, heads for his Los Angeles barn.

Ride, Show Cross Up

Ride and show revenue for the season for Ferris shows is over that of last year. Opening February 17 at the Indio event, where it wintered, the organization played practically all fair dates, with still ones being at a minimum. New fairs for the show in 1950 included the California Mid-Winter Fair, Imperial; National Orange Show, San Bernardino; Solano County Fair, Vallejo, and the Fresno District Fair here. Solano County Fair debuted this year and pulled 40,000 people during its four-day run.

On this date Ferris used 26 towers, mostly neon. The shows have ample flash and the lot is laid out to give all equipment a play.

Combining with Superior for the local stand, shows used three Ferris Wheels, spotting the twins, owned by Ferris, at the entrance. Superior's Barrel Roll and Kiddie Frolic, designed by Shepherd, pulled good revenue. The Barrel Roll was debuted last year at the Los Angeles County Fair in Pomona.

Playing the Gold Rush Days for the second consecutive year, Ferris plans to spot seven rides and approximately 25 concessions for the event sponsored by the Chamber of Commerce. The event this year is being held at the Mojave Air Base.

Jones Org Raisers 2G for SLA Club At Atlanta Benefit

ATLANTA, Oct. 7.—Entertainment program offered on the Johnny J. Jones Exposition Wednesday night (4), for the benefit of the Showmen's League of America (SLA), raised \$2,000 for the organization.

On hand to conduct the show were Morris Lipsky, president of SLA and a co-owner of the Jones org; Lou Keller, first vice-president of SLA, who flew in especially for the event from Chicago; Robert K. Parker, past president of SLA, and Harold (Buddy) Paddock, co-owner of the Jones shows.

Entertainment was provided by Singer's Midgets; Betty Lou Drake, contortion dancer, and Nat Dot Mercy, all from the New York Follies unit; Billy Hayes and Freddie Jones, from the Dick Best unit on the org, and the entire personnel of Jerry Jackson's Hep Cats Revue.

Jones org will hold its annual barbecue for the benefit of SLA during the closing week of its season, Monday (23), at Dothan, Ala.

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Dunn, N. C., Closed to Shows

DUNN, N. C., Oct. 7.—Harnett County Board of Commissioners this week adopted a resolution banning carnivals in the county, even at fairs. Ruling stems partly from a so-called shooting spree involving carnival personnel at Angler, N. C., about 10 days ago in which one person was killed and four others wounded.

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Buck Has Good Season Despite Weather Losses

DANBURY, Conn., Oct. 7.—A fitting climax to a generally good season is being scored by the O. C. Buck Shows at the Danbury Fair here. The take to date, with excellent weather aiding, has been good, owner Oscar Buck said. Today and tomorrow, when the nine-day event concludes, will account for an additional 40,000 patrons, with good weather, and assure the fun zone of a sizable increase in its over-all gross.

While the season has not been a record-breaker, it has been entirely satisfactory, Buck said. It would have been a whole lot better except for the weather which cut into the anticipated gross at half of the org's fairs. At the annuals where the weather was good, the gross showed a noticeable increase over 1949.

New York Fairs Good

After a good week at Gouverneur, N. Y., the org ran into rain at Elmira, N. Y. The Friday-Saturday play was virtually washed out and the show units stood in two feet of water. Good weather prevailed at Malone, N. Y., and the gross was up considerably. The following week, at Morris, N. Y., the rains came again, starting on Thursday and dampening the play for the remainder of the run.

Bath, N. Y., escaped the rain until 11 p.m. Saturday night, when it didn't matter, except to make for a messy tear-down. Considerable cold weather was encountered at this spot, but it didn't hurt the gross. At Great Barrington, Mass., which was skedded two weeks early this year, the cold nights chilled business and the opening was washed out. However, closing Saturday was big and the date was good despite the bad weather. Rain beginning on Thursday and lasting thru Saturday spoiled Bridgeton, N. J., which Oscar said would otherwise have been very good.

Rides Up, Shows Down

Still dates were not too bad, considering the weather, Buck said. On the whole show units have suffered the most. At Malone the ride gross was up \$3,000 but the show units fell off \$1,000, he recalled. The only reason that Buck could offer is the belief that parents are spending as much as ever on their children's entertainment, even though their recreational dollars may be cut by higher living costs.

The cost of operation went up again this year, Buck reported.

FRANK ELLIOTT ORG

(Continued from opposite page)
rejoined at Digby, N. S., after two months in a Halifax, N. S., hospital and following the close here leaves for further treatments.

Midway visitors at Albert included Len (Kid) Dryden, general manager, All-Maritime Shows, and Glenn Libby, owner of the shows bearing his name, and his two sons, Glen Jr. and Carl.

Visitors at Port Elgin included Fred MacPhee and Alex MacIsaac, All-Maritime Shows; Buckley Harris, Bill Lynch Shows; Stubby Ferguson, Emmette Burke and Don Biani.

Concessionaires working the fairs included Joe Murphy, spot the spot; G. W. (Twitter) Johnston, can; Teddy Shiers, creeper and razzle dazzle; Brad Gould, razzle dazzle; Dick and Bob Johnson, rolldown; Wendell Elliott, nail store, and Johnny and Archie, with swinging ball.

Tommy Meade was the winner in a pool on the Joe Louis-Ezzard Charles fight, which the personnel heard over Frank Porter's bingo p-a. system.

Hennies Org Moves to Ark. For Transfer

Birmingham Biz Big

BIRMINGHAM, Oct. 7.—Hennies Bros. Shows closed its final stand under original ownership here Saturday (7) after a week of good business at Alabama State Fair and prepared to move to Hot Springs quarters where it will be delivered to new owners.

Records crowds flocked to the Alabama fairgrounds thru Thursday (5) and gave the Hennies show the largest midway gross ever scored here for that period.

Late arrival from Memphis slowed the shows somewhat opening day (2), but everything except the Showboat was ready to go by 6 p.m. The governor visited the midway Wednesday. Birmingham papers went overboard with publicity for Hennies with some front-page scores.

Harry Hennies went from Memphis to Hot Springs to prepare for the transfer of the show property to the new owners—J. C. McCaffery, top man in the Amusement Corporation of America, and Paul Olson, concession manager on Hennies.

McCaffery and Olson will take over the show at the Hennies quarters, which they have leased for four years. An auditor has been on the show recently to prepare for the transfer. The show train is expected in Hot Springs sometime Sunday (8).

Hennies, who is ending a 16-year stretch as a show owner, plans to operate a kiddieland in Houston next season. He announced sale of the carnival because of ill health. His wife was with the show in Birmingham, and his mother, Mrs. Daisy Hennies, visited there.

William B. Naylor, press man with Hennies, left for Chicago and planned to stop over in Cleveland before going to his Buffalo home. Olson and Keith Chapman reported good concession business at Birmingham. Al Kunz, Hennies secretary, returned to the post after an illness.

McCaffery will go to Hot Springs at the close of his transactions at the Alabama State Fair and expects to be in the Arkansas spot October 15. He will return to Chicago from Hot Springs.

Fresno Facts

FRESNO, Calif., Oct. 7.—With Fresno District Fair opening before the close of Los Angeles County Fair, Ethel Krug ran the King concessions until her husband, Joe, could arrive. Among those handling concessions for the firm were Jim Clancy, Lucille Dolman, Dolores Gable, Helen Henn, Bennie Ackerman, Pat Gray, Claude Parsons, Marlo and Ted LeFors, Red Nelson, Lucille King, and Al Bruce. . . . Glen and Helen Artz, of S. F. Card Company, San Francisco, were on hand for the opening. . . . Ann and Bill Cole; handed novelties for M. (Whitney) Monette. Other agents included Eddie Grady, Charlie Franks, Sam Landsman, Larry Dunlap, J. J. Miller, John Cotton, Mickey Rose, Red Ball and Jack Graden.

Doris Monette helped her husband, Whitney, and Frances Monette was on hand, as was Paul Monette. Phillip, Whitney's son, also came along. . . . Mary Taylor was back at her old stand with frozen custard. She has been making this event since 1935. . . . Basil (Hap) Young divided his time between Fresno and Pomona. He had eating stands at both fairs. . . . Ruth and Gracie litro also were here. Gracie is on her own now with an ice cream stand.

It's the Original!



EVANS'

JUMBO DICE WHEEL

The Finest Ever Made

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed, Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 50" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

H. C. EVANS & CO.

1528 W. Adams St. Chicago 7, Illinois

ALL MAJOR FAIRS

Williamsburg County Fair, Kingstree, S. C., Oct. 16-21; Aiken County Fair, Oct. 23-28; Chester County Fair, Oct. 30-Nov. 4, and Fairs through Thanksgiving week. Nothing too big for these dates. Showmen and Concessionaires, contact. All replies:

Marion Greater Shows

York, S. C., Fair, this week

WANTED

EXPERIENCED

WHIP FOREMAN

Must join at once

MARK SHOWS

Albemarle, N. C., this week

JAMES AYERS

WANTS

FOR HARLEM OF BROADWAY

All winter's work, Colored Performers and Musicians, three Bright Chorus Girls, Snake Dancer to feature who can do strip tease, Comic who can do soft shoe and eccentric dance. Need Trombone, Trumpet, Tenor Sax, Joe Bantley, Horatio Ballistrud, answer. Wire, don't write. Tickets only.
Covington, Ga., this week.

FOR SALE
CENTURY FLYER
LOCOMOTIVE

(1948 National Amusement Device Co. Model) 3 Cars; Capacity, 34 Children or 24 Adults. Approximately \$600. Track—34" gauge. BOX 584, The Billboard, 1544 Broadway, N. Y.

AL KAYDA

Please have EUGENE RAYMOND get in touch with his home in Toledo, Ohio, immediately. VERY IMPORTANT.
Mrs. Eugene Raymond

RAFFLE WHEELS

120 number, 1" Baltimore style, 32" diameter. Perfect balance. Spins true on a bronze bearing. Wood hanger with leather indicator. Varnish finish that will last for years \$30.00

Don't wait for the last day. Use stuffed toys costing from \$3.00 to \$5.00. Gets a big play anywhere there is a large crowd. Turkeys for the Holidays.

Our line of wheels most complete. All types or percentage games for indoors or carnivals. Benefit by our 40 years of experience. We can help you.

We also carry all types of Bingo Blowers, Flashboards, Bingo Cards, Bingo Markers, Bingo Cages. Our line of Bingo equipment is most complete.

WRITE FOR CATALOG

RAY OAKES & SONS

8432 W. 44th Place Lyons, Illinois

BIG SIX WHEEL

For Your FAIR SEASON



Special Big Six Dice Wheel, 48" in diameter, made of 1 1/2" Marine Plywood. Beautifully finished. Strong combination. Good money maker. Made with a metal stand, and a large crate is included in the price.

Price \$95.00
Immediate Delivery

F.O.B. Brooklyn
CARDINAL MFG. CORP.

430 Kasp St. Brooklyn 11, N. Y.
EVergreen 7-5027

"America's Finest Show Canvas"

TENTS—SIDESHOW BANNERS
USED—IN STOCK

80' Round Top, 3-40' Middles.
50' Round Top, 2-30' Middles.
40'x100' Square Hip Ends, all 10' Wall.

20'x30' Hip Roof, 8' Wall.
Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.

4642 N. CLARK ST. CHICAGO 40.

INDEPENDENT MIDWAY GREATER SOUTHWEST FAIR

WACO, TEXAS, Oct. 24 to 29

CAN USE

Catering, Demonstrators, Vitamin, Car Workers, Stock Concession Companies.

All contact

DON M. BRASHEAR

Armory Bldg. Waco, Texas

Will Open Sun., Oct. 15th WANT

Rider, Rink, Arcade, Lead Gallery, etc. No sale, gift or competition. Replies

MRS. T. L. DEDRICK, SEC. TREAS., V.F.W., Amuse. Park, Brass Blvd., Fayetteville, N. C.
"MORE Soldiers arriving NOW"

WANTED FOR CASH

3-ABREAST OVERHEAD JUMPING HORSE CAROUSEL

G. W. HOVELL

804 JAMAICA AVE. BROOKLYN, N. Y.

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., on Highway 41 going south. Atlanta, Georgia. Fairfax 2626.

MIDWAY CONFAB

Harry E. Wilson, who with Lehman Moore was in charge of a Northampton, Pa., fair date for the Morris Hannum Shows, closed with the org and left Sunday (17) to join Penn Premier Shows.

Johnny Reid visited friends in Macon, Ga., recently before jumping to Moulton, Ala., to join Graceland Greater Shows as legal adjuster for Owner-Manager Harry Alkon. Org will likely play Georgia spots en route to Florida in late fall. Most of the favorite downtown small lots in Macon have been converted into used car lots.

Mr. and Mrs. Don Wilkesmann, Mr. and Mrs. Phil Heinrich, Dusty Daye and Johnnie West, of the Interstate Shows, recently visited the Trappist monastery at Louisville.

Madam Burleson is in Chiefland, Fla., suffering with a broken leg sustained when she stepped into a water hole September 13. She'd like to read letters from friends.

Irene Hester Pumphrey has joined her husband, Jimmie, on Royal Exposition Shows, after a successful season with John and Helen Barfield at independent fairs thru Indiana, Michigan and Tennessee. . . . Robi Marlene last week concluded an engagement at the Swank Club, Velvedere, Pa. . . . Clarence and Madge Thames, currently touring the West Coast, are in Los Angeles visiting Bill and Eye Spitzengel. They took in the Los Angeles County Fair, Pomona, where they renewed acquaintances with Jinx Lane, Girl Show operator on Crafts 20 Big Shows.

Masataro Mori, old-time concessionaire, who started his showbiz career in 1907 with Lackman & Loose Shows and subsequently toured with such orgs as C. W. Parker Shows and Johnny J. Jones Exposition, is making his headquarters in Fuke Village, Kami County, Koehi Prefecture, Japan. In 1925 Mori joined the Taiyo Trading Company of Chicago, Japanese importers and exporters. In that capacity he had a wide acquaintance with concessionaires in this country. After the war, Mori went to Japan with the intention of visiting his remaining living relatives and returning to the U. S. He hasn't been able to return because of lack of funds. . . .

Mr. and Mrs. Charles LeRoy have joined the Side Show on Blue Grass Shows for the remainder of the season.

Former trouper Frankie Carlo, Burlington, N. C., was a visitor on the lot of Virginia Greater Shows recently when the org played Louisville, N. C.

Mr. and Mrs. Louis A. Bell, who have their Penny Arcade on John H. Marks Shows, took delivery on a new house trailer when shows played the Hickory, N. C., Fair. . . . Personnel of John T. Hutchens Modern Museum on Alamo Exposition Shows recently attended birthday parties celebrated by Beula Russell, wife of show's emcee; Mrs. J. T. Hutchens, and Harry Howard, of No. 2 ticket box. Gifts were exchanged and refreshments were served by Margie Vaughn, Mae Joe Arnold, annex attraction, and Rose, four-legged girl. . . . Tex Conroy, emcee for Carl

American Midway Shows

WILL PLACE

Motordrome, Iron Lung, Shows not conflicting, Merchandise Concessions, Custard, Car Worker for these big dates: Austin, Texas, Oct. 16 to 21; Greater Southwest Fair, Waco, Texas, Oct. 24 to 29; Lutac's First Annual Fiesta, Corpus Christi, Texas (Port and Leopard), Nov. 1 to 12; Valley Mid-Winter Fair, Harlingen, Texas, Nov. 18 thru 25.

Ciddings, Texas, this week; then as above.

WANT

Small Corn Game, Photo Gallery, small Sid-Down Grab, Short Long Range Gallery, Bumper, Fish Pond, Coke Bottle, Inop-La, Custard. Want Roll-a-Whirl or other small rides. Want several small Grid Shows. Geo. Peterson can use Buckel, Swinger, 6 Cats and Hammy Park Asenta. Six weeks in cotton country. Just started, picking is good. Pay your wires, we pay ours.

J. T. RICHARDS

c/o Turner Bros. Show Marmaduke, Ark., this week; Recter, Ark., next week.

YAGER UNITED ATTR'S

Want Cookhouse, E. W. Tappin, wire; Custard, Arcade, Milt Camp, will book following Hanky Funks for \$15.00 per week: Hoops, Slum Spindle, String, Flaw, Novelties, Ball Games, Coke Bottles, Jewelry, Scales, Bumpers, Sno Cone, Clothes Pins, Penny Pitch, Long and Short Range. Will book Flashy Rat or Fan Game, Show with own outfit, non-conflicting Rides. Oct. 11-12-13-14-15. Notice: Robert Kobachor no longer connected with this show. Wire all replies to H. YAGER, Cawthron, Mo., Celebration, Oct. 9-14 Marley, Mo., Homecoming, Oct. 16-21.

WANTED

Rides, Shows and Concessions. Ride Help and Concession Agents.

Roy Hufft Attractions

Campton, Ky., this week.

New Carnival Era Seen In Merger of 3 Giants

CHICAGO, Sept. 1938.—Terminating a three-day conference of carnival owners here, amalgamation of three major carnival organizations was effected late Friday, bringing a new set-up which sponsors believe will bring new life in the carnival

eral booking of midway attractions. Elmer Velare, as spokesman for the new organization, told The Billboard the combination as much as the

See Inside Front Cover This Issue

BAKER'S GAME SHOP

THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright; Kiltos, Spindles; Tracks, 12, 15 & 24 numbers; Chuck and P. C. Wheels, Bazaar Mide Wheels, Baker Four Ball Buckets (also new style old fashion Buckets), new Six Cats and Big Tom, Razzies, Roll Downs, Charts and Marbles, Steel and Aluminum Milk Bottles, Soup Pans, Chuck Logs, Penny Pitches, Pee Pool End Board Outfits, Wheel Laydowns, Under and Over Cloths, New Country Store Slum Spindle, size 28x28 inches; new Ping Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

CATALOG TO PROFESSIONAL OPERATORS ONLY

8108 DESOTO DETROIT, MICHIGAN

JIMMIE HENSON SHOWS

WANT FOR BALANCE OF SEASON

Grab, Photos, Popcorn, Scales, Lead, legitimate Stock Concessions of all kinds. Long season south weather permitting. All reply:

NATCHITOCHES, LA., THIS WEEK; THEN PER ROUTE.

FOR SALE

PENNY ARCADE

FOR SALE

Complete in A-1 condition—65 Machines, Top 30x60, Side Walls and Poles, FRUEHAUF Trailer to haul same with. All are now in storage. Reason for selling, bad health. Must sell at once.

CLARENCE CHURCH

Gen. Delivery, Warsaw, Va.

SOUTHERN STATES SHOWS

WANT FOR THE CREAM SPOTS OF THE SOUTH

Bingo, Photos, Cookhouse. Two Shows—Monkey or Funhouse. Few more Stock Concessions. Useful sober Ride Help. All answers to

JOHN B. DAVIS

Arlington, Ga., this week; Calhoun County Fair, Edison, Ga., next.

For Sale—A Bargain

18 ft. Covered Wagon House Trailer, Good Tires, Sulfane Gas, Davenport Red, Radio, Refrigerator, Sink, Sewer and Water Connections. Also Perfect Corn Popper, complete. 6x8 ft. Anchor Tent and Frame. Flashy Display Case, both new this year. Booked with Carnival in the Cotton. First 2500 takes all.
Box 0-411, Care Billboard, Cincinnati 22, O.

PITCHMEN WANTED

For 6 weeks from early November thru Xmas. Demonstrations in major department stores in New York, Washington, D. C., Philadelphia and Detroit. Salary plus bonus P.C.

BOX 580

BILLBOARD, 1564 BROADWAY, N.Y.C.

POPCORN TRAILER

Small compact unit for large volume business. Cretons Giant Popper, bottled gas. Trailer is glass encased with screens and colorful awnings.

\$750.00 cash

Can be seen at 2009 14th Street, Melina, Illinois, or phone Melina 2-9937.

SINGLE HIGH POLE ACT WANTED

For week October 23. Wire lowest.

BOB FISHER

Royal Crown Shows, Corinth, Minn.

Want for Cotton Festival

Stock Concessions of all kinds. HH & Milt, Ball Games. No racket or Milt Camps. Will trade Double Loop for Kiddie Ride.

BURKHART SHOWS

Black Oak, Ark., this week; Joiner, Ark., next.

A-1 AMUSEMENT WANTS

For Walnut Ridge, Ark., week of Oct. 9-14; New Madrid, Mo., week of Oct. 16-21; and then long season south. Six Cats, Bucket Store, Candy Pans, Milt Camps, Milt Camps, Short Range, Cigarette Cork Gallery, Coke Bottles, Milt Camp. Also place 10-in-1 and Animal Show. Contacts:

JOHN HANSEN, Mgr.

Walnut Ridge, Ark., Oct. 9-14

Lauther's Side Show on Gooding Amusement Company, was severely injured when struck on the head by a falling center pole during setting up work on Butler County Fairgrounds, Hamilton, O., recently. He was rushed to Mercy Hospital where 10 stitches were required to close a head wound. After treatment he was sent to his hotel and now is back on the job. . . . Joseph Ryan, of Supreme Welding Company, Detroit, has sold a short range shooting gallery to Buckeye Lake Park, Buckeye Lake, O.

Shift Annual PCSA Banquet to Dec. 16; Slate Other Events

LOS ANGELES, Oct. 7.—Date for the 29th annual Pacific Coast Showmen's Association (PCSA) banquet and ball has been changed to December 16 and will be held in the Elks' Club, M. H. Ellison, chairman, announced. Originally set for December 12, the date was switched to allow PCSA members ample time to return here from the Oregon Fairs Association meeting.

The time for memorial services at Showmen's Rest in Evergreen Cemetery remains the same, December 10.

Monday night, December 11, has been designated as Past Presidents' Night. Al Flint, executive secretary, said that a telegram had been sent Patty Conklin, inviting him to preside at that event. Other events are being planned to round out the week.

In announcing the change in the banquet date, Ellison urged that all showmen planning to attend to get their reservations in early. Capacity of the room is limited, the chairman said.

HELP WANTED

On all Rides. Must drive semis. Also can place few more Hanky Pank Concessions. Five more big Fairs to go. Contact

H. V. PETERSEN

TIVOLI EXPOSITION SHOWS
Charleston, Miss., Fair, this week; Magnolia, Arkansas, Fair, next.

WANTED FOR CASH

Set of Seats for No. 5 Wheel, Truck with box to carry complete Wheel; also Kid Ride. What have you? All must be in good shape.

TRI-STATE SHOWS

Madison, So. Dakota

MIGHTY PAGE SHOWS

LAST CALL FOR TRI-COUNTY FAIR, NEW BERN, N. C.

THIS IS THE BIG ONE

60,000 MARINES AT CHERRY POINT AND CAMP LEJEUNE. BANDS, PARADES & FIREWORKS.

Want Eating and Drinking Stands and Hanky Panks of all kinds. Especially want Water Games, Ball Game, Bumper, String, Cork Gallery, Short Range, Rotaries, Diggers. Can also place 6-Cat, Buckets, Swinger and Pin Store. THIS IS BEST CONCESSION SPOT IN THE STATE. Join now for our Florida tour. Can place sober, reliable Help who drive semis.

All replies to

BILL PAGE, Aoshkie, N. C., this week

GROVES GREATER SHOWS, INC.

America's Cleanest Midway

NORTH LOUISIANA STATE FAIR, Ruston, La., Oct. 9 thru 14; YAZOO COUNTY NEGRO FAIR, Oct. 16 thru 21, Yazoo City, Miss.; others to follow.

Want Counter Men for office-owned Cook House and Bingo, Second Men on Rides who are sober and drive semi; Agents for Ball Game, Penny Pitch and Hanky Panks. Want Pitch Till You Win, High Striker, Ball Game, Jewelry, Grocery Store, Hoop-La, String Game, Age and Weight, any legitimate Concession working for stock. Want Fun House and Shows with own equipment except Jig and Snake Show. Will be out all winter showing the cream of the rice and cane harvest belt. All replies:

ED GROVES, Fairgrounds, Ruston, La., then per route

ROYAL Exposition Shows

BULLOCH COUNTY FAIR, Statesboro, Georgia, October 16 to 21

Want Funhouse, Custard and several Hanky Panks. All address:

J. P. BOLT, Gen. Mgr.

This week, Milledgeville, Ga.

JACK'S GREATER SHOWS

LAST CALL LAST CALL LAST CALL

For the Orangeburg, S. C., Colored Fair, day and night, Oct. 14-15; with Walterboro County Fair, day and night, to follow.

All Concessions open, no exclusive. Great Popcorn, Candy Apples, Candy Floss, Custard, French Fries, Novelties, Age and Seal, Diggers, Glass Pitch, Penny Pitch, Fish Pond, Shooting Gallery; a few choice Concessions open. Will book any show not conflicting. Rides Help and Semi Drivers, come on. Long season south, out all winter in Florida. All mail and wires to

FRANK HARRISON, Mgr.; JACK LANCE, Bus. Mgr.

Conway, S. C., this week; then as per route.

RIDE HELP WANTED

Can place Foremen on Tilt, Wheel and Roll-a-Plane. Also Man to operate Funhouse.

All must be semi drivers. Long season south. Fairs in Florida. Join on wire.

C. C. GROSCURTH

BLUE GRASS SHOWS

Augusta, Ga., this week

WOLFE Amusement

"FOLLOW THE WOLFE ARROW"

-TO-

SOUTH CAROLINA'S BETTER COLORED FAIR

GREENVILLE'S 35TH ANNUAL COLORED FAIR

6 DAYS OCT. 16 THRU 21ST GREENVILLE, S. C. 6 NITES

HORSE RACES—STOCK CAR RACES—ACTS

DON'T MISTAKE THIS FOR THE WHITE LEGION CELEBRATION

CAN PLACE FOLLOWING CONCESSIONS

Ball Games, Eating Stands, X on Novelty, Basket Ball, Long Range Gallery, Fish Pond, Cork Gallery, Mitt Camps, Wheels, Roll Downs, Jewelry, Hoopla, any Stock Concession, Candy Floss, French Fries, Buckets, Racers.

DON'T WAIT TILL SATURDAY—WIRE NOW

MCCORMICK, S. C. THIS WEEK WIRE BEN WOLFE

MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANTED

WANTED

WANTED

HALIFAX COUNTY FAIR, SOUTH BOSTON, VA., Week of October 16

UNION COUNTY FAIR, MONROE, N. C., Week of October 23

ROBESON COUNTY FAIR, LUMBERTON, N. C., Week of October 30

CHARLESTON, S. C., COLORED FAIR, Week of November 6

Concessions: Legitimate Merchandise Concessions of all kinds. No exclusive for balance of season.

Shows: Wild Life, Motor Drome, Crime Show or any other well-framed Show not conflicting.

Rides: Can always use sober and reliable Ride Help; Semi-Drivers preferred.

All replies to **JOHN H. MARKS**

THIS WEEK, ALBEMARLE, N. C.; NEXT WEEK, SOUTH BOSTON, VA.

LAST BIG FAIR

OF THE YEAR

Get That WINTER Bankroll Together

Concession Space NOW SELLING

ALL GOOD LOCATIONS

ARIZONA STATE FAIR

Phoenix—Nov. 3 to 12th, incl.

Write, Wire or Phone

CRAFTS 20 BIG SHOWS

7283 BELLAIRE

NORTH HOLLYWOOD, CALIF.

Phone: SUNset 2-3131

ORGANIZED GIRL SHOW

WITH WARDROBE AND REAL TALENT FOR REST OF SEASON

and other Shows and Rides that do not conflict to augment midway—join immediately. **SOUTHWEST LA. FAIR, Eunice, La.; SOUTH TEXAS STATE FAIR, Beaumont, Tex.,** and dates to follow. Wire us Eunice, La.

CAVALCADE OF AMUSEMENTS

CAN PLACE HANKY PANK AND STOCK CONCESSIONS BALANCE OF SEASON

ANCHOR TENTS



CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS

—ANYTHING IN CANVAS—

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.

NO CHANGE IN MANAGEMENT FOR FIFTY YEARS.

5 DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Oct. 7.—Vice-President Lou Keller presided at the October 5 meeting, the first of the season.

Elected to membership were Paul Greeley, Clark H. Roth, Clarence Vigers, Daniel Evans, John Perkizas, Fred Shufelt, Richard Cutler, William C. Hammond, James Mallivin, James G. Butler, Stanley Davenport, Thomas H. Williamson, Kurman D. Jessop, Peter Kebablo, Sid Spilberg, Casper Bellino and George W. Gordon. Application for Joseph Slegrist was received from Rubie Liebman.

Frank Ehlenz was reported resting well in the Berwyn (Ill.) Hospital, following a heart attack. Harry Simonds is confined with a cold. No reports received on Jack Gallagher and Clifford H. Darling.

Close attention was paid to the detailed report of receipts and disbursements made since the last meeting. Directory contracts for the banquet program have been mailed. Ned Torti reported good returns on the Buick award and urged co-operation in the sale of the books. Request was also made for the return of the tin-can banks.

Ide Cohen reported good progress on the directory and said she has other money for the club funds. A large number of banquet reservations have been received and half are already taken.

Secretary has again requested all members to send in their correct addresses to eliminate the large amount of returned mail.

Ladies' Auxiliary

First fall meeting took place Thursday night (8) in the Jade Room of the Sherman Hotel. Margaret Filograsso, president, and executives were on hand to welcome members.

Applications proposed by Dolly Young are as follows: Margaret B. Boner, Mom Reynolds Woodward, Mrs. Sam Greco, Mrs. Hallie V. Terrell, Lena Smith, Mrs. Robert L. Mack, Carmen E. Baldwin, Kay Ollis, Martha B. Thomas, Fidessa J. Soret, Earline Smith, Lee Wheeler, Isabelle Friedenheim, Nadine M. Miller, Mrs. Mary M. Watson and Mrs. Marjorie Kralic.

Louise Warning expects to visit Chicago before long. Rose H. Page, Los Angeles, also is expected.

Mrs. Michael J. Doolan, past president, whose hubby owns the Greenland Kiddieland, Chicago, has returned to Altadena, Calif., to get her children ready for school. Etta Henderson and hubby, Tom, owners of the Grand Union Shows, are back in Paris, Tex., getting their children ready for school.

Correspondence received from Myrtle Hutt, Nan Rankine, Past President Lillian Schofield and Sara J. McCaffery.

Dues and death notices have been forwarded to members. If you did not receive yours, notify Elsie Miller, secretary, 4215 West Fifth Avenue, Chicago 24. Dues are due and payable December 1.

Phoebe Carsky, past president, recently visited the recent Minnesota State Fair with her daughter, Lynne, and is back in again.

Plans are being formulated for the open house convention and installation dinner to be held at the Sherman in November.

CLUB ACTIVITIES

National

Showmen's Association

1564 Broadway, New York

NEW YORK, Oct. 7.—The 13th annual banquet will be held November 22 at the Hotel Commodore here, with President Emeritus George A. Hamid as chairman of entertainment and dais, and Joseph A. McKee as general chairman of the banquet committee. Send in your reservations to be assured of a good seat.

The 1950 year book will go to press soon. Advertisements should be sent in without delay. All those with award books for the new car, which will be given away November 21, should remit stubs and book covers.

Letters were received from Carl Manthey, who is abroad but expects to be home soon; Harry Moore Eisenman and Edward P. Rahn. Edward Cohen has left for Italy and expects to be gone several months.

On the sick list are Jack Green-spoon, Polyclinic Hospital here; Al Crane, Mary Immaculate Hospital, Jamaica, N. Y., and John Nichols at Bellevue Hospital here. Slowly improving are Murray Zand, Barney Rodnick and Jack Gallagher. Abe Gross died Monday (2) in Miami.

Among recent visitors were Charles Wertheimer, John J. Glynn, Francis Kelly, Joseph Goodman, Harry Kaye, Samuel Peterson, Morris Rucker, Sam Sandler, Al Burt, Max Hummel, Jack Harris, Victor Link, Joseph Dubin, Al Horowitz, Louis Scherer, Charles Padrone, Morris Brown, Mack Kassow, Phil Isser, James Burgdon, Saul Seligson, Henry Kaufman, Lee Lewis, Ward Graves, Edward McKeon, James Peterson, Joseph Baker, Harry Miller, Frank Meyer, Sam Stillman, Sam Finkel, Irving Pearlstone, Al Halpin, Morris Batalsky, Sam Levy, Charles Reich and Charles Davenport.

Max Tubis and his wife left by plane this week for a vacation at Hot Springs.

Ladies' Auxiliary

First meeting was held September 27, with President Ethel Shapiro and a large turnout of members in attendance. Because it was a social meeting, business and reports were held to a minimum.

Zyne Hamid Caloca proposed the following for membership: Neva M. Warbritton, Judy Sauls, Geraldine M. J. Sollenberger, Dolores Malos, Margery Leahey and Mary A. Dennis. Grace M. Steiner was proposed by Anna Halpin, and Estelle Rittley was sponsored by Celia Forman. Midge Cohen reported that a group of children was sent to camp this summer.

Kate Benet Vesely and Helen Gratz are on the mend after suffering broken legs. Sympathy is extended to Gladys Rosenthal, who lost her father recently, and word has been received that Vice-President Magnolia Hamid's father passed away while on a visit to Syria, his birthplace. Fay Goldman is recovering from an emergency appendectomy at the Hospital for Joint Diseases.

To honor her daughter, Anita, who soon will be married, Mollie Spitz provided refreshments. She was assisted by her committee.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Oct. 7.—Thru the co-operation of W. G. Wade a successful jamboree was held September 28 on the fairgrounds at Kalamazoo, Mich., for the benefit of the association. A large number of slow people were entertained by the Musical Crawfords; Tiny Coolie, fat boy and boogie dancer; Darnella, acrobatic dancer; Red Harrington, mimic; Satira, hula dancer; Cuban Mack, Punch and Judy, and Cuban Mack and Marquita, impalement act. The show was held in the Side Show top. President Robert Morrison and L. N. Fleckles acted as emcees. Fleckles is of the Voorhees - Fleckles agency which staged the grand-stand show at the fair.

Applications for membership were received from Pete Norman Ptashkin, Henry Hay, Arthur Cronin and Harry Heller. Joe Streibich, secretary of the Showmen's League of America, stopped over for a visit on his way to Leamington, Ont. Clubrooms are being readied for fall meetings. William McKernan will again take over the luncheon.

Visitors included Sam Stone, Sam Fine, John Russell, William Boss, Victor Johnson, Jake Kotzen, Arthur Frayne, Robert Templeton, Joseph Taylor, Clinton Tyler, Douglas Brown and Oscar Margolis.

Caravans, Inc.

P. O. Box 1902 Chicago

CHICAGO, Oct. 7.—Meeting was called to order by President Mae Oakes. Also present were Bessie Mossman, first vice-president; Claire Sopenar, second vice-president; Josephine Glickman, third vice-president; Irene Coffey, financial secretary, and Lillian Lawrence, treasurer. Club Mother Katie Owens asked the blessing. Corresponding secretary Josephine Glickman read letters from Hattie Hoyt, of the Royal Crown Shows, and Minnie Simmonds.

Agnes Barnes's teen age son suffered a broken arm. Edna Burrows plans to attend the awning convention. Betty Shea's mother is ill. Rummage sale has been postponed until a later date. Bessie Mossman will store articles for rummage until needed. President Oakes appointed Ann Sleyster, Veronica Potenza and Wanda Derpa to serve as judge, counter and watcher during balloting of the nominating committee. Members elected to serve on the nominating committee are Ann Sleyster, Veronica Potenza, Edith Streibich, Wanda Derpa, Edna Stenson, Frances Berger and Betty Shea. Alternates will be Jeanette Wall and Eva Shine.

Evening award went to Lillian Lawrence. Bessie Mossman will be hostess at the October 24 social and will be assisted by Mary Martin and Eva Shine. Hostesses for the October 10 social are Wanda Derpa, Billie Biliken, Eva Leroy and Josephine Glickman.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Oct. 7.—Regular meetings are scheduled to start Friday (20). Bink Loar has arrived for the winter season; also Buck Ray and family and Captain Hugo, wife and daughter Lorelli. George Elser has renovated the clubroom. Past President Chester I. Levin and wife, Ruth Ann, accompanied Ankara Grotto to Davenport, Ia., September 29-30. Leo Levin and wife also made the trip.

George Howk is busy getting his apartment ready after a season at Fairyland Park. Sam Jenjiman, who has been at Walled Lake Park, Detroit, is back in the city. Dues are now payable. The secretary requests prompt payment.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Oct. 7.—Members of the nominating committee will hold a meeting the last week in October when members of this committee are expected to be in Miami. Abe Gross, who has been ill for a year, died October 2 here. Services at Flagler Funeral Home October 5 and burial in Mount Nebo Cemetery. George H. Lewis was a visitor to the club, having closed his season. He will winter here.

Joseph Vernick returned to Miami and his business after a summer at Saratoga, N. Y. Mr. and Mrs. Harry Lewis returned to their home. Mrs. Lewis became ill on the road. Harry Modele house chairman, flew in from Washington to spend a few days with Mrs. Modele and his daughter. Red Hicks closed with Lawrence Greater Shows when he was taken ill. He is now in Miami. George Harris came in from the World of Mirth Shows to be with his family.

Letters were received from the following members: J. J. Kelly, John Barfield, Albert Wagner, Ray Marsh Brydon, Roy E. Thomas, Murray Feinstein, Wilbur C. Shaffer, Stephen Porth, Thomas W. Kelley, Russell W. Stager, Jerome Wenkle, J. A. Morton, John P. Claburri, Aut O. Swenson, Sam Solomon, Moe Fishman, Mel G. Dodson, Mortimer Hertz and Ep Glosser.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Oct. 7.—The September 25 meeting was called to order by President Mike Krekos. In the absence of Second Vice-President Bill Coles, Sam Dolman was called to the rostrum. The following were presented for membership and elected: Luke Mansfield, Carl Smith, James Rex and Jack Kent.

Moe Eisenman, in charge of getting out the seventh annual year book for the banquet and ball, reported ads coming in well.

Sam Dolman reported that Sammy Coomas underwent a serious operation in Los Angeles County Hospital, Los Angeles, and will be confined for some time. It was reported that several members had visited Fred Ferguson in Marine Hospital. Harry Seber, chairman of the cemetery committee, announced that memorial services will be held the last Sunday in November. At that time a marker will be placed on the grave of Tony DeFabros.

President Krekos presented \$1,175 to the cemetery fund, proceeds of a show-within-a-show by the combined West Coast and West Coast Exposition shows at San Francisco. The president ordered Harry Seber to pay off indebtedness to Olivet Memorial Cemetery. He also directed that the secretary write a letter of thanks to the respective shows.

The following new members, guests and members who have been away for some time were introduced: Luka Mansfield, Ginger Kearns, Carl and Estelle Smith, Marie and Harry Baker, Doc and Lucille Gilligan, Lola Cox, Mr. and Mrs. Wayne Best, Margaret Fleicher, Raymond Bell, Phyllis Ritchie, Mr. and Mrs. Gary Garrett, Jimmy Redder and Bobby and Norma Cohn.

TWIN CITY SHOWS

Want Hug Outfit, Fan Game, Bumper, Clothes Pin, Ball Game, any Stock Concession not conflicting. Can place Corn Game. We play downtown in the Cotton Bar, 15 dollars. Wabaska, Ark., Oct. 9 to 14, Corner Stone, Oct. 23 to 28, Roydall, Oct. 30-Nov. 4. All Arkansas spots. Out till the snow flies. Wire

GEO. CRABLE

Wabaska, Ark.

FOR SALE

FRENCH FRY TRAILER
Factory built, with living quarters, neon, fluorescent fixtures, electric peeler, cutter, etc. Has to be seen to be appreciated. Can be seen in operation, Birmingham, Ala., Columbia, Ga., or Columbia, S. C. Fair. Reasonable price.

MANUEL GARCIA

40 General Delivery above spots
1018 2nd Ave. TAMPA 6, FLA.

WANTS FOR NORTHAMPTON COUNTY FAIR, JACKSON, N. C., OCT. 16-21; FOLLOWED BY THE GREAT LORIS FAIR, LORIS, S. C., OCT. 23-28, AND BALANCE OF SEASON

Want Eat and Drink Stands, Novelties, Photos, Water Games, All Hunky Punks open. Want one more Free Act. Can place Shows, especially want Minstrel and Colored Girl Show. Want Ride Help on all Rides. Can place Kiddie Rides. For Sale or Trade for Kiddie Rides—Well-framed Bingo, seats 100, now in operation on Show. All contact

SHERMAN HUSTED

Scotland Neck, N. C., this week; then as per route.

C.A. STEPHENS SHOWS

WANT FOR THESE FAIRS

THOMSON, GA., OCT. 16 TO 21; HAWKINSVILLE, OCT. 23 TO 28;
VIDALIA, OCT. 30 TO NOV. 4; BAXLEY, NOV. 6 TO 11.

Concessions that work for stock, Mug, Custard, Novelties, High Striker, Basket Ball, Lead Gallery, Foot Long Dogs, Pronto Pups, Few Eating and Drinking Stands at Hawkinsville. Rides not conflicting. Place Swing Foreman for balance of season. Shows—Can always place any worth-while Grind Shows.
METTER, GA., THIS WEEK.

MAGIC EMPIRE Shows

Want for Two of Alabama's Top Fairs—ALEX CITY ANNUAL FAIR at Alexander City, Ala., Week October 16; COVINGTON COUNTY FAIR, Andalusia, Ala., Week October 23.

Want Concessions of all kinds—excellent opening for Age and Scale, Fishpond, String Game, Novelties and Bowling Alley. Percentage open for Concessionaires with Hanky Park. Will place Mitt Camp, Skillo, Count and Pin Store. Shows—Want Motordrome, Fun House, Fat, Geek and Monkey Circus. Will book Kid Rides for Andalusia, week October 23. Wire or phone

A. SPHERIS, Owner; PAUL BOYETTE, Bus. Mgr.
This week, Hayworth County Colored Fair, Brownsville, Tenn.

C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT
WANT FOR THE GREAT OCMULGEE FAIR at McRAE, GA., WEEK OCT. 16; FOLLOWED BY THE BEN-HILL COUNTY FAIR at FITZGERALD, GA., WEEK OCT. 23; THEN PANAMA CITY AND MARIANNA, FLA.

CONCESSIONS—Legitimate Stock Concessions and Hanky Parks of all kinds and a modern Cookhouse that will cater to show folks.
HELP—Carnival Electrician for balance of season and next—must understand Sperry Search-lights and be able to cut it as this job requires a man who is not afraid to work. Join at once.

Address C. C. GROSCURTH, Augusta, Ga.

ORANGE STATE SHOWS

WANT FOR JACKSONVILLE, FLA., WEEK OCT. 16TH. D.A.V. FALL FESTIVAL; WITH GAINESVILLE, FLA., AMERICAN LEGION FAIR TO FOLLOW, WAUCHULA, FLORIDA.

Want one or two more Rides—Octopus, Rolloplane, Kiddle Train. Shows—Side Show, Monkey Show, Snake, Motordrome, Eunhouse. Concessions—Can place all kinds of Legitimate Concessions. What have you? This is all winter work. Wire or write:

LEO M. BISTANY, RICHMOND HOTEL, AUGUSTA, GA.

WANT TO BUY USED AERIAL RIDES WANTED IMMEDIATELY—GIRL DROME RIDER

for HONG KONG, CHINA
Contract, Round Trip Fare Paid
AL RICHARDSON

5869 Piskardy Drive

Oakland, Calif.

WANT WANT WANT WANT For LOUISIANA DELTA FAIR TALLULAH, LA. — OCT. 16 THROUGH 20

Legitimate Concessions of all kinds except Bingo, Popcorn, Custard and Floss. Can place Motordrome, Fun House, Monkey Drome, Iron Lung, Wild Life or any good Show with own outfit. Wire, don't phone.

20TH CENTURY SHOWS

MINDEN, LA., THIS WEEK.

PRELL'S BROADWAY SHOWS

GET WELL WITH PRELL

GREENVILLE, S. C.,
COTTON MARKET
TEXTILE MILLS
WORKING DAY & NIGHT
OCT. 16-21

6
MORE FAIRS
TO FOLLOW

ATHENS, GA.,
AGRICULTURE FAIR
COLLEGE CITY
OCT. 23-28

WANT WANT WANT

Novelties, Hollycranes, Rotaries, Grind Stores of all kinds, Eat and Drink Stands. SHOWS—Hawaiian Show, Midget, Mechanical City, shows of merit. Also Posing Show Gals, office-owned and paid out of office. Want Motordrome Riders, men and women. Contact John Barro at once.

All answer **SAM E. PRELL**

Greenwood, S. C., this week; Greenville, S. C., week October 16-21.

CALIFORNIA CONCESSIONERS

LAST BIG CELEBRATION OF THE YEAR

GRAND NATIONAL STOCK SHOW

Cow Palace — San Francisco

October 27-November 5 Inclusive

Thousands of People to draw from—MISSION DISTRICT—DALY CITY—COLMA—POTRERO. No Gate—FREE ADMISSION to Show Grounds. CONCESSION SPACE Now Selling—ALL GOOD LOCATIONS.

WRITE—WIRE—PHONE

CRAFTS 20 BIG SHOWS

7283 Balaine

Phone: Sunset 2-8131

North Hollywood, Calif.

MAD CODY FLEMING SHOWS

WANT

FOR WAYCROSS FAIR, BIGGEST IN THE SOUTHEAST, AND 3 MORE FAIRS

Clean Concessions. Minstrel Show, with own outfit. Nothing too big. Sober

Ell Man who can and will take care of Wheel, 2 Second Men.

Tifton, Ga., this week; Waycross, 16 to 21.

FOR SALE—COMPLETE CARNIVAL CONSISTING OF THE FOLLOWING

1 Spillman thirty-two foot Merry-Go-Round with trailer; 1 Ell Ferris Wheel No. 3 with Rack Trailer; 1 Early Ball-Plane, 2 Motors, single & 3 photo, Trailer for same; 1 Smith & Smith Chairplane, 24 foot—1 Smith & Smith Kiddle Airplane Ride, 24 foot Trailer carry both rides; 1 14x14 Grab with electric Griddle; 3 14x14 P.C. complete with laydowns, Big & Mutual Wheels and Bird Cage; 3 12x14 Tops and Frames for Stock Wheels including 10 Stock Wheels; 1 16x10 Top and Frame for Popcorn, Candy Apples and Cotton Candy—all equipment for same; 1 12x12 Frame and Top Pan Game complete; 1 14 foot Office Trailer complete with all Office Equipment; 1 20x30 Top for Bingo and complete Tables, Stools and Amplifiers; 1000 foot No. 28 Rubber covered Cable, Junction Boxes, Lead Wires Stringers, lots of Extra Wire and Sockets and large Main Switch Box; 2 Chevrolet Tractors, 46 and 47, in A-1 condition; 1 '38 Chevrolet Truck, 1 1/2 ton; 1 '41 Chevrolet 1 1/2 ton Truck, A-1 condition; 1 '35 Ton and half Ford Truck, all in perfect condition with good Rubber; all kinds of Tools and Equipment in store house too numerous to mention here.

BOX D-439, THE BILLBOARD, CINCINNATI 22, OHIO

WANT

WANT

WANT

—CONCESSIONS—

Season 1951. Only one of a kind. All celebrations, opening April 15, closing November 15. 30 Weeks. Only clean Concessions considered. Write

Box D-443, care The Billboard

Cincinnati 22, O.

WANT

Concessions of all kinds (no gift). Shows of merit that women and children can see. Rides not conflicting (no Kiddle Rides). Week October 16th, Yanceyville, N. C.; week October 23rd, Rockingham, N. C. Two real money spots, so what have you? Write, wire this week, Keyville, Va.

BARNEY TASSELL UNIT SHOW

DON'T LET SIZE OF TOWNS FOOL YOU.

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

GEORGIA STATE FAIR

October 16th to 21st, inclusive, Macon, Ga.

SOUTHWEST GEORGIA FAIR

October 23d to 28th, inclusive, Albany, Ga.

SUMTER COUNTY FAIR

October 30th to November 4th, inclusive, Sumter, S. C.

CAN PLACE—Legitimate Merchandise Concessions, Eating and Drinking Stands. We hold exclusive concession contracts.
Earl Chambers Can Place Talker for Monkey Show.

WANT—Worthwhile and outstanding Attractions for the 1951 season.
Free winter quarters to those we book for the coming season.

All address this week, Spartanburg, S. C.

CETLIN & WILSON SHOWS**SHAN BROS. SHOWS**

WORLD'S CLEANEST MIDWAY

WANT FOR ROME, GA., FAIR, OCTOBER 16-21

Legitimate Merchandise Concessions of all kinds.

Penny Arcade and live Pony Ride.

All replies to

SHAN WILCOX

Sandersville, Ga., this week.

INTERSTATE SHOWS

WANT FOR AMERICUS CIVIC FAIR, AMERICUS, GA., OCT. 16-21, and four more fairs to go

SHOWS: Will book any Show with own equipment, such as Motordrome, Fun House, Glass House, Side Show, Monkey, Snake, Fat, Crime. CONCESSIONS: All Concessions open. Have good opening for Age and Scales, Novelties, Jewelry, Short and Long Range Gallery or any Hinky Pank. Also all Eating and Drinking Stands. Want large Bingo to join on wire for balance of season. HELP: Foremen for Roll-o-Plane and Chairplane. Also A-I Mechanic with tool to join on wire, must be capable and sober.

All replies to **H. B. ROSEN**
(JASPER COUNTY FAIR) MONTICELLO, GA.

GRACELAND GREATER SHOWS

WANT WANT WANT

FOR INTER-CITY KIWANIS FAIR, TALLASSEE, ALABAMA, OCTOBER 16-21

SIX BIG DAYS, SIX BIG NIGHTS—STARTING MONDAY, OCTOBER 16

Concessions of all kinds. SHOWS: Tan-in-One, Funhouse, Motordrome, Snake, Girl, Sammy Lewis, wire or come in. All those who wired me at Moulton, Ala., wire or come in. Address:

HARRY ALKON, Owner-Mgr.; FRANK (WHITIE) VASULKA, Gen. Rep., Tallassee, Ala.

fidiere's United Shows

WANT WANT

Concessions that work for stock. Ride Help who drive semis.

Augusta, Ark., this week; Cotton Plant, next week; 4th Annual England, Arkansas, Celebration, on the streets, Oct. 23 through 25.

Address **SAM FIDLER, Mgr., per route**

AMERICAN LEGION FAIR

WILMINGTON, N. C., OCTOBER 16-21

CONCESSIONS all open except Bingo, Pop Corn and Candy Floss. SHOWS: Have opening for Funhouse, Glass House or Monkey Show. Write or wire

ROSS MANNING

FAIRGROUNDS, ROANOKE RAPIDS, N. C.

PRELL'S WORLD FAIR SHOWS

WANTS FOR LAURINBURG, S. C., FAIR, OCT. 16-21

Eating and Drinking Stands, Grind Stores, Derby Racer, Photo, Pahlstry, Merchandise, Wheels, Buckets, Wild Life, Unborn Show.

COLUMBIA, S. C., COLORED FAIR TO FOLLOW, OCT. 23-28. OPEN MIDWAY.

All Concessions open. Will Book Everything. 100,000 School Tickets out.

WANT—Colored Girl Show with own equipment; Snake Show, Unborn Show, Wild Life.

WANT—Caterpillar, Spitfire, Fly-O-Plane, Dark Ride. Harry Beach, contact.

WANT—Tilt Foreman at once.

Max Sharp Wants Agents and Concession Help.

All Answer **JOE PRELL** or **JOHN VIVONA, Camden, S. C.**

HELLER'S ACME SHOWS

MADISON, N. C., FAIR this week; CARTERET COUNTY FAIR, Beaufort, N. C., Oct. 16-21; ASHEVILLE, N. C., FAIR, Oct. 23-28, then the BIG ARMISTICE CELEBRATION at WARSAW, N. C.

Want good Carnival Mechanic. SHOWS: Snake, Monkey, Mechanical Show and Motordrome. Concessions of all kinds. Eating and Drinking Stands. No Floss or Potato Chips. Want P.C. Agents and Hinky Panks of all kinds.

All address **HARRY HELLER, Gen. Mgr.,** as per route

COASTAL EMPIRE FAIR

SAVANNAH, GEORGIA, Week October 16. \$8,000 in Premiums, Fat Stock Show.

Ten Exhibit Tents—Held at Sportsman Park.

Place Demonstrators, Jewelry, Pitch Men. Contact J. A. Bennett, Fair Manager, Exchange Club, 605 Blum Bldg., Savannah. Endy Bros' Shows on midway. Can place Rides. All Concessions open, come on. Want two Count Store Men, one Wheel Man. Place Scooter Foreman, also Ferris Wheel Foreman. Apply

ENDY BROS.

Wilson, N. C., this week; Newberry, S. C., follows.

AMUSEMENTS CELEBRATION

BLADENBORO, N. C., FIREMEN'S CELEBRATION, Oct. 16-21

Want Age & Scales, Palmistry, French Fries, Fish Pond, Photos, Stock Concessions, Russell Smith, come on. RID: HELP, drivers preferred, for Wheel, Merry-Go-Round and Chairplane. Want Stock and P.C. Agents. WANT SHOWS WITH OWN TRANSPORTATION, Colored Girl or Minstrel Show. We have lots for capable people.

All address **WM. J. MESELT**

Benson, N. C., this week; then Bladenboro, N. C.

J. A. SPARKS SHOWS

FAIRS FAIRS FAIRS

Clayton County Fair, Jonesboro, Ga., Oct. 9-14; Paulding County Fair, Dallas, Ga., Oct. 15-21, followed by Carrville, Ala.; Ashland, Ala., and Centre, Ala.; all FAIR.

Will sell X on Custard, Floss and Short Range Gallery. Want Glass Pitch. Also Billton Darts, Bumper, High Striker, 6-Cat and Buckets. Place few more Flat Stores for those Fairs. Especially need Grind Stores, such as Blower and RollDowns; and Fuzzie. Good proposition for Penny Arcade. Want Geek Show, Wild Life, Monkey Show. Have tent for sideshow for party who has something worth while to put in it. Lewy Dickson and Lee McDaniel want Girls for Girl Show. Experience not necessary. Seven more Fairs to go and clubs all winter. Top salary. Can place Octopus, Roll-o-Whirl and Fly-o-Plane. Need Inside Help for Girl Show. Address:

JONESBORO, GA., THIS WEEK; DALLAS, GA., NEXT WEEK.

DIXIE EXPOSITION SHOWS

Can place for balance of season Bingo that works for stock, Candy Floss, Little Circus, Short Range Gallery, Ball Game, Penny Pitch or any Hinky Pank. Shows with own party. Unborn Show, Monkey, Animal, Fun House, Girl Show; Anna Lee King, get by tonight at night. Rides—Place Kiddie Rides and Ride Help who drive. Lancaster County Colored Fair, week October 16. Address:

THIS WEEK, NORTH WILKESBORO, N. C.

P.S.: Can place Sit Down Grab, also Man and Wife for Illusion Show.

LIFE SHOW FOR SALE

Complete with beautiful 68 ft. front, 7 new banners, 15x60 blue, flameproof tent with 12 ft. side walls. 25 perfect specimens. Will sell with or without Truck. This show can be seen in operation at the State Fair of Texas, Dallas.

Contact **JOE SCIORTINO**

c/o STATE FAIR OF TEXAS, DALLAS, TEX.

For News About The **New** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Greenville, S.C., Gate, Exhibs Break Record

GREENVILLE, N. C., Oct. 7.—Pitt County Agriculture Fair here, which ended here today, broke all previous attendance and exhibit records, according to Norman Y. Chambliss, now in his second year as manager. He estimated total attendance for the week at 50,000.

Prell's Broadway Shows, on the midway for the second year, showed a sizable business increase over 1949. Free attractions, composed of local talent, augmented by Sally Montana and Her Hillbilly Boys, were popular.

Friday (6) gate totaled over 13,000 paid. Today with good weather, attendance was expected to top 15,000.

POLACK BROS.'

(Continued from page 69)

ing TV shows were Harry Dann, Nana Woolford, Ruby Docky and Otto Griebing. On our trip from Klamath Falls, Ore., the Freemans were overnight guests of Frank and Helen Jones in Satacoy, Calif. Also visited the jungle compound of Trader Horn and Billie Riche. While in Los Angeles the Freemans were house guests of Mr. and Mrs. Parley Baer in North Hollywood.

A lot of our folks took in the King Bros.' show while it was around Los Angeles and visited with the Cristiani family. Charley and Irma Arly gave a party after the show in Los Angeles for the gang. Randy Loyal, son of Simone Loyal, celebrated his eighth birthday. Guest performers in Los Angeles were Rose Behee, doing web, and Al Bruce, clown. Joe and Chester Sherman spent three days as guests of Mr. and Mrs. Walter Cass and son, Bobby. A big week in Los Angeles for A. E. Klein, who formerly sang in night clubs there. Arthur Springer, who makes his home there, also entertains friends.

Visitors: Everett Hart, Emmett Kelly, Rose Behee, Bobby Porter, Mr. and Mrs. Frank Whitbeck, Richard E. Conover, Al Bruce, Irma and Charley Arly, Pinkie Madison, Earl and Hattie Shipley, Chico Dell and Marks, Rusty Campbell, Scottie Brown, Buck Reager, Louis Reed, Sid Flowers, Marilyn Rich, Maria and Klara Delbosque, LeRoy Richter, Virginia Powell, Norman Carroll, Peggy Forestall, Ernie Anderson, Dr. and Mrs. H. F. Cleveland, Mr. and Mrs. Walter Cass and son, Bobby; Bob Clarke; Mr. and Mrs. Jack Joyce and son, Johnny; Mrs. Jack Joyce Sr., Gus Lind, Jack McAfee, Eddie Treas, Trader Horn, Billie Riche, Capt. Frank Phillips, Don Edwards, Bert Nelson, Will and Gladys Ahern; Phil, Lalo, Blackie and Ester Escalante; Helen and Frank Jones, Chipee Jones, Harry Quillen, George Roper, Carl Wallenda and troupe, Dave Cavagnaro, Madeline Fisher, C. C. Haws, Eddie Brown, Herman Nowles, Elizabeth Clarke, Mr. and Mrs. Parley Baer, Rebecca Hanceford, Nick Cravatt, Mr. and Mrs. Dan Miller, Hughie McGill, Fermin Oliva, Mrs. Madison Hopes and Connie Wilson.—FREDDIE FREEMAN.

POMONA GATE TOPS

(Continued from page 72)

day (17) when rain hit the area except at the fairgrounds. Starting on the fifth day, attendance climbed ahead of 1949 and held the edge until the last three days. However, the accumulated gains were sufficient to offset the small losses.

With Crafts' Shows occupying a new carnival area, the take of rides and shows were reported equal to 1949 with less rides. At the end of the fourth day the shows' revenue, like the attendance to that time, was 10 per cent under 1949.

The 1,000,000th visitor passed thru the turnstiles over the week-end. Thru a promotion of Henri Warner's, special events director, gifts totaling \$4,000, contributed by manufacturing exhibitors, were presented to the patron.

CARNIVAL ROUTES

(Continued from page 66)

- Henson, J. L.: Natchitoches, La.
- Helm, L. J.: (Fair) Covington, Ga.; (Fair) Monroe 16-21.
- Hill's Greater: Alice, Tex.
- Hottle, Huff: (Fair) Franklinton, La.; Oak Grove 14-21.
- Huff, Roy, Attrs.: Campton, Ky.
- Imperial Expo: Santa Clara, Calif., 9-18.
- Interstate: (Fair) Monticello, Ga.; (Fair) Americus 16-21.
- Jack O'Greater: Conway, S. C.; (Fair) Orangeburg 16-21.
- J. & B.: Kenbridge, Va.
- Jones, Johnny J., Expo: (Fair) Columbus, Ga.; (Fair) Pensacola, Fla. 16-21.
- Kystone Attrs.: Appomattox, Va.
- Kite, Floyd O.: (Fair) Ferriday, La.; (Fair) Forest, Miss. 16-21.
- Kilgore: (Fair) Livingston, Tex.
- Lawrence Greater: (Fair) Petersburg, Va.; (Fair) Winston-Salem, N. C. 16-21.
- Lee Amuse Co.: Quincy, Mo.
- Lone Star: (Fair) Carterville, Ga.
- Magic Empire: (Fair) Brownsville, Tenn.; (Fair) Alexander City, Ala. 16-21.
- Manning, Ross: (Fair) Rosnoke Rapids, N. C.; (Fair) Wilmington 16-21.
- Marion Greater: (Fair) York, S. C.; Kingstree 16-21.
- Marks, John H.: (Fair) Albemarle, N. C.; (Fair) South Boston, Va. 16-21.
- Meritt: Topsham, Me.
- Merriman: Riverview, Ark.
- Merry Midway: Trimble, Tenn.
- Midway of Mirth: Lake City, Ark.
- Mighty Page: (Fair) Aoshok, N. C.
- Mighty Hoosier State: Edinburg, Ind.
- Microby, Curly: Shiver City, Miss.
- Miller, Ralph R.: Mansura, La.
- Model: Jackboro, Tex.
- Moore's Modern: (Fair) Searcy, Ark.
- Nessler's Greater: Somerville, Tenn.
- Nolan, Larry: Tucson, Ariz.
- Orange State: Augusta, Ga.
- Palmetto Expo: Newington, Ga.
- Paul's Am.: Atkins, Ark.
- Peck Am. Co.: Marks, Miss.; Winona 16-21.
- Peerless Celebration: Benson, N. C.; Bladenboro 16-21.
- Penn Premier: (Fair) Chase City, Va.; (Fair) Thomasville, N. C. 16-21.
- Playtime: (Fair) New Gloucester, Me. 16-21.
- Prell's Broadway: (Fair) Greenville, S. C.; (Fair) Greenville 16-21.
- Prell's World Fair: (Fair) Camden, S. C.
- Raines Am.: (Fair) Bastrop, La.
- Royal American: (Fair) Jackson, Miss.
- Royal Crown: Corinth, Miss.
- Royal Expo: (Fair) Milledgeville, Ga.; (Fair) Stanboro 16-21.
- Shan Bros.: (Fair) Sandersville, Ga.; (Fair) Rome 16-21.
- Smith, George Clyde: (Fair) Henderson, N. C.; (Fair) Suffolk, Va. 16-21.
- Southern Greater: West Monroe, La.
- Southern States: Arlington, Ga.
- Southern Valley: (Fair) Alexandria, La.; (Fair) Winnsboro 16-21.
- Sparks, J. A.: (Fair) Jonesboro, Ga.; (Fair) Dallas 16-21.
- Star Am. Co.: (Fair) Earle, Ark.
- Stephens, C. A.: (Fair) Netter, Ga.; (Fair) Thomson 16-21.
- Strates, James E.: (Fair) Rock Hill, S. C.; (Fair) Raleigh, N. C. 16-21.
- Sunset Am. Co.: (Fair) Danville, Ark.; Mountain Home 16-21.
- Tassel, Barney: Keyaville, Va.; Yanceyville, N. C. 16-21.
- Texas: Premont, Tex.
- Texas Centennial: Waco, Tex.
- Thomas Joyland: Kinwood, W. Va.
- Tidwell, T. J.: Sweetwater, Tex.
- Tinsley, Johnny T.: (Fair) Barnesville, Ga.; (Fair) Roanoke, Ala. 16-21.
- Tivoli Expo.: (Fair) Charleston, Miss.; (Fair) Magnolia, Ark. 16-21.
- Turner Bros.: Marmaduke, Ark.; Rector 16-21.
- 20th Century: Minden, La.; Tallulah 16-20.
- United States: Lincolnton, N. C.
- Virginia Greater: (Fair) Lancaster, S. C.; (Fair) Dillon 16-21.
- Vivona Bros.: Camden, N. C.
- Wade, W. O., No. 2: Buchanan, Mich.
- Wallace Bros.: Aberdeen, Miss.
- Wance & Murray: Irwinton, Ga.
- Williams, Ray: Alexandria, Ind.
- Wolfe Am.: (Fair) McCormick, S. C.; Greenville 16-21.
- Wonderland: (Fair) Abbeville, S. C.
- World of Mirth: (Fair) Winston-Salem, N. C.
- Zager's United: Cardwell, Mo.; Morley 16-21.

CLYDE BEATTY

(Continued from page 69)

man, Jules Festog and Roy Greenawalt spent a few days with us as guests of Mr. and Mrs. Beatty. While here Festog and Greenawalt made spec several times and finally worked with clown alley. Fred Muller celebrated his birthday. Mel Workmeister is a new member of clown alley. Arden Beecher is working in the privilege car in spare moments. Barbara White is under the weather with a bad cold. Eddie Say is the first one to receive notification from the draft board.

George Voise is again able to work in the aerial bar act. His ankle has healed completely. Word has been received from Frank Doyle that his wrist is coming along fine and it won't be long before he returns to work. Alleen Voise returned last week from a trip to her mother's bedside. Her mother is doing nicely. George Davis's cheery laugh keeps everyone's spirits up. Sunday off in Charleston gave the gang time to sight-see. Recent visitors: Mable Kelly and Jim Putman.—LAURENCE CROSS.

Practical Tooting Earned Top Career for Maestro Joe Basile

(Continued from page 62)

Sonja Henie shows and for Shipstad and Johnson. His tenure at hockey games was ended with the introduction of an organ.

Song Plugs Pay Off

At the Dempsey-Firpo fight Joe was determined to get into the ring for a solo between bouts, even tho Rickard turned him down. Announcer Joe Humphries squared that one and Joe played You Belong to Somebody Else, But Today You Belong to Me. This sort of plugging was a bonanza for Joe who used to earn more including new tunes in his repertoire than he did on selling the band. Joe and his musical group have also held forth at several World's Series.

Much of Joe's time, energy and talents are given over to helping the less fortunate. He has never put money before God, he says, and his numerous appearances at hospitals and charity events bear this out. While doing good for himself, he has seen to it that all of the members of his family have been cared for. His oldest brother died at 39, leaving a wife and five children whom Joe included in his own family group. His nephews, Charles, Glen and Joe, are all musicians serving in the Basile organization. He is a prodigious writer of postcards, sending them mostly to crippled children he has made friends with in most of the cities in which he has appeared.

Life Member of Shrine

As a result of the giving of his time and talent, he now holds life memberships in 37 Shrine organizations. He is also a life member of the Woodmen of the World, Elks and Eagles, and belongs to the American Legion, having served as a warrant officer in World War I; the Knights Templar and the National Showmen's Association.

Joe is currently organizing what he believes will be the only boys' band participating in the 1951 national Shrine convention in New York. In Newark, Joe maintains a clubhouse for some 200 musicians, all of whom belong to New York and Newark locals. He can, he says, uniform a band containing from one to 100 members.

Joe has played at Olympic Park, Irvington, N. J., for years. A couple of years ago 17,000 turned out for Joe's birthday, celebrated at the fun-spot, one of the few still featuring band concerts. At a dinner staged in his honor there were 800 guests. Joe turned over the money raised on this occasion to the bandsmen to be used for new uniforms and instruments. At the time he forgot Uncle Sam and at income tax time had to shell out \$287 as a direct result of his gala birthday party.

Won Many Awards

He has won 61 State and national band awards in competitions staged

by the Eagles and the Elks. At one convention his group won seven of eight awards. Some of his musicians have been associated with him for 42 years.

Joe has a tightly knit family group. Each Sunday when he is at home 24 members sit down at dinner. While he has no sons, his brothers' offspring have filled this void. His daughter Elsie L. married to Carl Sonitz, well-known indoor circus agent. Ethel is married to Harold Gillies. Dorothy is married to John Gione and Helen is married to Sam Hutchinson. His wife, Lillian, shares his interest in charitable work and has just completed 42 patchwork quilts which will be sent to crippled children's hospitals.

Highlights in Joe's musical career included 17 seasons leading the Madison Square Garden band, 37 seasons at Olympic Park, 27 years with the George A. Hamid booking agency and 20 years with Bob Morton on the Hamid-Morton Circus dates.

Despite the number of dates involved, Joe says he has never held a contract.

His association with Hamid has resulted in only one fight and that is still going on. If and when his association with Morton ends, it will probably signify his retirement from the business, Joe says.

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Cincy's Price Hill Skatery Maps Teaching Plan Angled To Increase Adult Business

20 Youngsters Lined Up To Teach Mom and Pop

CINCINNATI, Oct. 7.—The Perry B. Rawson theory that the roller rink business is missing a cinch bet in not attempting to bring adults into the rink on a mass scale got a tangible pat on the back this week when C. V. (Cap) Sefferino, manager of the Lou Meyer-operated Price Hill Roller Rink here, announced plans aimed at developing adult trade.

Sefferino has noticed that many adults accompany their children to skating parties at the Price Hill spot, but that seldom is an adult seen on skates. They choose to sit on the sidelines watching their children skate because they fear to get on skates, he maintains. The dissipation of this fear and a program aimed at educating adults to appreciate the pleasure of skating are the targets at which Sefferino is aiming.

Organizing Instruction Unit

Under Sefferino's plan free instruction will be offered each Tuesday night during the season to patrons in the 25-to-50-year-old age bracket by a corps of 20 young costumed skaters handpicked for their skating skill and their ability to converse intelligently and sell adults on the idea of skating. The 10 boys and 10 girls picked for the job are called the "Help a Body Club" by Sefferino. It will be their job to skate with adults during regular sessions, demonstrate the ease of skating and sell them on the idea that skating can be fun. For his work in the program each instructor

will receive three tickets to the rink, good for admission and use of skates, each time he acts as instructor.

"The elements of fun and safety in roller skating are important," says Sefferino. "Parents take their children on picnics and swimming parties because such outings are known to be wholesome, safe fun for the entire family. Roller skating, too, is a family pastime possessing the same qualities, but rink operators have been slow to realize the adult potential, despite Rawson's efforts, and to sell skating to them. They have likewise been slow to adopt the Rawson ideas that feet music and flexible skates are definite factors that can possibly boom the business to a new peak."

Only on the use of Rawson gadgets to teach adults to skate does Sefferino disagree with the Asbury Park, N. J., researcher, believing that use of the devices present too much of an embarrassment problem.

On the matter of music, Sefferino is in complete accord with Rawson that there is much room for improvement, pointing out that music with a heavy, monotonous beat far exceeds music with a lilt that is apt to make skaters kick up their heels. He also believes great strides have been made in the production of flexible skates, but that they can be developed still further.

Sefferino hailed the elevation of Fred Bergin, general manager of Mammoth Garden Rink, Denver, to the presidency of the Roller Skating Rink Operators' Association (RSROA) as a step in the right direction. With Bergin at the RSROA helm Sefferino believes there is a possibility that Rawson's ideas will be advanced, pointing out that Bergin is an accomplished musician and an advocate of easier skate dances as a means of providing greater pleasure in skating.

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The Billboard Cincinnati 22, O.

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300 Remain in New York Winged Skates Running; 10G in Prizes

NEW YORK, Oct. 7.—Borough championships, skated October 1 at key locations around town, reduced to 300 roller birds the original entry of over 10,000 in the second annual Winged Skates Derby, now being conducted by The New York Journal American and the Department of Parks.

Next step for finalists will be the big borough championships on the Central Park mall, Sunday afternoon, October 15.

Altogether, counting previously held district eliminations, over \$10,000 worth of prizes will be awarded before the event winds up. Included

will be 200 Fashionknit sweaters with T-shirts, all appropriately lettered, for finalists; a total of 1,000 pairs of Chicago, Globe-Union, Kingston, roll-fast, Roller Derby, Union Hardware and Winchester street skates; a dozen Longines watches, Gilash shoes, Everlast athletic equipment and Trifari costume jewelry. Also, many trophies and hundreds of first, second and third place medals.

Two thousand district winners, the 300 borough champs and all place winners in the grand finals will receive prizes.

Prep Biz Hypos At B'klyn Spots

BROOKLYN, Oct. 7.—Two roller rinks in the borough have started programs to increase biz on off nights. Park Circle, operated by Harrison and Padula, has resumed its Sunday night series of skate-dance contests, open to all RSROA amateurs, and put in the same system of free classes which proved such a boon to business last year. Contests, the same type ran last season, are expected to draw well because each is considered a complete event, with trophies for first place and medals for second and third.

Empire Rollerdrome, just reopened by Mike Durante, has gone back to the pre-war schedule of seven nights a week and to hypo Monday, the expected weak evening, is forming a Monday night club. Members will be entitled to a full hour's practice before each Monday session, to a 10 per cent discount on all skating equipment and to attend special parties.

Progress Made In Dixie Area, Says Portugal

PITTSBURGH, Oct. 7.—Harry Portugal, Midwestern and Southern sales director for the Johnny Jones Jr. Company, Pittsburgh, has returned from a trip thru the South and reports the growth of roller skating in the area as phenomenal.

Portugal visited rinks in Alabama, Tennessee, Kentucky and most of the coastal Southern States. "The Southern rinks are teeming with skaters, and the operators have learned up-to-date methods in rink operation," said Portugal.

"In my opinion, the Southern area will produce top skaters along with the East, Midwest and Far West. My trip proved that the Southern rink operator is a model of efficiency."

Durante Unveils B'klyn Empire; Is Sole Owner

BROOKLYN, Oct. 7.—Empire Rollerdrome, the mammoth rink down the block from Ebbets Field which shut down supposedly for good at the end of last season, reopened September 28 with considerable fanfare. Veteran rink operator Mike Durante, who operated Empire for 10 years in partnership with flooring tycoon John T. Swanson, is now sole owner.

Louise Rush, an alumna of the Gay Blades organ booth, is music maker. Professionals are Al and Dotty Coupe, recent graduates from Empire Figure-8 Club amateur ranks.

Opening night festivities included a program of exhibitions by champions, extra long skating, free Pepsi-Cola and souvenirs.

Physical improvements in the property consist mainly of a new permanent face around the entrance, a general interior paint job in green and yellow and an entirely new, enlarged fountain.

Unlike most rinks in the metropolitan area, Empire will operate on a full schedule, with sessions every evening and matinees on Saturdays, Sundays and holidays.

NEWPORT, Wash., Oct. 7.—Walter Smith and V. W. Ludeman, of neighboring Priest River, Idaho, are building a roller rink here. They plan to complete an 85 by 100-foot building this fall and enlarge it next spring.

The skating surface will be 56 by 100 feet. Wooden trusses are being used to avoid center posts, and three-quarter-inch maple flooring will be laid.

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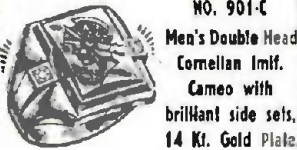
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(Continued on page 84)

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★ Fountain Pen ★ Pencil ★ Ball-Point Pen In Deluxe Velvet Platform Gift Box. Write for New Low Prices. Sample 75¢. ARGO PEN-PENCIL CO. 220 Broadway New York 7, N. Y.

FREE CATALOG BIG PROFITS! Sell watches, ringed and jewelry specialties. Lowest market prices to you! All merchandise guaranteed. Write for Free Catalog—No obligation. MARVEL WHOLESALE WATCH CO. Dept. B 501 Pine St. St. Louis 1, Mo.

NEW 1951 WHOLESALE CATALOG! 7000 ITEMS AT WHOLESALE PRICES Sales tested to make more money for you, jam packed with the latest and greatest array of Top-Flight merchandise available to dealers. Backed by a guarantee of satisfaction, this catalog offers the best opportunity to increase your sales. Write for your free copy today! SPORS COMPANY LAMONT-LE CENTER, MINNESOTA

FOR EXTRA XMAS PROFITS—SELL LOWILL WATCHES!



BUY WHOLESALERS!
MAKE BIG MONEY — FULL TIME OR PART TIME!
 Priced for easy XMAS selling. Quality and style compare with the best. Beautifully boxed with retail price tag and 1 year guarantee. Retail as high as \$39.50 and \$49.50.
 8601 — Handmade 10K RGF Case, Steel Back, Dome Crystal, Rhinestone Dial sparkles like Diamonds.
 7 JEWEL \$10.95
 17 JEWEL \$13.50
 827 — Gorgeous 10K RGF Case, Steel Back, Rhinestone Dial.
 7 JEWEL \$10.95
 17 JEWEL \$13.50
 25% with order, balance C.O.D.
NEW XMAS CATALOG FULL OF FAST-SELLING WATCHES, JEWELRY, KING, ETC.
FREE:
LOUIS PERLOFF
WHOLESALE JEWELERS
 DEPT. LO, 737 WALNUT STREET, PHILA. & PA.

AGENTS & DISTRIBUTORS

(Continued from page 83)
SALESMEN, DISTRIBUTORS — FAST SELLING
 Jewelry Items, direct factory connection.
 Pickering Co., 319 Bank St., Marlboro, Mass. 0021

SALESMEN TO SELL HATS, HORNS, NOSE
 Makers; a very good deal as you make 20% commission with many prospects; send \$6 for sample line and all details. Hawaiian Lot Mfg. Co., 127 E. Main, Alliance, O. 0021

SCARCE—LADIES' SILVER NYLON REJECTS
 Heavily \$1.50 a dozen; Nylon Rejects, 31 dozen; 10 dozen; 3 dozen; sample doses; 25¢ extra. Thayers Hosiery Sales, Box 54, Clarence, Mo. 0021

SELL GREATEST INVENTION SINCE FOUND
 Main pen; sensational \$3.95 Check Protector; untouchable market; big profits, repeat. Pro-Checker, 827-B Grove, Evanston, Ill. 0018

SELL SLEEK—AMAZING CHRIST PICTURE
 with startling features; never offered before; 25¢ profit; sleep; repeat; big money; big guarantee. Outstanding Products Co., 918 St. Clair Ave., Cleveland 8, O. 0014

SENSATIONAL — \$85 WEEKLY POSSIBLE
 Amazing Penicillin writes four colors; sample; 25¢; 20 year guarantee given with ball point pen; sample 25¢; or eight samples, four pencils, four pens, \$1.00 prepaid. Louis Batog, 1703 Roosevelt, Valparaiso, Ind. 0014

"SEPTEMBER MORN" — LEAVES DRAPED
 Nymph Woodcut; amateur posing, lightning guides; sample 25¢; five 4x5 unretouched photographs, \$1. Exchange, 271BB, Jonesboro, Tenn. 0014

SPECIAL — MAGIC MAILERS, SEALS AND
 moistens in one stroke, \$3 each; retails for \$5.95. Teppo, 227 Cumberland St., Rochester 3, N. Y.

SPECIALTY JOBBERS—WAGON JOBBERS. We are manufacturing Balloon Novelties, Paper Hats, Horns, Prize Package Displays, Jokers Items. Eagle Specialty Co., Akron 14, O. 0021

UNDERSELLING IMPORTED BARGAINS —
 Graduated Pearls, \$1.50 doz.; Pistol Lighters (2 1/2" x 1 1/2"), \$4.00 doz.; lighter, bear (fully boxed 2 1/2" x 2 1/2"), \$5.50 doz.; clever Walking Bears, \$8.50 doz.; visit us; we stock everything; free catalog; 25% advance postage. Co-Operative Import Co., 122 East 11th St., N.Y.C.

UNUSUAL ADULT COMIC CARDS—HUGE
 and \$2. Agents wanted immediately. Tupper Brothers, 216 W. Jackson, Chicago, Ill.

NEW EDITION AUCTION AND COMMUNITY
 Sales Directory of 40 States, 31, W. W. Siroci, 2715 Julia St., Jersey, N.J. 0028

NEW SKILL SENSATION, "WISHING WELL"
 Great low priced counter game in vogue! It's locked; requires only 6"x6" counter space; collects in coins salore; start route; rates and terms everywhere waiting; electric profits; samples available now! Price: \$7.50 each, \$59.40 dozen; shipping prepaid. Cash with order or 50% deposit. Order direct from: Legare Brothers Sales & Industries, P.O. Box 86-E, Huntington Beach, Calif.

OPPORTUNITY EARN BIG MONEY AT
 home; easy work; no investment; particulars: Mrs. Harrison, 504 Empire, Benton Harbor, Mich.

OWN A VENETIAN BLIND LAUNDRY ON
 protected territory basis; 50 units successfully operating; total cost \$6,750 on time payment plan. Ask for booklet: "Aiming at a First Year \$15,000 Profit" D. O. Laundry, Inc., 101 S. 44th St., Philadelphia 4, Pa. 0021

PURCHASING AGENTS WANTED — FULL OR
 part time; no experience needed. Equipment Co., 715 S. Dearborn, Chicago, 0021

QUICK SIGN PAINTING—USE LETTER PAT-
 terns; avoid sloppy work and wasted time; write for sample. John Rahn, A-1332 Central Ave., Chicago 31.

SELL BY MAIL OR LOCAL—COMPLETE LINE
 of Good Luck Charms, Ocarin Books, Psychic Aids, Incense, Oils, Candles, etc.; 100% Profit; send \$6 for details, catalogue, wholesale and retail prices. Klarah Kurio Co., Dept. W, 216 Wilson Ave., Columbus 5, O.

\$200 WEEKLY REPORTED—NO SELLING; FREE
 booklet. T. J. Sarface, Roanoke 4, Va. 004

A KNIFE FOR EVERY PURPOSE



KITCHEN SET VALUES
 Attractively Boxed, Fine Quality Stainless Steel, Imparted Rosewood Handles, Guaranteed

10 Pcs. Set, Each \$2.80
 Many other attractively boxed Kitchen, Carving & Steak Sets, etc.

SILVERWARE VALUES



24-Pc. Silverplate Flatware, E.B. \$2.10
 Attractive Leatherette Anti-Tarnish
 CHINA, Etc. 1.00
 Scores of other sets in silverplate and stainless steel to 103-piece sets for every type operation — Premiums, Dealers, Auctioneers, Concessionaires, etc. Write for Catalog, 25% with orders. F.O.B. N. Y.

THOMAS A. WOLFE, INC.
 Dept. 88, 1133 Broadway, N. Y. 10, N. Y.

CAMERA OFFER!

\$6.00 Per Doz.



Look at These Prices Then Act—Right Now!
 CAMERAS—\$6.00 per dozen
 FILM—\$1.80 per dozen rolls
 CARRYING CASES—\$1.50 per dozen
 Deposit of \$5.00 required on camera orders.
STOCK UP SUPPLY will be SHORT!
MARNE SALES CO. Dept. B.C. 4
 4024 22nd St., Long Island City 1, N. Y.

ANIMALS, BIRDS, PETS

A-1 SEA LIONS—TRAINED OR WILD, READY
 now. Animals trained on order for dry or water act. Trainers: Frank F. Snow, Snow's Sealitorium, 1536 Golden Ave., Hermosa Beach, Calif. 00

ATTENTION, WILD LIFE MEN—ADULT
 Cinnamon or White Face Rhinoceros, 22 lbs.; Red Tailed Boar, \$3 per ft.; Iguanodon or Tegu Lizard, \$17.50 each; also Pacas, Agouti, Cahybara, Giant Anteaters and all other South American Birds, Animals or Reptiles, \$5 each, but 6¢ each write for complete list. Mono Trading Co., 1980 Curtiss Dr., Hialeah, Fla. 0021

BABY PYGMY HIPPO (100 POUNDS) MOTHER
 and baby Monkeys, Boobies, Elephants, Musanas, Leopards, Kangaroos, baby Elephants, Musanas, Civiets, Crowned Pigeons, Cranes, Pythons, Boas, Snake Dena, Chase Wild Animal Farm, Egypt, Mass. 0014

FOR SALE—4 MONTHS' OLD MULE COLT,
 mostly white with pink nose, pink around eyes, ten small black spots; odd but beautiful. Fred T. Bean, 81 E. Springfield, O. Phone Tremont City 2191.

KEEP YOUR REPTILES ALIVE! NEW BOOK
 just published gives complete instructions and information. Send \$1 "Keep Them Alive!" Book will be sent postpaid. Ross Allen's Reptile Institute, Silver Springs, Fla. 004

SPECIAL SURPLUS SALE — SOUTH AMERICAN
 Red-Tailed Boas to \$1.50 per ft.; Tegu Lizards, \$3 each. Mono Trading Co., 1980 Curtiss Dr., Hialeah, Fla. 0021

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 97 in this issue.

COSTUMES, UNIFORMS WARDROBES

BUNDLE OF CLOWN ODDS, \$5; RED WIGS,
 \$4; Minstrel Costumes, Wigs, Chorus Sets, Curtains, Orchestras Coats. Wallace, 2415 N. Halsted, Chicago.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—
 50 complete Candy Corn Machines and Crockers, \$225 complete set; 50 all electric from \$155. Krimpy Korn, 120 E. Halsted, Chicago, Ill. 049

FOR SALE TENTS—TENTS, SPECIAL OFFER:
 25 Tents, 20'x30'x14' high marquee (round end) complete with 5' 8" sidewalls and all poles; \$99 roof only (old poles) \$59; 72 Circular Tents, 10' 8" H. x 14' diameter, complete with poles, \$29. These are brand army surplus, used, but in good, all round serviceable condition, guaranteed to give satisfaction or money refunded. Immediate delivery; splendid opportunity to stock up on tents at these low prices; send for pamphlet. Write, wire, phone 4491 St. Lawrence Distributors, 259 Bartholomew St., Brooklyn, Ontario, Canada. 004

POPCORN MACHINES—USED: ALL TYPES,
 from \$195. Poppers Supply Co., 1211 N. 2d St., Philadelphia, Pa. 0021

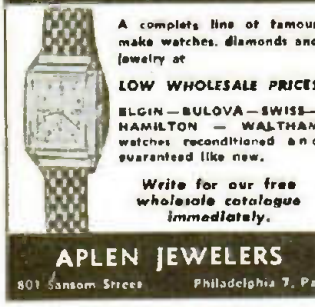
POPCORN MACHINES, PEANUT ROASTERS,
 candy float, geared popping, copper corn-crocker, candy kettles. Northside Co., 509 E. 4th, Indianola, Iowa. 0016

4 REGULATION BOWLING ALLEYS, 10 BALLS
 and pins, very good condition. Lakewood Park, Youngstown, N. Y.

(Continued on page 86)

SENSATIONAL VALUES!! WATCHES ★ DIAMONDS ★ JEWELRY

A complete line of famous make watches, diamonds and jewelry at



LOW WHOLESALE PRICES
 BELGIAN—BULOVA—SWISS—MILITON — WALTHAM watches reconditioned and guaranteed like new.

Write for our free wholesale catalogue immediately.

APLEN JEWELERS
 801 Sansom Street Philadelphia 7, Pa.

BUSINESS OPPORTUNITIES

EARN EXTRA MONEY OPERATING HOME
 mailing Bureau; instructions plus list of 24 dealers who pay cash for this service, only 25¢. Empire Enterprises, 371 Fulton St., Brooklyn 1, N. Y.

FOR SALE—MUSIC AND AMUSEMENT ROUTE
 in Western Montana very reasonable due to death in family; a real money maker. For particulars write Box 26237, c/o Billboard, Cincinnati, O. 0028

FREE FOLIO—700 MONEY MAKING DEALS;
 unusual items; whole supply sources. Write Raymond Service Bldg., Smithfield, O. 0014

FREE FOLIO—700 MONEY MAKING DEALS;
 Plans, formulas, supply sources, unusual items. Kolamite, E. Box 372, Dayton 1, O. 0021

GET INTO A BILLION DOLLAR INDUSTRY:
 selling by mail; mail order news tells how; copy 25¢. Edwards, 3915-B 12th St., Des Moines 13, Iowa. 0021

I HAVE LISTING ON ESTABLISHED JUNK
 Box and Pin Ball Routes, located in Texas. Full information, contact: Herbert Henderson, 2601 Hester, Fort Worth, Tex.

INDIAN BEAD WORK, BUCKSKIN, BEADS,
 Feathers, Mosses, Wigs, Supplies; buying direct from Indians; prices reasonable. See Mr. Pawnee, 511 1/2 Indian Trading Post, Box 35-B, Pawnee, Okla. 0016

MAIL ORDER BEGINNERS — NEW 10,000-
 word Hand Book, by noted expert, shows "how" more times, small capital; from idea to Mail-order. Includes "Business Development Plan," "Profitable Mail Selling Ideas," "Point-Plan," the Mail-Order-Trail and Starting Questionnaire. 25¢ postpaid. Satisfaction guaranteed. Mauptin & Mauptin, 327-4 S. 28th, La Fayette, Ind. 0014

MAKE 50% — SELL RADIO ADVERTISING
 Promotions to small town merchants. Many stations crying for business. Complete, instructional folio, 3¢ satisfaction guaranteed. Smith Associates, Paragould 3, Ark. 0021

MUSICIANS—ALL INSTRUMENTS; FREE EM-
 ployment service for modern territory bands with permanent headquarters in Minnesota and South Dakota. Write Iola, 218 S. Main, Fairmont, Minn.

NAME AND ADDRESS OF ALMOST ANY
 manufacturer, wholesaler, distributor, jobber, etc. 50¢ each. Donald Kelly, A-654 Wilcoxon, Detroit 27, Mich. 0014

!! OUTSTANDING!! FOR SALES AND EYE APPEAL IT'S NEW—IT'S TERRIFIC!!

14-K. GOLD PLATE BEAUTIFUL FINISH \$4.50 DOZ.



No. 877 — Heavy Mountings — Hand Set Sparkling Full Cut Imported 1-Ct. Stone It's a Gem and a Beauty

No. 185

14-K. GOLD PLATE \$3.50 DOZ.

All Stones Hand Set.

HEAVY MOUNTING — GEM-CUT 3 ALL
 WHITE SPARKLING RHINESTONES. OR WHITE CENTERS WITH RUBY RED SIDES. PLEASE STATE YOUR BUSINESS.

PROVIDENCE RING COMPANY
 49 Westminster St., Providence, R. I.

PROFITS UNLIMITED! ON THIS VOLUME GIFT ITEM

MINIATURE LIFE-LIKE ROSES



Hand-carved in gleaming Plexiglas BROSCH and matching EARRINGS

Here's the most unusual costume jewelry ever created. Beautiful lovely brooch and earring sets... with hand-carved roses... in natural colors... in gleaming Plexiglas... remarkably life-like... practically indestructible! You've never seen anything like this before!

Your cost... \$18 per doz. sets—only \$10.50 per set.

Terms—25% with order, bal. C.O.D. This item has sales appeal PLUSH, cashing in today! Sample set, \$1.50. Complete catalog mailed free. Write for yours now. Dept. B-2

CHARMEUSE CREATIONS
 CLIFTON HEIGHTS, PA.

ORIGINAL XMAS CARDS

LET ME CREATE YOURS—I'LL DESIGN SOMETHING SMART, DISTINCTIVE—WITH YOUR PHOTO, PHOTO OF YOUR PET, ORCHESTRA, WIFE, CHILD, PET OR WHAT HAVE YOU—WORKED INTO THE DESIGN.



Leave the complete instructions to me or if you have an idea of your own in mind—send a rough sketch and I'll do the rest...

100 Cards for... \$28.00
 300 Cards for... 33.00
 500 Cards for... 48.00
 1000 Cards for... 68.00

\$2.00 with order, balance C.O.D. Sample set, \$1.50. Complete catalog mailed free.

ART STUDIO • FRANK J. RINCICARI
 166 Forest Road • Glen Rock • New Jersey

SHINE WITHOUT 'POLISH'

New invention! — Sells itself!



Keeps metal surfaces bright, shiny and free from dirt, dust, and grime. No more polishing, buffing, or waxing. Works like magic! For all metals, brass, chrome, and children's shoes. Low cost! Lightening action! Write for sample set.

SAMPLES FOR AGENTS — Sample offer set — \$1.00. Send \$1.00 for set. \$1.00 MONEY.

KRISTE CO., 1594 Bar St., Akron, Ohio

Genuine Latest Styles Brand New

FUR COATS
 Jackets and Scarfs
FUR COATS—\$24.50 EA.
 Send \$2.00, bal. \$22.50 C. O. O. Be in business for yourself! Big profits! Buy direct from reliable wholesale firm (since 1931) style Fur Coats! All sizes and colors. If not satisfied money refunded within 3 days! Write or write today for free price list and catalogue! Agents wanted! ROSE FUR CO., Dept. P-23, 208 W. 37th St., New York 1

SPECIAL—While They Last

MARLIN 2.95
 DOUBLE-EDGE RAZOR BLADES Min. 3M PER 1000

VALLEY SUPPLY CO.
 329 HOLT ST. DAYTON 7, OHIO

FREE SAMPLES! GLOW IN THE DARK!

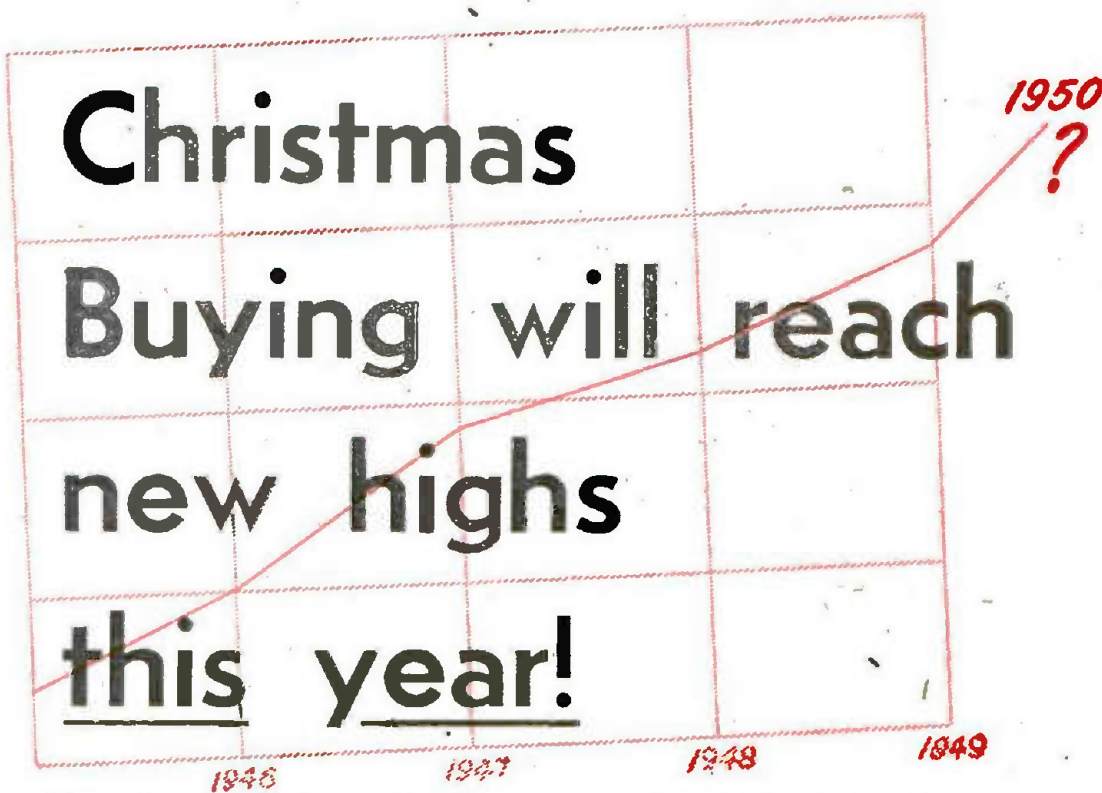
Big Profits showing amazing Luminous specialties—house numbers, pictures, plastic novelties, religious and nursery objects, baby trays, keychains, etc. Large manufacturer. Exclusive territory.

MADISON MILLS, 302 Fourth Avenue DEPT. P-9, NEW YORK 10, NEW YORK

FREE SAMPLES

New discovery. Sharpest Blade in America! Big profit. Territory now being allotted. Specialty jobbers, write for samples, prices open territory.

H. L. BLAKE, Broker
 Little Rock, Ark.



Employment is on the increase and salaries are at an all-time high. Santa is going to have a bulging bag this year and you can get your share of this business by being represented in

The Billboard

Christmas Merchandise Special

Dated October 28

On Sale October 23

The issue that is perfectly timed . . . on sale commencing 9 weeks before Christmas.

There is a tremendous market for Christmas Merchandise in these fields intensively covered by The Billboard:

- Jewelry, Novelty and Gift Stores
- Drug and Department Store Demonstrators
- Wagon Jobbers and Novelty Dealers
- Specialty Salesmen, Pitchmen and Crew Managers
- Concessionaires and Bingo Operators
- Salesboard, Shuffleboard, Coin Machine and Arcade Operators

And . . . don't overlook the Big NEW Market for Merchandise . . . Radio and Television Stations, Sponsors and Agencies seeking new items suitable for mail-order selling over the air.

YOUR AD in The Billboard's CHRISTMAS MERCHANDISE SPECIAL will produce immediate CASH-WITH-ORDER Sales for you from all parts of the country . . . from the largest cities and the smallest towns . . . from large and small buyers whose combined buying power and variety of needs will tax the shipping capacity of America's largest suppliers.

YOUR AD in this issue of The Billboard will enable you to reach upward of 100,000 buyers in the short space of a week and at just a fraction of the cost of mailing penny postcards.

The cost of printing, addressing and mailing a simple government penny postcard to 100,000 prospects will exceed \$1,500 no matter how cheap a process is used. You can buy a full-page ad in this issue of The Billboard at a cost of only \$560 in black only, or \$615 in red and black. Other spaces in proportion.

RESERVE A SPACE NOW AND ARRANGE TO LET US HAVE YOUR COPY INSTRUCTIONS EARLY

Last Form Goes to Press . . . WEDNESDAY, OCTOBER 18

The issue that will be on sale 9 weeks before Christmas and will help you do the biggest selling job you have ever done.

Contact The Billboard office nearest you

The Billboard

Cincinnati 22, Ohio
2160 Patterson St.
DUNbar 6450-1-2-3-4

Hollywood 28, Calif.
6000 Sunset Blvd.
HOLlywood 9-5831

New York 19, N. Y.
1564 Broadway
PLaza 7-2800

St. Louis 1, Mo.
890 Arcade Bldg.
CHestnut 0443

Chicago 1, Ill.
188 W. Randolph St.
CENTral 6-8761

Detroit 1, Mich.
727 Fox Theatre Bldg.
WOODward 2-1100

SPECIAL VALUES!

DIRECT IMPORTS

Large Walking Bear \$7.20 doz.



Gross lots, \$78.00

Table listing various animal products like Elephant, Golden Lion, Hesitating Bear, etc., with prices per dozen and gross.



PERFORMING FUR SEAL

With Ball \$8.00 DOZ. Gross \$86.40

IN STOCK! SHIPMENTS MADE SAME DAY ORDER RECEIVED. 1/3 with order, balance C. O. D. Send \$1 for sample any item. Guaranteed mechanically perfect. Consolidated Distributors. 2412 THIRD AVE. SEATTLE 9, WASHINGTON

Imported Swiss Stop CHRONOGRAPH



with 2 Push Buttons Tells Time. Stop Watch Measures 50, 100, 150, 200 YARDS DISTANCE. 'Wonder' Watch. Used to time a 100 yds. sprint in 1/10 of a second, athletic events. Telemeter & Chroma Piled Case. \$4 \$14.00 net. Made of Tachometer & Unbreakable Crystal & Attractive Dial & Large Sweep Hand & Hands and Numbers Glow in Dark. Watch Bands, \$1.50 Doz. C. O. D. orders from non-rated concerns. On orders under 6 watches, add \$1.50 ea. BARO WATCH, AK-1874 D'way, N. Y. 19, N. Y.

DOZ. watch only \$3.25 Less of 6, \$23.50 (limit 3 doz.)

COIN BIG MONEY

with HOTTEST New Shoe Ideal

Earn big profits full or spare time showing friends and others. A \$4 \$14.00 net. FLEXICLOES for play, work, sportswear. Sensational wooden sandals are double-lined to they wear with your feet! Thousands are cashing in on this terrific item. They sell on sight to women, teen and children. Big, quick profits for you, your church, or club. Write for FREE sample offer TODAY! FLEXICLOES, Dept. P-16, NEW HOLYBURN, WIS.

CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration Grease Ink Stains clean right out in cold water. Use over and over. Package holds 12 18" x 20" Towels. Sells \$1.25 gross. Send \$1 for sample package & Towels. Big profits every pitch. All orders \$0.50 deposit, balance C.O.D. SUNBEAM PRODUCTS, 634 4th St., St. Petersburg, Fla.

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 10 and 15mm.; Arca, Rectifiers, Chairs, Drapes, Screens, S.O.S. Cinema Supply Corp., Dept. L, 502 W. 52d St. New York 19.

BINGO APRONS—FOUR POCKETS, HEAVY Khaki, 325 doz. ballet cloths. Side Walls and Tents made to order. Panama Aviator Co., for all types of circus products, 33 Central Park Rochester, N. Y.

CHEAP—UNICYCLES, SWORD SWALLOWING Act, Juggling and Acrobatic Props, rare joke books; Wire Recorder, Chester, 2515-94 St. Jackson Heights, L. L. N. Y. 0221

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago.

CONDORMAN WHEEL FOR SALE—NEW seats and new motor; will take good Kiddie Car Ride in trade. Price \$1100. Conrad Trittin, 4522 14th Ave. South, Minneapolis, Minn. 0221

FOR SALE OR RENT—1950 5x9 CALUMET Concession Trailer, Steam Tables, Drink Dispenser, Hot and Cold Water, Fluorescent Lighting, Gas Connections, complete; submit best offer. Jarob, Inc., P. O. Box 7782, Orlando, Fla.

FOR SALE—COMPLETE BINGO, FIFTEEN by thirty seating capacity people, portable frame seats, counters, shelves, awning rods, E. A. system. Tent only used three seasons. Bingo now operating on Polka Celebration Shows, \$400 cash. Also for sale: '48 Chev., one and a half ton stake body, one thousand for hooded only. Contact and Miller on 10th. Will sell Bingo without truck. Reason for selling, old age. Artesia, N. M., until October 1. Contact next week, unknown. Write or wire. Tony Spring, c/o General Delivery, Artesia, N. M.

FOR SALE—E11 S WHEEL MERRY-GO-Round Kiddie Ride; transportation; sell. W. Seaks, 329 Houseman Bldg., Grand Rapids, Mich.

FOR SALE QUICK—ONE CATERPILLAR Diesel Light Plant mounted on 1937 Ford van; One Kiddie Jeep Ride with Motor, Two Concession, One House Trailer, \$1,000. Wire E. H. Black, Albuquerque, N. Mex.

LONG RANGE GALLERY—IN EXCELLENT condition, dismantled, \$300 or best offer. John D. Dowd, Rte. 5019, 651 Monroe St., N.E., Washington, D. C.

NEW 30-WATT P-A SYSTEM, 10 MODERN Stands and Lights; Library 450 Stocks-35 Special, Metal Carrying Case. Box C-236, c/o Billboard, Cincinnati, O.

ONE NEW 10 CAR KIDDY RIDE, ONE USED 8 Car Kiddie Ride, Tims Cafe, Matrisa, Ill.

PORTABLE TRAPEZE RIGGING, MADE IN Europe; quick to set or strike; use any place with level floor, unobstructed. Write for details. Jack La Vier, Marshalltown, Iowa.

RUBBER TANK BARGAIN—NEW 30'x60'; complete with supports; sell. W. Seaks, 329 Houseman Bldg., Grand Rapids, Mich. 0221

RUBBER MOLDS TO MAKE PLASTER CASTINGS for carnival and fair shoppe statuettes; also liquid rubber, 3/4 quart, \$1.50. Grey, 3323 N. Western Ave., Chicago.

SHORT RANGE 22 GALLERY—STEEL TUBE, all new gallery, gun and enough shells and targets to pay for all \$139.50. Rosa, Box 571, Dodge City, Kan.

SMITH & SMITH CHAIR-O-PLANE—EXCELLENT condition, with brand new 1/2 hp motor, iron frame, ticket book, beautifully painted; price, \$1,000 cash. S. Dubrow, 1528 Clearview St., Philadelphia, Pa. 0228

TEN CAR KIDDIE AUTO, TEN SEAT KIDDIE Chairplane, both for one thousand dollars. Can Best Simon Krause, rate Earle Hotel, 102 Chestnut St., Philadelphia, Pa.

TESTED BUILDING PLANS FOR KIDDIE Auto, Boat, Chairplane, Airplane, 35 each; Kiddie Ferris Wheel, \$5; Train, \$10; others free catalog. Brill, 228-B North University, Peoria, Ill.

TILT—LATE BONNETS, NEW WOOD AND Cloth, \$4.00; Kid Cocker, \$1.00; Kid Trolley, \$1.00. P. Shafer, Washington, Ind.

TRUCKS! ALL MAKES AND MODELS RE-conditioned; 50' to 30' national set-up for terms. Write, call, wire Rogge Chevrolet Co., "Where Travels Trade," Rantoul, Ill. 0221

TWO COMPLETE OUTFITS, LIKE NEW—16mm. Ampiro-Arc Projectors with lamps, restorable; \$80 each, both for \$150; also \$12 Concession Trailer with P.C. machine and bottle cooler, \$400. (Act quick—in reserves!) T. M. Brownlow & Co., Kansas City, Mo.

18MM SOUND—1000 FEATURES, 2000 SHORTS, Serials, \$5 each, 50 DeVry, Natco Productions, \$150 each. Roason, North Court Square, Memphis, Tenn.

INSTRUCTIONS BOOKS & CARTOONS

MENTAL DYNAMICS—THE KEY TO A SUCCESSFUL, happier life; overcome stagefright, nervousness, lack of confidence, anxiety; sensational results; free information. Dynamics, 1553 Sunset Blvd., Los Angeles 26.

SWING PIANO BY MAIL—30 SELF TEACHING lessons, 33; over 50 publications, classical and popular; order both/hymnology new progressive piano solo, 3; new work, or 2; send samples, Phil Brevon Publications, P. O. Box 1402, Omaha 8, Nebr.

MAGICAL APPARATUS

A BRAND NEW 221 CATALOGUE—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 166 page illustrated catalogue, Buyer's Guide, both \$20; wholesale Nelson Enterprises, 338-B 9 High, Columbus, O. 0221

BE A MAGICIAN—LARGE PROFESSIONAL Magic Catalogue of latest trends, 35c. Ireland, B-109, N. Dearborn, Chicago 2.

LEARN VENTRILQUISM—MAKE MONEY; have fun; big opportunity! Radio, television, stage, appearance; free information, write, stating your age; dummy catalog, 25c. Maher, Box 38-BB, Kensington Station, Detroit 23, Mich.

WHITE JAVA Doves, \$5 PR. CASH; USED Magic List free. LaWain, 522 B. 8th St., Monmouth, Ill.

YOU CAN ENTERTAIN WITH TRICK CHALK. Includes Rag Pictures; catalog 15c. Baldy, The Lightning Cartoonist, Oakbrook, Wis. 0221

MISCELLANEOUS

BELLY TANKS, \$9.95; STEEL, SIX OR TEN foot size; free picture. Buck's Auto Wreck, Inc., 1833 7th St., Norwood, Calif. 0228

MEXICAN JUMPING BEANS—THEY ARE: live; a wonder of nature; postage paid, \$1 per hund; \$3 per thousand; send check, money order or cash. For immediate shipment write supply house, wire or phone. Ride Auto Supply Co., 1949 Harrison Ave., Cincinnati 14, O. Dept. B. B. 929. 0219

SIDEWALK—WATERPROOF AND MILKWEED proofed; complete with grout and rock; Green or Khaki, approximately 8 oz., 6'x100', \$62.74; 7'x100', \$72.50; 8'x100', \$82.25; 10'x100', \$107.75; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone: CADILLAC 5691.

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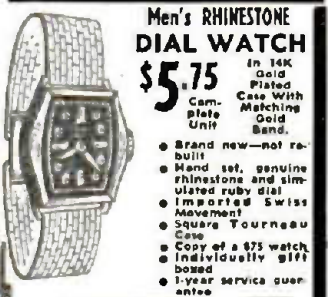
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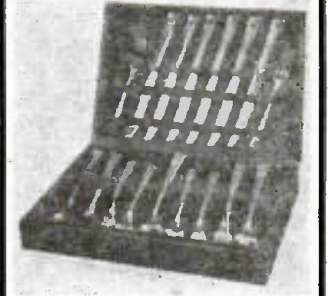
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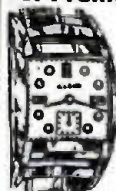
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Cluster, white trim. Choice any color center—ruby, amethyst, emerald, sapphire, aquamarine, topaz, white, fire opal. Per Doz. \$6.00



NEW Catalog Listing Complete Line.
Sample Assortment—\$7.50—\$15.00—\$25.00.
\$1 Per Doz. Deposit on All C. O. D. Orders.
Immediate Delivery—Any Quantity

DES MOINES RING CO.
1155 26th Street Des Moines, Iowa

JEWELRY!
IS OUR BUSINESS
VALUE!
IS OUR MOTTO

We Have Everything For:
• Jewelers • Engravers • Demonstrators

Attention, Engravers!
NEW CATALOG
NO. 105—HOT OFF THE PRESS AND SIZZLING WITH NEW BIG SELLERS

Write for Big Catalog
(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received
BIELER-LEVINE
5 No. Wabash Ave. Chicago 2, Ill.
ALL PHONES Central 4-7966

Beautiful 3 pc. Costume Jewelry Sets

All new 1951 numbers in original and exciting creations. All sets preplated with 24K gold followed by a heavy plating of 24K Hamilton gold. Attractive boxes, and plenty of eye-appeal.

- Complete with Guarantee printed in Gold and Blue
- Each set has \$29.50 Gold embossed price tag
- Beautifully arranged in 3 1/2 x 7 1/2 satin lined Gift Box

SPECIAL LOW PRICE! \$1.75
For a limited time.... per set 4 or more
Money refunded if you are not completely satisfied!

MIDWEST PRODUCTS
1231 W. Third St. Dayton 7, O.

GIVE TO THE RUNYON CANCER FUND

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS AND CARNIVAL

PALMIST WISHES WORK IN SOUTH. Cuba or elsewhere, abroad; gorgeous, uncharacteristically beautiful, weird psychic mania; do half and half age 35. Rose Davis, Avella, Pa. Phone 8635.

MAN AND WIFE WANT TO WORK OUT ALL WINTER. Will consider Florida; an experienced ride man; wife wants cookhouse or will join circus as cook; also have a new wardrobe. Mr. and Mrs. R. J. Albert, General Delivery, Richmond, Va.

THE SILVER SENSATIONS, AMERICA'S NEW. Set Equine presentation; trick riding, fancy roping, high school horses, Roman riding, high and broad jumping; all new wardrobe, equipment; available after June 1; prefer circus furnishing transportation. Vernon Thompson, Madison, Minn.

DRAMATIC ARTISTS

AT LIBERTY—GENERAL BUSINESS TEAM as cast; feature specialties, ventriloquist, doubles, vocal, dancing, whirling; can work vaudeville or dramatic units, circle or one lighters. Director, stage manager, electrician, boss vaudeville; good wardrobe, straight or Western; go anywhere, car and house car. Ralph and Lanya Young, Gen. Del., Kearney, Neb.

MISCELLANEOUS

PROF. E. SPIES, THE HOLY MAN AND GREAT Divine Healer at leisure, 302 Lyell Ave., Rochester, N. Y.

SITUATION WANTED AS PARTNER TO Lady in white acts, such as handkerchief, cigarette, etc.; also for new Amazon slave set; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

MUSICIANS

BASS MAN—COMMERCIAL MINDED; READ, take, tone, good appearance; solo, reliable; go anywhere immediately. Monk Moninger, Hotel Cavalander, Cleveland, O.

COMMERCIAL VIBES, ENTERTAINER, DOUB- ling society, Latin drums if required; excellent show tune memory; consistent established hotel combo preferred. Box C-213, c/o Billboard, Cincinnati, O. ce14

DIRECT FROM HOLLYWOOD—HAMMOND Organist with latest type own organ, available for anywhere in U.S.A.; 15 years' experience; hotel, dining rooms, restaurants, cocktail lounges; age 27; distinctive organ styles by Roland 'Grand' Mountain View Hotel, 3586 Hollywood Blvd., Hollywood, Calif.

DRUMMER—SOCIETY 24 BEAT; NEW SET; solo act for floor show; card, read, cut shows. Chuck George, 478 McKee Court, Orange, Tex.

DRUMMER, 22, SMALL UNIT OR BIG BAND; Can cut shows, Latin rhythms; draft exempt; will travel. Marlin Wank, 408 N. 9th St., Mantoloking, Wis., telephone 8068.

HAMMOND ORGANIST WITH OR WITHOUT organ; smooth, sweet styling; travel anywhere; prefer southern territory; clubs or hotel lounge, after Oct. 20th, Alice Carney, 2312 Pleasant Ave., Minneapolis, Minn. ce21

LEAD ALTO, CLARINET AND FLUTE— Name experience, cut or no notice; available immediately, union. Rudy Fischer, Waterloo, Ill. Phone 36.

MASTER HAMMOND ORGANIST AND EX- cellent pianist; top professional man, can produce in any phase of the business; present engagement 16 mos. previous date two years in A-1 club society, sweet or jazz with a beat. Organist, 2429 Aldrick, S. Minneapolis, Minn.

ORGANIST—ONE OF AMERICA'S TOP-NOTCH organists; available after October 1; twenty years in radio, theaters, hotels, lounges. Organist, 312 W. 48th St., Apt. "A," New York City. ce14

ORGANIST—HAMMOND AND PIANIST; EX- perience, desires position. Write M. Kledahl, 14 1/2 Cowing St., Jamestown, N. Y.

ORGANIST—OWN HAMMOND, AVAILABLE Oct. 21; complete repertoire and wardrobe; experienced night clubs and better cocktail lounges. Organist, 610 Main Blvd., Green Bay, Wis.

OUTSTANDING ARTIST WITH HAMMOND Organ; attractive girl; tremendous variety; unusual specialties for dancing, dining, entertainment. Sara Cole, 7100 South Shore Drive, Chicago 49, Ill. Apt. 402, Saginaw 1-2700. ce21

PIANO MAN — SEMI-NAME EXPERIENCE; play any style; will travel; have car. Musician, 129 Grand Ave., Santa Monica, Calif.

PIANO MAN AVAILABLE OCT. 15—PREFER tenor band; draft exempt; have car, will travel. Musician, Gage Hotel, Billings, Mont.

PIANO MAN — AVAILABLE IMMEDIATELY for small commercial unit; South only; age 30, union, dependable. Jimmie Moore, Magnolia Hotel, Montgomery, Ala.

TENOR SAX AND CLARINET — PREFER commercial hotel band; will travel; solo; and tend to business; age 28; experience; union. Phone 5-3475, Edward J. Mueller, 1809 Helena St., Madison, Wis.

TRUMPET, 20, SEMI-NAME EXPERIENCE; vocal, arranger; lead or section; prefer location work. Box 20-226, c/o Billboard, Cincinnati, O. ce21

VOCALS AND PIANO AVAILABLE—SINGLE or small combo in Midwest. Picture on request. Phone 8611. Write Marvin Hinton, Morrill, Kan.

PARKS AND FAIRS

AT LIBERTY—DOUBLE TRAPEZE ACT AND Comedy Trapeze Act for indoor circuses, theaters, clubs, celebrations, spots, shows. Contact Eugene Snyder, Billboard Office, Cincinnati, O. ce9

BALLOON ASCENSIONS, PARACHUTE JUMP- ing; modern equipment for parks, celebrations; always reliable. Claude L. Sharps, 1041 E. Dennison, Indianapolis 21, Ind. ce28

"ENGAGE CHARLES LA CROIX, OUTSTAND- ing platform trapeze act for outdoor celebrations, etc. For full particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

"GREAT CALVERT" — BOOKED SOLID; thanks to maestro's now booking year 1951; price, \$350. Great Calvert, 164 Averill Ave., Rochester, N. Y. no11

SENSATIONAL HIGH DIVE ACT—25 YEARS of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Loupplier Place, Warren, O. no11

2 PEOPLE — HIGH AERIAL, CONTORTION artists act; lady, pony; gorgeous wardrobe, flashy rigging; live and let live salary. Contact Jerry D. Martin, Billboard Office, Cincinnati, O. no4

VAUDEVILLE ARTISTS

GEORGE M. TAYLOR, VENTRILOQUIST (KNEE figure); Nellie H. Taylor, real novelty, musical act; children, delight bells, trick violin, paper tearing; available after Nov. 2. Address 288 East Church St., Homer City, Pa. (prefer indoor work).

HARVEY THOMAS — VAUDEVILLE SHOW, 46 shows dates, comedians, musicians; available for all occasions; low rate, 162 North State, Chicago, Ill. Dearborn 2-2734.

ORIGINAL "WOLF PACK"



Regulation size playing cards featuring fifty-two exciting art studies of gorgeous models in full color!

\$9.50 Doz.

Sample Pack, \$1.25



"DREAM GIRL" LIFT-UP PENCIL \$4.00 Doz. \$45.00 C.

\$4.50 DOZ. \$48.00 GR.

"Original 3 pc Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed."



Small Black Handle Gun Lighter \$6.50 Doz. Automatic Type Gun Lighter \$7.20 Doz. Large Black Handle Pistol Lighter \$8.50 Doz. 3302 Continental Black Handle Lighter \$10.80 Doz. Large Pearl Handle Gun Lighter \$12.00 Doz.



CAMERA LITER ... \$8.40 DOZ.

3 Pc. All Metal Pen Set \$4.25 Doz. \$49.00 Gr.
4 Pc. Pen & Flashlight Set 6.00 Doz. \$6.00 Gr.
4 Pc. Pen & Knife Set 6.00 Doz. \$6.00 Gr.

HOTTEST NUMBERS IN MECHANICAL TOYS THIS YEAR! IMMEDIATE DELIVERY!

LARGE CLEVER WALKING BEAR \$4.75 Doz. \$72.00 Gr.
LARGE WALKING OF CIRCUS ELEPHANT 4.75 Doz. 72.00 Gr.
SMALL WALKING BEAR 4.25 Doz. 48.00 Gr.
BEGGING FUR POODLE DOG 8.00 Doz. \$7.00 Gr.
HOPPING FUR MECHANICAL DOG 5.00 Doz. \$7.00 Gr.
STRUTTING FUR PUPPY 4.50 Doz. \$1.00 Gr.
ITCHY DOG 1.75 Doz. 19.50 Gr.

25% Deposit Required With All Orders, Balance C. O. D.

Write for Football and Novelty Catalog!

KIM & CIOFFI



Football Catalog now ready—Write for your copy!

912 ARCH STREET PHILADELPHIA, PA. MARKET 7-2283

1,000 \$20.00 SUPER BALLOON ASSORTMENT ALL FIRST QUALITY

SIZES—8 TO 16 RD.—SPIRALS, AIRSHIPS, IMPRINTS AND ADVERTISING.

Send Cash With Order, We Prepay.

B. PALMER SALES

1433 Second Ave.

Dallas, Texas

Phone: Harwood 9339

YOU SHOULDN'T READ THIS... UNLESS YOU WANT 30c PROFIT ON EVERY \$1 SALE*

Selling 40 daily is not hard, even 25 sales pays you \$22.50 profit daily. Repeat orders arriving daily. Why not? It's legitimate, it's acceptable, it's easy to sell. IMAGINE THIS! A CREW OF 8 SUB-AGENTS sells 40 each daily. That's about one day's supply. Order from this ad. You can't appreciate this deal unless you have some to sell. We make only pennies, you make the dollars. So please don't ask for free samples. If you want one, send us a quarter.

PRICES—CASH WITH ORDER—RETAILS FOR \$1.00

8 only \$ 1 200 only \$ 18 Millions of prospects.
40 only \$ 5 1000 only \$ 75 Invitations to sell.
40 only \$ 5 1000 only \$ 75 Use air mail, it's faster.
8100 only \$10 2000 only \$140 All orders sent prepaid.

R. F. BURNS COMPANY, DEPT. BB, 743 LUZERNE ST., JOHNSTOWN, PENNSYLVANIA

LADIES' AND MEN'S MODELS

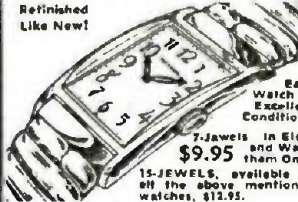


SWISS WATCHES

Sparkling new cases; genuine Swiss movements; precision, rebuilt and guaranteed like new!

7-Jewel \$8.45

ORIGINAL ELGINS, WALTHAMS, GRÜENS, BENRUS, BULOYASI!



Refinished Like New!

7-Jewels in Elgin and Waltham Only \$9.95

15-JEWELS, available in all the above mentioned watches, \$12.95.

Elgins, Walthams,

Benrus

With Beautiful Rhinestone Dials...



Lovely new cases with glamo'ous Rhinestone and simulated Ruby dials. Genuine movements rebuilt like new.

15-Jewel, \$12.45
17-Jewel, \$14.40

Order Round or Lone Case

Order in lots of 3 or more. 25% deposit on C.O.O. Orders.

WRITE FOR FREE CATALOG!

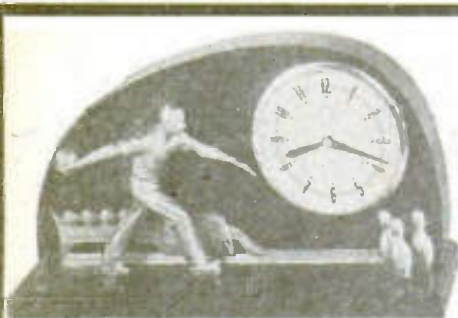


198 S. Main St.

P.O. Box 473

MEMPHIS, TENN.

GIVE TO THE DAMON RUNYON CANCER FUND



BOWLER MANTEL CLOCK

A Strike Every Time! 12" Long, 7 1/2" High

No. 045

\$6.55 Ea. In Dr. Lots Samples, \$7.50 Each

Just in time for the new season. GUARANTEED TO HYPO PLAY! The perfect trophy or premium. Bowler, Alloy and Pins finished in sparkling 22 Karat Gold Plate. Hand-rubbed mahogany base. Self-starting, guaranteed United movement with sweep second hand.

THE REAL McCOY DE LUXE JEWELRY SET

Why Pay More for the Same Thing?

24K Gold Plated 5-Piece Jewelry Set. Gold embossed \$29.50 price tag and 24K gold plate label. Plush silk-lined box. Must be seen to be appreciated. This set cannot be duplicated for anywhere near this price. SATISFACTION GUARANTEED. Immediate delivery. Available in other styles than illustrated. Comes in Rose, Blue and Mullt.

\$51.00 Doz. Samples, \$5.00 ea.

25% Deposit, Balance C. O. D. If not for resale add Federal Tax Phone: Oregon 3-6330



CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

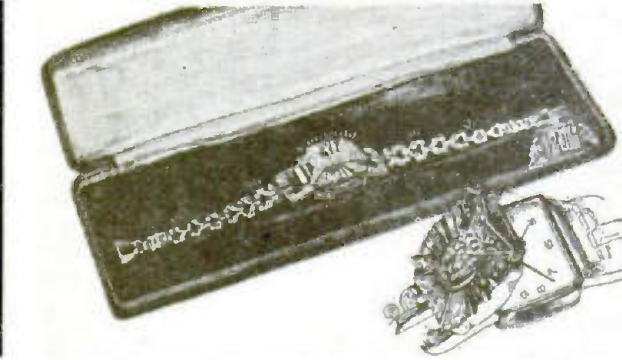
LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

- Johnson, Mrs. O. H. Peace, L. D. 206 Mattie, R. W. 10c Vaughn, Wm. 45c
Address, Mrs. Nellie Broadway, John J.
Adams, Kendra Adams, Dewey E. Brodie, Susan E. Adams, O. E. (Barber)
Albers, Mrs. Mildred Brooks, C. D.
Albert, Havel Broome, Marcella S.
Alford, James Brown, A. W.
Ali, Sigmund Brown, Edna
Allan, Jasmine Brown, Terie
Allen, Ernest Bryer, Mr. Ollie
Allen, Lois Cawley Buoy, Davis R.
Allen, Rafaela Buda, Howard
Allen, Tex Hunter, Clyde Leon
Altors, Karl Butler, Angus
Anderson, Alfred L. Butler, Frank
Anderson, Larry Buzzard, James
Anderson, (Clown) Caldwell, K. B.
Anderson, Louvina E. Canon, Frank
Andre, Arubella Campbell, Mrs. Lollie
Andrews, Mr. Jackie Cawley Animal Campbell, M. M.
Ansel, Anthony Cannon, Monte
Anthony, Mrs. Show Canino, Don
Anthon, Mrs. C. Carlin, Wm. H.
Archer, Eugene L. Carmin, Derold
Archer, William Carpenki, Mrs. Al
Arnett, Mrs. Jack Carpenki, Mrs. Mary
Ashbery, Bethel Carver, Fay A.
Ashley, Earl Carr, Mrs. Clara
Attkison, Mrs. Eric Caruso, John F.
Aubin, John Casey, James
Aurell, Dolly Cawley, Fredrick
Ayers, Ray Casey, Milton M.
Baber, Fred Caskey, Don
Bales, Edna M. Cassidy, W. Leo
Baker, Alma Chairman, Earl
Baley, James (Hopple)
Bammal, Clifford O. Chapman, Keith
Barbe, O. G. Christo, Tom
Barck, Mrs. Sally Chaney, Fog Horn
Baron, Hank Clark, Edw.
Baron, Ed Clark, W. H.
Barnes, Earl Clark, Thelma
Barnett, Mr. B. Clayton, Mrs.
Barr, Gerlie Clemens, Mrs. Fred
Barnet, Dwight J. Cohen, Jack & Bea
Bassner, Phillip Cohen, Wm.
Beatz, Mrs. Irene Cole, B. B.
Beckler, Virgie Cundell, Louis
Bell, Jimmie J. Conn, Jerry H.
Bell, Joe Conrad, W. Leo
Bennett, Ernest E. Cooper, Jack
Berouini, Mrs. Britton
Berryman, Pete Corbett, John M.
Bishop, Chas. Corbett, Ray T.
Blasimaczone Wm. Craz, Joe
Blustein, Morris Cramer, Fred
Bohart, Jack Cox, Richard
Bohman, James Craget, H. R.
Bohman, James Cray, Alton
Bohman, James Cray, H. W.
Bohman, James Cray, Winold
Bohman, James Cramer, Harold
Bohman, James Cramer, Kenneth
Bohman, James Crysler, James A.
Bohman, Mrs. Jackie Crona, Mrs. Jackie
Bohman, Mrs. Marcelyn M. Cutler, Mrs.
Davy, Jack Green, Carl M.
Dawkins, Geo. W. Green, Johnny
Davis, Mrs. Jimmy Green, Mrs. Johnny
DeWitt, Mrs. Veima Green, John
Dean, Russell Guinn, Johnnie C.
Deane, Miss A. H. Gulliker, Myrtle
Deason, Ione (Ritz) Guy, Jerry
Dend Shows) Hise, Bill (Opch. Leader)



MAGNIFICENT WATCH BRACELET AMAZINGLY PRICED!

Authentic reproduction of \$1750 lady's diamond bracelet watch. Simulated diamonds cover entire bracelet and watch cover. A flick of the cover spring discloses timepiece... a brand new guaranteed 17 jewel Ba8 Swiss precision movement. Delivered complete with velvet satin lined watch box containing gold embossed \$120 price tag. ONLY \$19.50

WILLIAM TAPPER CO. 1740 Alton Road Miami Beach, Fla.

Advertisement for A. Leonard Company jewelry. Includes a watch image and a list of items: Led. Ident. \$12.00 or, Wedding Ring 1.40 or, Tie Slides .80 or, Men's Signet Rings 7.50 or, MEN'S STONE SET RINGS 10.50 or, Large Football on Pin .42 or, Football Charm Bracelet... 10.00 or.

Advertisement for ELGIN • BENRUS • GRUEN BULOVA • WALTHAM watches. Features images of watches and text: 'Terrific Sellers!', 'S.P.C. MATCHED JEWELRY SET', 'Beautiful watch, gold filled band, tie holder end cut holder... \$4.50', 'Beautiful watch, gold filled band, tie holder end cut holder... \$14.95', 'JOSEPH BROS. 5 S. Wabash Ave. Dept. B-14 Chicago 3, Ill.'

CANVASSERS
WAGON JOBBERS
PREMIUM USERS

ELECTRIC BROILER
Chrome finish, drip and roasting pan, extra high power element with cord.

\$4.50 per set

PRESSURE COOKER
Hammered finish, solid cast aluminum, full 4 quarts. Underwriters Approved.

\$5.00 each

DELUXE ELECTRIC MIXER
With extra powerful 3-speed motor. Operates on AC or DC current. Easily portable. Complete with turntable, 2 beaters and mixing bowl.

\$13.00 each

Strictly Dealers Only
Terms: C.D.D., f.o.b. New York.

LOUIS BENGAL

27 East 20th St. New York City

Advertisement for BELNORD PRODUCTS CORP. featuring a Circline fluorescent fixture. Text includes 'A MILLION SALES with CIRCLINE Fluorescent Fixtures' and 'LOWEST PRICES Good Profits to Distributors Write for Catalogue'.

Advertisement for SWISS WATCHES from IMPORTER BASIS 2. Text includes 'WATCHES, CHRONOS, RGP, steelback, dom crystal' and 'TRANSWORLD TRADING 545 Fifth Ave. New York City'.

Advertisement for BINGO SUPPLIES and EQUIPMENT. Text includes 'IMMEDIATE DELIVERY!', 'Electric Flash Boards', 'Electric Bingo Blowers', and 'John A. Roberts & CO. INC. 817-823 Broadway, Newark 4, N. J.'

Advertisement for FIREWORKS. Text includes 'ATTENTION, DEALERS and JOBBERS For Lowest Prices write Today for complete Price List. MID-WEST FIREWORKS 119 W. SECOND ST. SEDALIA, MO.'

List of names and addresses for the Billboard subscription form, including Miller, H., Miller, Michael, Miller, Mrs. Anthony, etc.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post
List of names and addresses for the Billboard subscription form, including Branch, Charles, Hartley, William, etc.

List of names and addresses for the Billboard subscription form, including Humphrey, C. H., Hopper, Frank, Impedulla, Vito, etc.

Advertisement for MECHANICAL TOYS (Occupied Japan). Features an image of a bear and a list of toys with prices: 3090 CLEVER WALKING BEAR WITH FISH (NEW) LARGE \$7.20, 3068 BEGGING FUR DOG 6.00, etc.

Advertisement for WISCONSIN DELUXE CO. 1902 No. Third St. Milwaukee 12, Wis. Phone LOcut 25431

Advertisement for BASIS CHRONOGRAPH. Features an image of a watch and text: 'Brand new imported Swiss 2 push button radium dial sweep-second hand, unbreakable crystal, chrome case.' Price \$3.25.

Advertisement for NOVETIES JEWELRY CLOCKS GIFTWARE PREMIUM ITEMS. Text includes 'COLOR CATALOG SENT FREE!' and 'S. R. CANTERMAN 1115 OGLETHORPE ST. PITTSBURGH 1, PA.'

Advertisement for TESTED TOYS. Text includes 'EACH ONE TESTED PRIOR TO SHIPMENT WALKING BEAR with lacy gait, plush covered. Just a trifle smaller than the LARGER WALKING BEAR and a correct reproduction in motion and appearance of a real bear.' Price \$4.50 per doz.

Advertisement for EASTERN SALES CO. MANUFACTURERS AGENTS DISTRIBUTORS NOVETY GOODIE 634 So. High St. (Bst. 1913) AKRON, O.

Advertisement for HOPPING POODLE DOGS. Text includes 'Mechanically Perfect Lowest Prices UNGER CO. 655 So. Wells St. Chicago 7, Ill.'

The NEW Billboard SUBSCRIPTION ORDER FORM. Includes fields for Name, Address, City, Zone, State, Profession or Business, and a list of names for the subscription form.

WALKS SLOW... SELLS F-A-S-T!



LGE. WALKING BEAR

Ready for Immediate Delivery
New Low Price in Gr. Lots... \$6.50 Dz.
6 Dozen Lots... 6.75 Dz.
1 Dozen Lots... 7.20 Dz.

Additional Mechanical Toys

Lg. Jumping Fur Dog...	\$4.80	\$54.00
Performing Fur Seal...	7.20	81.00
Begging Fur Poodle...	5.40	60.00
Santa on Sled...	7.20	81.00
Lg. Walking Elephant...	7.20	81.00
Newsboy With Bell...	7.20	81.00
Lion Tearer...	6.75	72.00
Jitterbug Elephant (Metal)	3.00	33.00

25% Deposit With All C.O.D. Orders, F.O.B. N. Y. C.
Minimum Order Accepted \$10.00.

BENGOR PRODUCTS CO.

18 W. 23rd St., New York 10, N. Y.
(our new address)

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated case. Attractively boxed.

SPECIAL PRICE \$48.00 Per Gross Sets

Sample Set, \$1.00
Smart gold-plated finish.
25% deposit with order. Send \$7.50 for Sample.



H. EPSTEIN
37 East 23rd St., New York 10, N. Y.



QUICK PHOTO INVENTION! PDQ CHAMPION Photomaster

Makes finished photos in 3 minutes. Takes and finishes 20 to 40 overexposed black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 3 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 100% PROFIT. Write us for details about the great PHOTOMASTER.

PDQ CAMERA CO.

1161 N. Cleveland Ave., Chicago 10, Ill.

BALL POINT PENS \$12.50 Per Gross

With METAL CAPS and CLIPS
Visible Ink Supply—Cheaper Than Refills
Long Lasting. Regular Size.
25% deposit with order, balance C. O. D.
ARTHUR LEE CO., Dept. B-18
10 Court St., Brooklyn 2, N. Y.



FAST SELLING TRICK! 4 NICKELS TO 4 DIMES

Precision made of brass. Changes 4 nickels into 4 dimes! No skill required. Everybody wants one! Retail for \$1.50. **SAMPLE—\$1.00 Postpaid. DEALETER'S PRICE—\$10.00.** Remit with order.
D. ROBBINS & CO. 131-B W. 42nd St., New York 18, N. Y.

MERCHANDISE TOPICS

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York:

The army has issued bid invitations for 1,431,000 pairs of wool field trousers, 209,000 duffel bags, 30,240 pairs of nylon boot laces, 3,000 pairs of cotton gloves, 810,000 cotton bed sheets and 600,000 linear yards of tropical worsted cloth. Merchandisers wonder whether the government now regrets some of its former war surplus sales. . . . Mechanical card shufflers appear to be moving well. Nestor Johnson is producing a steel shuffler with chrome trim and rubber rollers. By turning a crank, the machine shuffles rapidly up to three decks of cards. The cards automatically are stacked and ready to deal—\$4.95 item. . . . Same principle is employed in Arcco's plastic card shuffler. The manufacturer claims shufflers protect cards and make them last longer. . . . Still another card shuffler is offered by the American Blender Company. Their plastic Permo shuffler sells for \$1.95. . . . From Mexico, Jacaman Gifts has feather bird pictures made with real feathers. The pictures of the colorful tropical birds have a dark green mat background, and are mounted in hand-carved frames—a \$2.50 seller.

A \$2.95 retailer, Rememo is a plastic memo pad with paper tape and attached pencil. After use, a recoiling chain brings the pencil back to the Rememo. . . . If interested in curvaceous girls, there's Dorothy Kindell's eye-catching champagne set. The drinking set (six glasses, six inches tall, every glass different) incorporates a maiden's figure into the basic design. . . . Airko Manufacturing has followed up its moistureproof shakers (Merchandise Topics, July 22) with a new de luxe pair packaged in a gift box. Shakers are crystal glass, chromium tops, hand-cut bases, and four inches tall. With Airko's moisture-proof shaker feature, the item sells for \$1 in a window gift box similar to a parlor wall portrait frame. . . . Ox Wall Tool Company has a six-piece screw driver kit. There're five tool-steel screw drivers (including the Phillips type) and a three-way ratchet handle for left, right and hold adjustments. . . . Brocker Manufacturing also supplies a 8-in-1 combination for about 79 cents that includes a malleable steel hammer head and nail puller plus four screw drivers of solid brass.

To identify tools, sporting equipment, etc., White River Industries has brought out a three-initial branding iron to retail for \$3.50. The solid cast bronze iron is offered to

dealers on a drop-ship basis. . . . Rudolph, the Red Nosed Reindeer is printed on ribbon for Christmas packaging. With each purchase, a counter display card to publicize the ribbon is given free by Stamford Ribbon Mills. . . . Rudolph also is produced in inflatable plastic by Plastik Innovations. He's 18 inches (\$1) or 26 inches tall (\$2) with a tail that squawks when squeezed. . . . Speaking of plastic inflatables, Plastikaire is exhibiting a pinto pony (\$2.98). The 27 by 24-inch item will support a child, and neighs when the kiddie pulls the pony reins. . . . Plastronics has a small fry video chair colored with cowboys, Indians and circus designs. . . . Capitalize on these October events: National Fire Prevention Week, 8-14; Columbus Day, 12; Children's Day, 15; Sweetest Day, 21; United Nations Day, 24; Navy Day, 27, and Halloween, 31. Also this month is the Community Chest (Red Feather) program. Sweetest Day promotes the theme, "Make Someone Happy." For 25 cents, display cards and banners may be obtained from the National Council for the Promotion of Sweetest Day, 1801 Lincoln Tower, 75 E. Wacker Drive, Chicago.

Los Angeles:

Harry Hesslein and Bob McDearmon, of Pico Novelty Company, have come up with what they believe will be their hottest 1950 item. It is called Goofy Teeth, an upper plate deal that fits in the mouth to give the impression that the wearer has buck teeth. It is made of plastic and is sanitary. . . . Wesley Fall, of Falco Novelty & Import Company, has come up with Flirty Gerty, a hand puppet. Twelve inches long, the item has all the features of an old witch. Made of quivering plastic-flex, it is garbed in a flowing black robe and has piercing green eyes, a wart on the chin and the customary broomstick. . . . Individually packaged circus performers—ringmaster, acrobat, elephant boy, equestriennes, etc.—are now available thru Revell Toys. Sets of 36 figures are also available from this firm. . . . John R. Hawley Distributing Company has a complete line of premium items consisting of all-leather top grain cowhide bags for ladies. Hawley reports that the line has received instant approval from his many customers. . . . Carl Dunkle, of Badger Sales Company, reports that he has received the initial shipment of assorted sizes of binoculars and fishing baskets. The firm is importing hard-to-get items from the Orient. . . . Alex Freedman, who has the novelty concession on the Crafts Shows, is now supplying the carnival midway at Los Angeles County Fair, Pomona, Calif., and has a strong line of mechanical toys. . . . Bob Kallum is offering original art slides, 2 by 2 inches, in full natural color.

Alex Freedman, novelty dealer who has the merchandise on the

GREAT WATER LILY NOVELTY IS BACK!



You haven't seen these for some time, but you remember how they attracted young and old alike. This colorful Water Lily blooms beautifully in water 3 or 4 months. Made of finest pulp wood, this artificial flower even has a frog perched on a petal. Only \$3 a dozen, retail at 49¢ each. Order yours today!

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A Perfect Ladies' Gift

A GIANT IN PERFORMANCE



Shining Gold Metal Lighter for Charm Bracelet or Purse. Superbly boxed. Made in U. S. A.

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BEAUTIFUL GOLD BRACELET WITH TINY GOLD LIGHTER \$22.00 DOZ.

And many other miniature Lighters and items.
FRED B. BECK
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you can hit \$40 a day!



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Pocket \$40 profit every day! Useful, attractive Year-round fast seller. \$4.95 Every door step, dwelling or business, a sure-fire prospect. Jumbo-size 11" x 28" mat, any name (up to 12 letters), choice of all red, all blue, all black or all green. NO INVESTMENT—NO STOCK—NO DELIV. FRISK. You keep \$1.95 cash deposit on every \$4.95 sale. We deliver and collect balance! Send only \$2 for stock name mat (we select name and color), and you're in business. . . . or \$3 for mat in name and color of your choice. . . . FREE order book and sales plan!

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Fat Crepe Hats \$4.50 per 100
Jumbo Metal Noisemakers \$7.75 per 100
Blow-outs 2.50 per 100
Metal Crickets \$7.75 per 100
25% WITH ORDER, BALANCE C.O.D.
SEND FOR OUR NEW CATALOG
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OPA LOCKA, FLORIDA



#195 CRYSTAL HURRICANE LAMP \$1.30 Ea. \$15.00 Per Doz.
Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has 3/4 frosted glass shade with clear crystal grimpeo top. Height 15 1/4". Also available with ruby shade and Ruby Prisms. Specify color desired.
Packed 2 to Carton (no less sold).
25% deposit required on all orders — balance C. O. D.
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#4716 Brand New Number PANTHER CHINA CLOCK
Beautifully decorated. Has self-starting Session movement, 8 1/2" wide, 8" tall. Outstanding in design and performance. Very flashy.
\$5.00 each \$57.50 per doz.

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Heavy Cards, Specials, Cages, Blowers, Transparent Markers.
Write for bulletin
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CHRISTMAS SPECIALS
Be Wise! Rush Your Christmas Orders Now!

FULLY AUTOMATIC PISTOL LIGHTER



—An entirely new type. Full 1 1/8" x 9/16" lights in FRONT—release trigger, it's out. No screws to hold base. Converted from table to pocket use in split second. Small enough for pocket, yet large enough for realism.

GENUINE MOTHER OF PEARL HANDLE (20) \$20.00 doz.

AUTOMATIC PENCIL LIGHTER— Chrome, looks like \$10 item—with safely catch; turn top from left to right to lock. Will not light when in pocket. Doz. \$14.50

Men's Comb, CIGARETTE CASE & LIGHTER— holds 20 cigarettes. Fully automatic. Open case, take out cigarette; close case, it lights. Doz. \$14.50

FUSSY FIDO— Two (2) doz. in special display box, minimum order 2 doz. Doz. \$9.99

Gross 48.00

THE WALKING BEAR— Large, with fish. Doz. \$7.99

THE WALKING ELEPHANT— About 3 1/2"—dressed in parade colors, plush finish. Doz. \$9.00

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Samples of 10 latest mechanical toys \$4.75

3 PC. PEN SET WITH PEE WEE PISTOL LIGHTER— Top item for evermore. Doz. \$12.00

PEEP SHOW ART MODELS (with light). Doz. \$4.95

FLOATING DOLL PENCIL— \$4.50 & \$5.00

4 PC. PEN SET— With knife, attractively boxed. Doz. \$4.50

3 PC. PEN SET— Better quality, boxed. Doz. \$4.75

Gross \$1.00

5 PC. PEN SET— With key chain & flashlight. Doz. \$6.25

Gross 70.00

C A M E R A LIGHTERS— Attractively boxed, with compass. Doz. up to \$9.00 & \$10.00

NEW IMPROVED LIGHTER— Visible fluid—one to six months with one filling. Gold finish cap & clip, very attractive (\$1 seller). Doz. \$4.50

Gross 45.00

Samples of 10 latest lighters \$2.00

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HOUSE OF TOOT ITEMS

MINIMUM ORDER \$10.00

25% Deposit, Balance C.O.D., Plus Postage.

We Prepay With Full Remittance. Wholesalers and Jobbers. Write for Current Price List.

UNITED ENTERPRISES

175 Fifth Ave. New York, N. Y. Suite 1810
ORder 3-2419

Crafts Shows midway, is leaving soon for a Dallas vacation. He will be accompanied by his wife, Olivia, who will visit relatives there. The Freedmans had to postpone their trip until close of Los Angeles County Fair, Pomona. . . . Minamoto Trading Company is offering water lilies that blossom in a matter of a few months. Made of pulpwood, the artificial flower has a frog perched on a petal. . . . J. R. Brownlow, of the Olvera Trading Post, reports that Silly Sam is one of the hottest items on the market. Brownlow has a complete line of novelty merchandise, including Fatima, the Harem Dancing Girl. . . . According to Harry Hesselin and Bob McDearmon, of Pico Novelty Company, goofy teeth have skyrocketed into popularity. . . . Herman and Lou Rubin, of Satisfactory Sales, report the mild cigarette viewer still going strong. . . . Pat Treanor, San Francisco novelty man, is in Southern California at fairs where his company has novelties on the midways. His son, Raymond, is associated with him in the firm, which was organized in 1909. . . . George St. Pierre, of St. Pierre Hollywood Magic, is featuring a complete line of rubber

masks and papier mache Mardi Gras heads.

Detroit:
Humphrey Art Plastic Company is putting a new pink luminous plastic border for auto license plates, mounted by four brackets, on the market. The item is to be made in various sizes to fit requirements of different States. . . . Silvio Giuliani reports that Golden Art Supply Company is concentrating on production of stock in the plaster novelty field for the spring trade. . . . Lester Gordon, who heads Gordon Service Company, reports the rubber situation has already produced a serious shortage in the supply of the exercisers which his company has had upon the market for some time. . . . Christmas specialty business looks good, with sales likely to approach capacity, Marvin Stearn, of Sidney Kann Company, novelty supply house, advises. . . . Gerald Rosenbergs, of Gainer Sales Company, reports a steady supply in prospect for the du Pont nylon hose he is featuring. This is 51-gauge full-fashioned style, packed in individual cellophane envelopes.

\$5.25 Each
in lots of 6 or more. Sample, \$1.75. B.B.T. BUY IN U.S.A.

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A mounted original Western Designed Metal Horse. Dependable electric clock movement. Case 6" high, 6" wide. A complete true Western motif. Finished in rich lustrous two-tone bronze. Overall size 11" high, 17" long on wood base, individually boxed, 6 or more Sample \$10.50 Ea. \$11.00 Ea.

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With Beautiful Matching Tasseled Shade.

HORSE CLOCK \$6.75 Ea. \$7.25 Ea.

Sessions Self-Starting Sweep Second Hand Movement. Gold, Silver or Rose Gold Finish.

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PEARL HANDLE PISTOL LIGHTER \$12.00 Doz.

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26 Pc. International Silver Set in Embassy or Envoy Pattern. Each set in leatherette roll.

\$4.95 PER SET

NEW! SWINGING BIRD ACTION CLOCK . . . Colorful bird swings to and fro and from side to side. Indirect lighting, plastic case, self-starting electric clock movement. 10 1/2" high, 7 1/2" wide, 4 1/4" deep. \$9.57 each. Individually packed, 6 to a case.

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Doz. \$6.60

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Hopping Rabbit	Os.	Gr.	Lots
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Bucking Jeep	7.20	4.60	
Pistol Lighter—High Polish			
Magic Brand, Size 2 1/2"x3"	8.40	7.20	
Beautiful Table, Globe or Radio Lighter	9.00	8.40	
Brass Elephant Bell (Cloisonne), 2 1/2"x2"	7.20	6.60	

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All colors color with Monograms . . . \$4.50 extra.

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2 Metallic Foil Xmas Streamers, 13x48"	\$1.00
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15 Ultra-Blue Xmas Signs, 7x11	1.00
15 Ultra-Blue Xmas Comedy Signs, 7x11	1.00
15 Ultra-Blue Store Signs, 7x11	1.00
15 Ultra-Blue Comedy Signs, 7x11	1.00
15 Ultra-Blue Religious Signs, 7x11	1.00

Write for samples. Above samples \$1.00 each. 25% deposit with order, balance C. O. D. Dept. 374

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GIVE TO THE RUNYON CANCER FUND

Pipes for Pitchmen

By Bill Baker

RED GUNN... is en route to the East to work chain stores.

Who's in the money Way Down Yonder? BARNEY KAPLAN reports from Newark, N. J., that after a long lay-off he recently spied Chickie Bender, one of the oldest and smoothest pitchers working Jersey, purveying a pen set for a well-known company and breaking in a new man, Irv Miller.

We're in the last lap of the season. What'll it be this winter?

TYLER WARD... worked lavender and pokes to good returns at the Cattle Congress, Waterloo, Ia.

Who's going south for the winter?

CHIEF GRAY FOX... blew into Ruskin, Fla., for the winter recently after closing his med show September 2 in Vincennes, Ind. He reports the season was a successful one.

Is anybody meandering about Boston? Let's have some word from you, Hub City lads.

DOC MORGAN... perfume purveyor of note, racked up good long green counts with that item at the Cattle Congress, Waterloo, Ia.

CHARLEY (CAT FISH) LARKIN... a member of Chief Gray Fox's med show, is in Ruskin, Fla., where he is recovering from a recent illness.

Pitchmen find their toughest opposition in rain and reform movements.

THE REYNOLDS... when Ken and Greta, gold wire artists, report from Butler County Fairgrounds, Hamilton, O., that all the pitchers working there got folding lettuce, with most of them praying that the weather will hold up until the season is over. Ken says that he and Greta are still bending the wire and cutting metal despite the duck weather.

Consult the pitchman if you're looking for a good demonstration of self-help and energetic spirit.

PITCHDOM... was well represented at Butler County Fair, Hamilton, O. Among the workers were the Brennan Family, punch needles and jewelry; Mr. and Mrs. Bill Swall, novelties; Guy and Belle, cotton candy; Port and Gertrude Bretzius, confections; Ed and

TEAR GAS A REAL SURE-FIRE SELER! THUGS AND THIEVES BEWARE! This tear-gas pencil gun discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast. An effective substitute for dangerous fire-arms leaves no permanent injury. Needed in Stores, Banks, Autos and Homes to Protect Life and Property. No skill required. Handle as a profitable side line; watch it grow. Start Now! Send \$1.00 for complete demonstrating outfit of Automatic Pencil Gun with 10 demonstrators and 3 powerful Tear Gas Cartridges, guaranteed. Thousands in use. Order your outfit TODAY! Not sold to minors. MAGEN SUPPLY CORP., Dept. 88-1014, St. Paul 4, Minn.

INVEST 10c FOR A WHOLESALE CATALOG CONTAINING XMAS LIGHTS CARDS DECORATIONS TOYS WATCHES-CLOCKS-GIFTS-ELECTRICAL ITEMS-BLADES-ETC. at Lowest Prices. Liberty-Metro Sales Co., Inc., 777 6th Ave., N. Y. C.

Ethel Hill jewelry; Ken and Greta Reynolds, wire jewelry; Dick and Dot Richards, jewelry safe on wheels; Kentucky Lee, knife sharpeners; Mr. and Mrs. Pisa, games, and Harry Deerwester, can rack and scales.

HENRY H. VARNER... scribes from his Akron headquarters that business in that sector is going along okay despite a few minor setbacks. Varner says he'd like to read more lively notes in this corner such as those that come from the pen of Dave Rose. "He seems to know his way around from Chicago to New Orleans," is the way Varner puts it.

E. C. PARDEE... and Bob Williams are working Kentucky spots to good business. They'd like to read pipes here from Steve McClain, Horace Brazile, Al Delesk and Spud Murphy, well-known sheeties.

MABEL GARRISON... who has been pitching around the West Coast for the past two years, letters from San Diego, Calif., that after roaming around Los Angeles for the past month trying to locate a suitable spot for mechanical toys she finally discovered a "terrific" location in San Diego. "I believe that I'm the only pitcheroo working the street here," she pens, "and I'm located at 308 Broadway in front of a shoe repair-newspaper store. Opened to gratifying results and about 90 per cent of my customers are servicemen in boot camps. Plan to remain here indefinitely."

JOHN W. SWISHER... following a lengthy silence in this corner, advises from Marmet, W. Va., that he's still in the pitch business, having worked pen and pencil sets for the past year. He also worked novelties to fair takes. "Towns are getting rough on readers," Swisher pens. "For instance, Whitesville, W. Va., jumped from \$8 per year to \$25 per day to pitch and if you pitch med it costs you \$100 per day. And it was all caused by a JCL novelty worker, who littered a street with empty boxes and trash. Just completed building a new ranch-type house here. West Virginia is all right but get your State reader first because constables are on the lookout for fakers without them."

JAMES (KID) CARRIGAN... is down in the Indian territory of Oklahoma where his parents made their home 60 years ago. Writing from Miami, Okla., he advises that the heavens have been doing much weeping, but September 14, big day at the local fair, got a good weather break and business was excellent.

GEORGE H. BROOKS... since his last contribution from Greenup, Ill., has rambled into Muskego, where he worked the Oklahoma State Fair for Harry James, concessionaire. Brooks worked the same fair last year for James and scored heavily. "Following the Du Quoin, Ill. Fair, I took off for Knox (See Pipes on page 96)"

THIS OFFER REALLY IS SENSATIONAL



DR-5 Dramatic Detailed Duplicate of Magnificent Expensive Necklace Earring Set. The original was starting with its 3 huge pear shaped sapphires and 7 full carat diamonds enhanced by 3 dozen 50 point diamonds. Burke's replica retains every sparkle, every startle. Set in beautiful, long-lasting rhodium. Comes with a \$19.50 tag. Sample in imitative, stainless steel, plastic blue velveteen lined presentation box. Box shaped like curved open book, "see-us". Steel hinged. Suitable for more jewels or cosmetic case. Well worth the price alone. \$18.00 boxed

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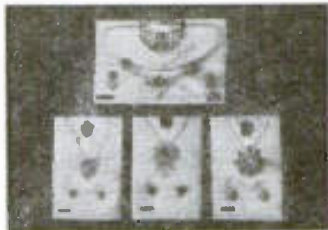
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Projects CLEAR, DETAILED image in FULL COLOR! Uses common flashlight batteries... nothing to plug in. COMPLETE with set of 40 full-color poses of Hollywood's most EXOTIC models in unusual poses in full-color! \$16.00 Doz. \$14.20 Doz. In Gross Lots Sample, \$3.00.

NEW MODELS... NEW POSES
First time offered! 30 "DIFFERENT" 8 1/2" models in UNUSUAL POSES.
Every model a BEAUTIFUL Full-detail, high-gloss photo.
Set of 12 poses... 4x5" 50c set in dozen lots.
Set of 10 poses... 5x7" 50c set in dozen lots.
Set of 8 poses... 8x10" 80c set in dozen lots.

WIDE ASST. OF ART-SLIDES
35% down, balance C. O. D.

S. FINI NOVELTY CO.
509 NO. FAIRFAX AVE. HOLLYWOOD 36, CALIF.

Sensational New Children's ACTION WATCHES



\$4.75 ea. with leather strap
\$4.90 ea. With Expansion Band. In lots of 6. (Come assorted.) Sample watch add 50c.

(Animals Actually Move)
EVERY CHILD WANTS ONE
Hottest Seller in the last 50 years

1. Squirrel Watch (Tail Wag)
2. Chicken Watch (Head Shakes)
3. Donkey Watch (Head Shakes)
4. Clown Watch (Head Shakes)
5. Biting Dwarf (Body Shakes)

• Gargoussy colored picture
• Jeweled Watch with guarantee
• Individually Gift Boxed

25% deposit with order, balance C. O. D.

CV AGID WHOLESALE JEWELRY CO., 175 5th Ave., New York 10, N. Y.

IMMEDIATE DELIVERY ON THIS HOT ITEM!

THIS IS THE GOOD ONE!

PISTOL LIGHTER

EXACTLY AS ILLUSTRATED!
The Lighter We Picture Is The Lighter You Get!
2 1/2" HIGH—3" LONG

NEW LOW PRICE!

\$10.80 DOZ.

SAMPLE \$1.50
PEARL HANDLE Pistol Lighter \$21.00 DOZ. Sample \$2.00



JR. SIZE PISTOL LIGHTER Sample, \$1.00

25% Deposit with order Balance C.O.D.

WRITE FOR FREE 1950 CATALOG!

GEM Sales Co. 533 Woodward Av. Detroit 26, Mich.

"SEASON" YOUR SALES WITH THIS POPULAR PAIR!

SALT AND PEPPER SHAKERS



Authentic miniature made of porcelain and attractively trimmed in 22 carat gold. Ceramic decals in many attractive designs. Write on your letterhead for complete catalogue and prices. Suggested retail price

\$1.39 Per Pr.



MINIATURE BEER MUGS
Authentic miniature porcelain beer mugs to match salt and pepper shakers... also available in other designs... A real, sure-fire seller! Suggested Retail, 65c.

BILL'S SPECIALTY MFG. CO.
433 N. 2nd ST. MILWAUKEE, WIS.

JOBBERS—DISTRIBUTORS

SENSATIONAL PRICE SLASHES

- #127 19x21" Rayon Plush Black and White Terrier.
 - #151 19x23" Rayon Plush Donkey. Open mouth.
 - #515 20x24" Rayon Plush Elephant. Assid. colors.
 - #520 18x25" Rayon Plush Cat. Open mouth.
- All dressed in plastic collars, saddles, blankets, etc.
- Each of the above **\$36.00** Dozen **\$39.00**
(in six dozen lots) dz.
Send \$15.50 for ALL 4 above SAMPLES PPDI
- #252 30" Real FUR Grizzly Bear, rayon plush trim, assid. colors. Dz. \$36.00
 - #18 Assid. Plush Bears and Scotties, 11" Dz. \$7.50
- Send \$12.50 and receive one dozen assid. Plush Animals and the 30" Real FUR Bear POSTPAID. Assortment of ALL samples in this ad, 17 pieces, for only \$22.50 Postpaid!



SPECIAL SET-UP FOR QUANTITY USERS
ACE TOY MFG. CO.
122 WEST 27 ST., NEW YORK 1, N. Y.

1950 GIFT CATALOG NOW READY

STATE BUSINESS WHEN REQUESTING COPY

HALLOWEEN GOODS

- Adult Size Luminous Masks, Glow in Dark. Doz. \$2.65
- Child's Gauze Masks. Doz. .80
- Child's Latex Masks. Doz. 2.40
- Youth's Latex Masks. Doz. 3.90
- Adult's Latex Masks. Doz. 4.50
- Assorted Color Buckram Cloth Dominos. Doz. .35
- Satin Dominos. Doz. .80

MA 201—Assorted, Imported China Vases, Figures, Novelties, etc. Were priced as high as \$4.80 gross. At least 8 different items to every gross.

Per Gross **\$4.20**

MA 202—Larger sizes. Very finely finished and glazed. Were priced as high as \$10.00 gross. At least 8 different items to every gross.

Per Gross **\$8.50**

25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA.

When requested, a change apron will be sent FREE with each order for \$25.00 or more.

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

JOBBER SPECIALS

- Men's Swiss T] Wrist Watches, Fine Strap & Box \$ 3.25 Ea.
 - Men's Swiss T] DeLuxe, Cases of 10.50 Ea.
 - Men's Swiss T] Waterproof Watches with Cold Boxel National Brand, Strap & Box \$8.50 Ea.
- Remit with order and we ship PPDI. Minimum 50 pieces. Samples \$1.00 extra.

GLOBE GEM CO.

176 FEDERAL ST.

BOSTON 10, MASS.



Imported Expansion Bracelet

For men's watches. Heavy duty flexible bracelet in all stainless steel or gilt finish. Each on attractive card.

Stainless Steel No. BB27W105 Per \$3.50 Dozen
Gilt Finish No. BB27W108 Per \$4.50 Dozen

Popular Styled LIGHTERS



CAMERA LIGHTER SPECIAL

Miniature Camera Lighter. Black plastic with polished metal trim. Metal trim. Each in box.

New Low Price No. BB3J853 1/2 Dozen \$6.50

PISTOL LIGHTERS

Mighty polished chrome plated with imitation mother-of-pearl inset on handle. Overall dimensions 2 inches wide x 1 1/2 inches including base. Each in box.

No. BB83J861 \$5.00 DOZEN

BOOT LIGHTER

Western style boot in silver finish. 3 1/2 x 3 1/4 inches. Each in box.

No. BB83J858 \$7.20 DOZEN

ALLADIN'S LAMP LIGHTER

Classic design. Silver finish. 4 1/2 x 3 1/2 inches. Each in box.

No. BB83J836 \$8.00 DOZEN

Best Quality CAMERA LIGHTER With Compass

Miniature Camera with compass on front. Has metal body with black crackle finish and polished metal trim. Tripod and release can be removed for use as a pocket lighter. Each in box.

No. BB3J822 \$12.00 Dozen

KNIGHT TABLE LIGHTER

Beautifully modeled. Silver finish. Overall height 6 1/2 inches. Each in box.

No. BB83J838 \$13.50 DOZEN

FLOOR LAMP LIGHTER

Pulling chain operates mechanism. Chrome finished base with colored enamel shade. 4 inches high, 2 1/2 inches in diameter. Each in box.

No. BB83J839 \$16.50 DOZEN

Initial Kum-A-Part Cuff Buttons

White finish fancy borders. Blue center with assorted initials. Each in individual gift box.

No. BB18J85



REGULARLY \$1.50 PAIR NOW \$1.50 Dozen



POPULAR SELLING FRIENDSHIP RINGS

Sterling silver, fancy embossed design with two pendant hearts, suitable for engraving. Heavy weight. No. BB2J513 Dozen \$6.00

COMPLETE LINE OF PRIZES FOR SHUFFLEBOARD GAME WRITE FOR INFORMATION

PINBOARD OPERATORS!!

We have an attractive offer of a nationally advertised, widely known imported Perfume and Cologne. Write for details.

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

ENGRAVERS WITH IT SINCE 1931

DESIGNERS OF THE ALL-ALUMINUM MEN'S + MEN'S IDENT'S + LADIES IDENT'S + DOUBLE HERET IDENT'S (ALL-ALUMINUM) \$14.00 GROSS

WOMEN'S MASSIVE LARGE SILVER NUMBER IDENT'S \$13.00 GROSS

ALL ALUMINUM GRAB BAG IDENT'S \$7.00 NOT SECOND

SIGNET RINGS ADJUSTABLE FOR ALL SIZES NICKEL \$6.50 FINISH \$9.00 WITH OTHER COLORS \$10.00

MILLER CREATIONS (Phone: Bayport H-5338) 7739 Avalon Ave. Chicago, Ill.

PIPES

(Continued from page 94)

ville," Brooks scribbles. "I worked there for my old friend Ollie E. Bradley and did well. From Knoxville I took off for Hutchinson, Kan., where I worked the grandstand for the Junior Chamber of Commerce. From here I'm going to Texas to work fairs in the Lone Star State."

BIG TINY of Grand Forks, N. D., is working pumpkin fairs in Nebraska to reported good results.

L. R. ELLIOTT also known as Professor Leo, mentalist, and who owned and operated the Elliott Show, a med opry from 1930-'37, is confined in Ward 7, Veterans' Hospital, Fargo, N. D., and would like to read letters from friends. He has appeared with other med shows since 1937, but a siege of arthritis in August crippled his hands to such a degree that he was forced to undergo hospitalization.

"JUST OPENED" at the Cattle Congress here," pens Big Al Wilson from Waterloo, Ia. "Here are some of the pitcheroos working the event. Perhaps some of those Eastern champions might get some tips from this vanguard. Hale, the gadget worker from Minneapolis, is on hand. Jack Murphy, screen worker, is doing well. Buttons and wife are working hot on combs. Bob Roach is working hand-writing analysis and he's probably the king of them all. He sells 'em one a minute. The monkey man came in here and left for Wisconsin State Hospital to be treated for a monkey bite on his wrist. I'm going to Kansas City, Mo., to play stores until Christmas."

MORRIS KAHNTROFF is still in Ward F. 2, Mount Aito Hospital, Washington, recuperating from an operation. He hopes to return to the road soon.

ANNA MAE NOELL of Noell's Ark Gorilla Show, is in New York awaiting the arrival of a baby gorilla, which will be named Sampson.

ELEANOR DAVID . . . worker of note, closed a successful run in Little Rock and left immediately for the Cattle Congress at Waterloo, Ia.

"FIFI"

THE FAN OANCER

Featherlike soft, plastic rubber . . . realistically molded feather fan. Will attach anywhere . . . GREATEST VALUE EVER OFFERED . . . LOTS OF SALES APPEAL . . . only \$24.00 G.P. \$3.00 Doz.

HOLLYWOOD FIGURE-MODEL MAGAZINE . . . over 40 beautiful models. \$4.00 Doz. Send \$1.00 for sample.

"SALOON" THE HAREM DANCER She wiggles and sways by simple mechanical device; like-like, soft plastic. Beautifully packaged. \$3.50 Doz. \$1.50 Sample.

THE RUNNING SQUIRREL Mechanical, plush covered, genuine fur tail. Wind up, runs in circles. \$7.20 Doz. Sample, \$1.00.

"RUOLPH" THE RED-NOSED REINDEER Plush-covered motor. Very real. \$11.00.

letic, hops around. \$7.20 Doz. Sample, \$1.00.

SANTA CLAUSE, SLEIGH AND REINDEER Mechanical toy. Wind-up motor. Runs around in circles and rings bells. VERY, VERY CUTE! \$7.20 Doz. \$1.00 for Sample.

ORDER NOW . . . IMMEDIATE DELIVERY. 25% with order . . . balance C. O. D.

HARRIS MFG.
3864 Hollywood Blvd., Hollywood 28, Calif.

TELEVISION IN COLOR! WITH THE SENSATIONAL NEW **COLOR TELEVISION BANK**

HOOP COME IN HERE

HOLDS UP TO \$300

LIVE ACTION IN COLOR

TUNES LIKE BIG TELEVISION

only \$2.98

Now every night is Television Night and you make easy money on every show! This miniature T-V Bank looks just like the big table models. Friends and relatives drop in nickles, dimes and quarters to see the crystal clear screen light up with different pictures in FULL, NATURAL COLOR. A flick of the knob tunes in the COLOR-PICTURES you want. See Westerns, cartoons, football and boxing shots. 11 holds \$200 and it's filled before you know it. Order today!

DEALERS

HERE'S A SENSATIONAL NEW ITEM FOR YOU Individually Packed

\$2.49 Each in Doz. Lots \$2.32 Each In Doz. Lots

SAMPLES . . . \$2.98 EACH

Send 50% deposit with order. Balance C. O. D. Transportation paid on orders of 5 gross or more.

Not a flimsy toy, but a fine precision built bank of sturdy mahogany plastic. A limited number of wholesale orders can be accepted. Every bank fully guaranteed.

TV BANK CO., Dept. VB
313 N. 7th St. St. Louis, Mo.

CAN'T GET IT? PRICES TOO HIGH?

We supply many of the items needed by premium users, wpgon jobbers, auctioneers, canvassers, farm route men, punch board operators, etc.

FAMOUS BRANDS

Send for free catalogue and price list of nationally advertised silverware, cutlery, cookware, jewelry, and appliances.

WE HAVE IT! OUR PRICES ARE RIGHT!

H. B. DAVIS COMPANY
330 Hudson St. New York 14, N. Y.
Lots of Free Parking!

LARGE CLEVER WALKING BEAR

Large New Spaniel Fur Dog

Walking Scotties

Strutting Puppy

Santa Claus on Sled

JOBBERS ONLY—CASE LOTS

Ambrose Specialties
1360 S. Halsted St. Chicago 7, Illinois
SEeley 8-3688

STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prompt delivery if desired. Minimum order, 4 doz. State quantity needed.

ADIRONDACK CHAIR CO.
1140 8 Way. N. Y. 127 St. Dept. 6. MU 3-1385

Communications to 188 W. Randolph St., Chicago 1, Ill.

SALESBOARD SIDELIGHTS

Irwin Secore, Secore & Secore, Chicago, has been kept busy at the home office while his brother, Mort, was winding up a sojourn at the

WORKING AROUND THE CLOCK TO SUPPLY THE DEMAND OF LA-TA-DO TICKETS BINGO SPINDLE DEALS RED, WHITE & BLUE LUCKY 7's PAD DEALS Anything in the Line of Tickets for Immediate Delivery. WRITE—WIRE TRIANGLE MFG. CO. 609 So. Tenth St. Minneapolis, Minn.

Mount Sinai Hospital. Firm's Indiana representative, Lou Roffold, was in town recently with news of a successful tour. Irwin says the new mechanical board, Silver Bullet, is aimed for some bull's-eye sales reception. Number is available in 5, 10, 25-cent play, has 1,440 holes and a flash silver tinsel front. The Race Horse mechanical is still going strong as a play-getter, Irv adds.

Gardner & Company, Chicago, jumps on the "things are getting better" news wagon with Joe Robinson's report last week of sustained high volume board output and similar sales activity. Firm's efficiently designed second floor production department is given credit as the main reason behind the quality merchandise, turned out and delivered in record time. Superior Products, Inc., Chicago, is predicting top sales

10% Price Hike By Muncie Novelty

MUNCIE, Ind., Oct. 7. — Muncie Novelty Company, Inc., announced this week that a 10 per cent price increase is effective on all shipments made after Monday (2). H. M. Shoemaker said the increase, covering firm's entire line of punchboards, tickets, games and leads, was made necessary because of higher supply costs.

The price hike also will apply to orders already on hand, Shoemaker said, and is due to the "price at time of shipment" basis of paper, boxes, staples, tape, glue, etc. "We have resisted this increase for as long as we possibly could, and longer, probably, than we should have," he added.

goals for its new Touchdown Seals number. Irving Sax, sales manager, points to the 1,500 hole, 5-cent play number as a "sensation."

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter Only advertisements of Used Machines accepted for publication in this column. RATE—12c a Word Minimum \$2 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 66 N. Newgard Ave., Chicago, Ill. no25

A SENSATIONAL NEW PLAN—MAKE \$200 weekly; new Rem star attraction at bars, taverns, cocktail lounges, clubs; no merchants cost. Der Sales, Box 3133, San Francisco, Calif.

ALWAYS BUYING—SILVER QUEENS, MILLS, Jennings, Acorns, Northwesters, Victors; at A. A. Adams Co., Box 115, Detroit 6, Mich. Tel. Un 1-955.

CAST IRON STANDS—WEIGHT, 25 LBS., \$4 each; in lots of six or more, \$3.75 each; top plates only \$3 each; top plates for two vendors, \$1.30 each; top plate for three vendors, \$1.55 each; all prices f.o.b. factory; 5¢ deposit, bal. c.o.d. King & Co., 2704 Lake St., Chicago 12, Ill.

CAST IRON STANDS, INCLUDING TOP Plates, \$2. f.o.b. 15¢ deposit. Bal. c.o.d. Green, 3239 W. 14th St., Cleveland, O.

CIGARETTE MACHINES—FOR THE FINEST IN THE BUSINESS; all makes; all models; all sizes; all prices; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

CUE BALL & BELIOIAN TYPE POOL TABLES, top recovered like new; 24 hour service, \$23. M. & B., 1114 N. 3d St., Philadelphia 23, Pa.

DIGGERS—ERIE, HAND OPERATED; MFR. shanties, Electro-Holics, Microscopes, Buckle, Exhibits, Rotaries, Merchandise, Digger Parts. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—100 USED VICTOR TOPPER GUM and Charms Machines; some with plastic globes, \$5 each; take all for \$4.30 each; 5¢ deposit with order. P.O. Box 723, Jacksonville, Fla.

FOR SALE—8 NATIONAL KING 100 BAR Candy, 8 National Hunter Ball, 8 National A. Ewart, 73 Reach St., Kenton, O.

FOR SALE—GOOD PAYING COIN MACHINES for sale in Southwest Iowa; Juke, pin, music; list on location. Other business interests. Box 8C-238, c/o Billboard, Cincinnati, O.

FOR SALE—MONARCH AND NATIONAL Shuffleboards, \$99.50 each; very good condition. Reliable Shuffleboard Co., 2512 Irving Park Rd., Chicago, Ill.

GRAND LIQUIDATION! EVERYTHING MUST GO! 35 Chicken Sam Conversions, 1 Dale Qu, 4 Lite Leagues, 1 Gopher, 1 Chicago Coin Basketball, 2 8-ft. Superior Round Boards with electric scoring units; many others; must sell to best offer. 4377 Division St., Chicago 61.

MILLS AUTOMATIC FOUNTAINS, ALL ON LOCATION; in perfect condition; recently repainted for excellent appearance; \$400 each with phanogenators, \$365 without. Vendomatic, 2623 N. Campbell, Tucson, Ariz.

SCALES FOR SALE—WATLING AND MILLS, small or large, \$45. Some scales as is for less. Babe Levy, 2810 10th Ct. S., B6, Birmingham 5, Ala.

SCALES—14 HAMILTON, MILLS, \$30 UP. About 4500 Coin Counter, Kenney Texas Leaver, \$27.50; parts for Lincoln and X-Coin scales. R. M. Osborn, 435 Knower, Toledo 9, O.

"SPECIAL"—25 1/2 Rowe Gum Venders, \$9.95; 25 5/8 Master Nut, \$7; Seeburg Gem, \$45; Aristocrat Popcorn, \$60; Warlicker Counter Model 140. Wanted: Silver Kings, Gebco, Adams, Model Na, Hunters, Cameo Vending, 432 W. 42d, New York.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schreiber, 1645 Bedford Ave., Brooklyn, N. Y.

UNEDA CANDY MACHINES, 40; POPCORN, \$25; Gum Machines, \$4.95; Stamp Machines, \$2.95. U.S.P., 300 Grand, Waterbury, Conn.

TO SMALL OPERATORS EVERYWHERE—WE have 40 Skeeball Alley, all sizes, and a number of Top Stars that we will sell to small operators at very reasonable prices with no down payment; we need the room. Reliable Skeeball Co., 2512 Irving Park Rd., Chicago, Ill.

10 USED HOLLYHORN CREAM, WHITE for price. Logan Distributing Co., 2700 Milwaukee Ave., Chicago 47, Ill.

15 UNITED SHUFFLE ALLEYS WITHOUT Pins, \$64.50; Chicago Coin Pinball, \$110; Mills One, \$85; \$51015 War., \$300; 750 E. War., \$150; A Model A.M.I., \$400; Mills Pan-A-Ram, \$75; Triple Actions, \$35; Trade Winds, \$35; Bermuda, \$28; Big Tops, \$64.50; Monterey, \$45; Bowling Champs, \$78; Screw Balls, \$49.50; Spin Fall, \$35. Cash Record & Novelty Co., Knoxville, Tenn. 3-3761.

38 T. AND C. "POP CORN SEZ" VENDING Machines; will sell any number; very good condition; very reasonably priced. Lewis E. Cole, 714 N. Main St., Jamestown, N. Y.

50 USED AUTOMATIC 200 CUP THIRST Quencher Drink Vendors, all electric refrigerated; have been in storage, need touch-up; up; \$50 each plus 45¢ for crating; write for list long at this price, f.o.b. Coral Ice Cream Co., 1901 Edgewood Ave., Racine, Wis.

TELEVISION PUNCHBOARD DEAL

WIN 1951 TELEVISION SET 25 25 25. Invest \$39.50, Make \$555.50. Get aboard the TV boom! Repeat orders coming from everywhere. Special 11 1/2" designed, exclusive 4000 hole punchboard at 25¢ per punch takes in \$1,000.00. Players win TV set, \$50.00 Diamond Ring, \$10.00 Hollywood Leopard Blanket, and 92 cash prizes. Your net profit \$555.50 after all above prices paid out. HOW DEAL WORKS: You buy TV set from local merchant AFTER BOARD IS PUNCHED OUT. Space at top of board for facts on TV you select. PLAYER cannot win on one lucky punch. DEAL PRICE INCLUDES Special TV Punchboard also one genuine \$50.00 retail value 14 kt. gold DIAMOND RING in presentation box also one luxurious \$5472 inch Leopard Skin Duster Blanket (makes fine display behind counter). Shpg. wt. 6 lbs. Send full amount, or send \$10.00 deposit, balance C. O. D. Immediate delivery. DEAL PRICE \$39.50

WEBB MFG. CORP. 4958 W. Chicago Ave., Chicago 51, Illinois

BUY BY MAIL FACTORY WHOLESALE PRICES

No Job Lots or Close Outs BEE JAY SALESBOARDS UNIVERSAL JAR-O-DO No Order Too Large No Order Too Small

JAR DEALS—PAD DEALS R W B—LUCKY SEVEN MATCH PAKS

Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.

WRITE FOR CIRCULAR CAROL SALES CO. 312 E. Market St., Elmira, N. Y.

SALESBOARDS

Table with 2 columns: Item and Price. 1000 25¢ Charley Prof. \$50.00 & 49 1400 5¢ Barrel Prof. 18.00 .79 1000 25¢ J.P. Charley Prof. \$52.00 & 49 1000 25¢ J.P. Charley, X 74 Prof. 102.00 1.10 1000 25¢ Texas Charley, Seal Prof. 28.00 1.10 1000 to 4300 5¢ J.P. Boards Prof. 28.00 1.10 1000 to 1500 5¢ J.P. Girls Prof. 28.00 1.24 DELUXE SALES CO., Blue Earth, Minn.

ATTRACTIVE—UNUSUAL PUSH CARDS We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY! Designed, Manufactured by RAY MERTZ & CO. 525 S. Dearborn St. • Chicago 5

FOOTBALL SENSATION! THE PUNCHBOARD OF THE YEAR 'TOUCHDOWN SEALS' 1500 Holes (Thick), 5¢ Play DEFINITE PROFIT \$38.50

SUPERIOR PRODUCTS, INC. 2133-39 W. FULTON STREET CHICAGO, ILLINOIS

TURKEY PUSH CARDS Now ready for immediate shipment, our 1950 line of attractive and unusual Turkey Push Cards—WRITE FOR FREE CATALOG. W. H. BRADY CO., Mfrs. Established 1914 CHIPPEWA FALLS, WISC.

WHOLESALE JOBBERS TO SELL JAR & BOX TICKET GAMES SALEMEN WANTED IN EVERY TOWN AND COMMUNITY, CLUBS, CIGAR STORES, POOL HALLS, TAVERNS, ETC., ARE BEST PROSPECTS, OR START A ROUTE OF YOUR OWN! NO EXPERIENCE NECESSARY. 40% ADVANCE COMMISSION WORTHMORE TICKET GAMES 1825 S. MICHIGAN AVE. B-10, CHICAGO 16, ILL

SALESBOARDS Bickers, Joe Opals, Premiums Complete time STOP INTO TO SEE US RAKE COIN MACHINE EXCHANGE 809 Spring Garden St., Philadelphia 23, Pa. Lombard 3-2676

SALESBOARDS—JAR TICKETS NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED

Table with 4 columns: Holes, Play, Description, Profit. 200 15¢ KWARTER COLORS, THICK Def. \$15.00 \$ 40 3¢ LUCKY BUCKS, THICK Def. 7.00 .75 1040 3¢ J.P. CHARLEY, THIN Def. 17.00 .90 1000 25¢ J.P. CHARLEY, THIN Def. 27.00 .90 1200 25¢ TEXAS CHARLEY, THICK Def. 102.90 1.25 1000 3¢ SOUTH PACIFIC, GIRL BOARD Avg. 26.49 1.75 1000 3¢ HOLD THAT ONE, GIRL BOARD Avg. 27.10 1.75 1000 3¢ FLAMING GIRL, GIRL BOARD Avg. 27.00 1.75 1000 10¢ TEN CENT SAW BUCKS Avg. 45.00 1.75 1000 15¢ SIX TWO BITS Avg. 154.28 1.75

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST. Standing up requirements: Glass, Lock, Plain Tip, Definite Jackpot Boards, Coin Boards, Super Giant Holes, 25¢ deposit with all orders—balance C O D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

USE BLACKHAWK BOARDS

IMMEDIATE DELIVERY in any quantity of the below boards. You will find them the finest that money can buy, i.e., none better.

Table with 4 columns: Holes, Play, Description, Profit. 450 5¢ LIFE BOOK AVG. 6 15.18 61.95 1000 5¢ CHERY BOOK AVG. 37.15 3.15 1000 5¢ CHERY FACE AVG. 25.57 3.68 1000 5¢ RED KING AVG. 17.28 1.15 2500 5¢ HOLES OF DOUGH DEF. 55.49 6.95 3000 10¢ TREASURY SHIP AVG. 134.00 9.50 3000 10¢ INDIAN HUNT AVG. 104.00 9.50 420 25¢ POKER HANDS AVG. 33.50 2.93 1000 25¢ DERBY DAY AVG. 85.30 3.25 1000 25¢ JACKPOPP CHARLEY DINO AVG. 57.00 2.43 3016 25¢ YOUR CHOICE AVG. 263.00 9.13

Rush your order today. Enclose 25% deposit, pay balance plus shipping charges on delivery. Freight paid on orders of \$100.00 or more.

GALENTINE NOVELTY COMPANY 322 East Colfax Avenue South Bend 24, Indiana

SALESBOARDS FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN" NEW LOW PRICES — CIGANTIC ASSORTMENT — FASTEST SELLERS 10th year giving immediate delivery on finest boards LEGALSHARE SALES P. O. Box 86-R 222 2nd St. HUNTINGTON BEACH, CALIF. Ph. Lexington 4-3216

Communications to 188 W. Randolph St., Chicago I, Ill.

NPA Issues First Priority List

Expect Little Effect on CM Manufacturers

To Add More Products

WASHINGTON, Oct. 7.—The first priority order issued by National Production Authority (NPA) is expected to have little effect on the manufacture of coin machines. By granting priority in purchases to the Defense Department and the Atomic Energy Commission (AEC), NPA has made mandatory what most producers have been doing informally for many weeks.

All defense department purchases are not given priority. Vending machines purchased for post exchanges are excluded as are other PX items and office equipment.

The priority order covers all products and raw materials needed for military or AEC purchases. Products related to the military effort are to be added to the preferred list later, NPA said.

Coin machine manufacturers have as much right as any other non-military producer to get materials under terms of the NPA order. After military steel needs have been met, coin machine makers can scramble for steel along with the farm equipment manufacturers. Shuffleboard makers can vie with home builders to buy lumber after the Defense Department and AEC have taken what they need.

Announce Set-Up On Silent Sales, Hirsh-Mason Corp.

WASHINGTON, Oct. 7.—Acquisition of the Washington route of the Silent Sales System of Washington by the Hirsh Coin Machine Company (*The Billboard*, September 30) represents a major step in the development of both companies, according to Ira T. Byram Jr., owner of Silent Sales, and Hirsh de La Viez, head of Hirsh Coin.

Byram emphasized the deal, which turned over approximately 600 juke boxes and pinballs, as well as their locations to Hirsh, did not involve transfer of the name Silent Sales System. He further stressed that the deal in no way affected his sales division.

For Hirsh Coin, the acquisition is part of a general expansion program, de La Viez said. To make the purchase, he joined with Phil Mason, of Irvington, N. J., and New York. Mason entered the firm, now known as the Hirsh-Mason Corporation.

Set New Division

De La Viez also announced a second step in the firm's current expansion program—the setting up of a new division, the Hot Dog Service Corporation. John L. Dick, former general manager for Silent Sales, and Robert de La Viez are managing the new enterprise, which now has about 68 machines on location. De La Viez said that he hoped to turn over the business to them eventually.

The hot-dog operation utilizes a new machine which offers a hot dog on a roll, mustard, relish and a paper

Malone on Record

WASHINGTON, Oct. 7.—The 1½-hour speech of Sen. George W. Malone (R., Nev.) against the anti-gaming device measure required issuance of special edition of the *Congressional Record* by the Government Printing Office (GPO). Ordinarily GPO puts out one issue during a recess to catch up. This time, it's taking two. The Malone issue of the *Record* has 139 pages.

Malone's feat was unique in Senate talkathon history, since he limited himself to only two subjects—gaming machines and tariffs. Other long-talkers have covered a wide range of topics from Biblical readings to a recipe for "pot likker" in a single time-filling speech.

Exhibit Supply Distribs Show New Gun Games

CHICAGO, Oct. 7.—The Exhibit Supply Company has placed its target gun game, featuring moving targets and a modern Western motif, in production, Sales Manager Frank Mencuri announced this week. Known as Exhibit's Dale Six Shooter, the new piece is now on display at distributor showrooms.

Housed in a bronze and green metallic cabinet trimmed in natural birch, the Six Shooter can be converted to suit the requirements of any territory, Mencuri emphasized. It offers 20 shots to players who fire on a bandit gang attacking a stage coach. In all there are six bandits riding horseback, and players making hits on the bandits have the pleasure of watching the bandits knocked off their horses. Players making 20 straight hits on the bandits are given an opportunity to keep on firing 20 more shots and in effect keep shooting until they miss. Among the skill incentives on the Six Shooter are its vari-speed target action and a positive timer which counts the number of targets passing thru the shooting area.

Point of the vari-speed unit is that after an expert player has made 20 straight hits, speed of bandits slows down slightly and player can not depend on timing alone to make hits. Similarly, if player makes 20 more straight hits on slowed down targets during the next 20 shots, targets move at a faster pace. Value of positive timer to operators is that if players tend to waste time in picking out the targets, the game can be adjusted so that players have to fire at consecutive targets or lose one or more shots.

The Six Shooter occupies four square feet on location since the base of the unit measures two by two feet. Area nearest gun mounting is hinged for simplified servicing on location and finished in simulated leather trimmed with large brass upholstery nails. Other service high points include a glass which slides down for bulb adjustments and simplified target and step-up units placed within easy reach of the operator.

napkin for 15 cents. The relish and mustard are available in dishes from which the customer serves himself. (See *Announce Set-Up* on page 117)

Shuffle Units Show Way to Recovery in Foreign Field

PERHAPS the greatest change in the coin machine export picture took place in the past few months when, in almost a complete reversal of form, shuffle games took over as the No. 1 demand item in many foreign countries and spanning new units found their way into the holds of ships bound for European and far Pacific ports instead of distributors' floors.

Not that five-balls have been ignored. These games, long popular with foreign players, have retained much of their flavor, but, just as the shuffle craze swept the U. S. some 12 to 15 months ago, it has now spanned the oceans and taken hold with players in such distant areas as Belgium and Hawaii.

Exporting of games on an ever-increasing basis has opened up new vistas for many distributors, as well as continuing the business for manufacturers which had come to a virtual standstill during the war, then began spurting in the postwar years. Embargoes, many still in effect, have materially held down the export quantity, but, as in the case of Canada, relaxation of the rules are now beginning, and as the scope broadens, so does the income of those U. S. firms in a position to handle this type of business.

Because exporting of coin machines is a business within itself, and because the end results are profitable, new firms have stepped into the picture. Only a few have been established by people with coin machine know-how, and of these, the Trans-World Trading Corporation, with headquarters in Chicago and Los Angeles, has shown the most rapid growth. Joe Caldron, former AMI executive, heads the Trans-World firm, with Jack Howard, ex-Minneapolis Securities official and expert in the field of coin machine financing, serving as vice-president in charge of the West Coast branch.

Augmenting these firms specializing in exports are the distributors located on both coasts and those who handle shipments to South and Central America and Canada.

Those who have cast a part or all of their fortunes in the sea of exports have discovered still another new trend in recent months. Where entire units can be imported, the demand today is for new equipment, not the second-hand merchandise so popular in previous years. This is reflected in the heavy numbers of shuffle games which are now in use in foreign countries. However, there are still many areas where only parts are acceptable, with the assembly work being done by domestic labor.

In line with the new game trend, there has developed, at the distributor and export firm level, a definite

move that equipment be received in foreign ports in top working order.

To assure that equipment bound for export is in working order, firms like Trans-World Trading and leading distributors now serving the foreign markets, have established special service departments to check the equipment, then to supervise the crating of the units so that full protection is given the delicate machinery during its long voyage.

The current war situation has, naturally, cut into the export picture. But unless a world-wide outbreak of hostilities comes, the coin machine firms who are now active in the export field see an ever-widening market, one that promises rewards for those who continue to offer the best in equipment and service to their long-distance customers.

Earl Lipe, Vet Coinman, Dies In Baltimore

BALTIMORE, Oct. 7.—Earl Lipe, general manager of the Roy McGinnis Corporation, died in Union Memorial Hospital Friday, (29) following a heart attack in the firm's headquarters here Tuesday (26).



EARL LIPE

Born in Murphysboro, Ill., 59 years ago, Lipe had been with the McGinnis organization for the past 16 years, first in Chicago, later in Miami as well as Baltimore. As the managing head of the McGinnis distributing firm here, Lipe succeeded in obtaining the lines of several leading coin machine manufacturing plants in Chicago. As a result, the Roy McGinnis Corporation has become known to great numbers of operating firms.

Final respects will be paid Lipe Monday, October 2, when services will be held at the Sanders Funeral Home in Baltimore. Large delegations of business associates from several States planned to attend. Included in the honorary pallbearers were Roy McGinnis, founder of the Roy McGinnis Corporation and now president of J. H. Keeney & Company, Chicago.

Lipe is survived by his widow, a son, a daughter and a brother.

Series Switch

PHILADELPHIA, Oct. 7.—The World Series has given new life to Fighting Phils, converted pin game turned by Nate Schneller, Inc. firm specializing in refurbishing novelty games. The company reports the unit now leads its line in demand. The modernized pin game was converted from Yanks.

TV SPORTS NO JUKE PROBLEM

Tele Novelty Wearing Thin, Pitt Op Says

PITTSBURGH, Oct. 7.—Except when there is a major sporting event, TV is wearing off as a novelty and becoming more and more a normal entertainment medium, reports Harry Rosenthal Jr., sales manager, Banner Specialty Company.

Operators wishing to increase music box receipts should persuade location managers to turn off TV selectivity so patrons will operate the music box, thus benefiting proprietor and operator.

Key to getting music machines actually playing again, says Rosenthal, is "to have an attractive box and some top-notch records."

Open South Coast Branch in Dallas

HOUSTON, Oct. 7.—Harold Daily, head of South Coast Amusement Company with headquarters here, announced this week the opening of a Dallas office at 4115 Live Oak Street.

South Coast Amusement is Texas distributor for the Evans Constellation music machine, MGM and Four Star records and Mills bell products.

Record division at the new office is managed by Paul Glass.

Music Ops To Discuss Game Play at Meet

CHICAGO, Oct. 7.—The Music Operators of Northern Illinois (MONI) will hold their October meeting in Waukegan at Hank's Place, on Route 41, Wednesday (11) evening, it was announced this week. In addition to regular discussion of music operating trends, record material, etc., members also will explore the effect and potential of bowling-shuffle type games on the average juke route.

In the absence of Chairman Robert Lindelof, General Music Corporation, Skokie, Andy Hesch, A. H. Entertainers, Arlington Heights, will preside.

Jukes Aid Crusade

KNOXVILLE, Oct. 7.—Some 2,000 East Tennessee juke boxes this week featured *A Prayer for Freedom* as part of the local campaign of Crusade for Freedom. The tune was written by a Knoxville Crusade member and pressed by Mercury.

The East Tennessee Coin Machine Operators' Association, meeting here last week in the Labor Temple, decided to give the disk the No. 1 spot on their machines after listening to officials of the Crusade drive. Knoxville newspapers gave both the association and Eastern Tennessee operators generally lengthy stories following their action.

Leonard Thornton, president of the operators' association, said the disk will be featured from now until United Nations Day, October 24.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Radio-Phono-TV, Music and other departments up front in this issue of *The Billboard* are:

NO LET-UP IN ANTI-RED WAR. Anti-Commie Kettle is still simmering as incidents keep popping (General Department).

TIN PANNERS IN FEVERISH SCUFFLE TO CACHE CHRISTMAS GOLD. There are 24 new pops on list, not counting oldies and Westerns (General and Music departments).

VEGA PREPS 33 1/2 LOW-PRICE DISKS. The new diskery is readying operations on a national scale (Music Department).

RCA BOOSTS LANZA "NEW ORLEANS" DISKS. The plattery plans push with distrib toward dealers, juke ops (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Phone Ads Get Assist:

Shreveport Op Turns Dead Play Seasons Into Profitable Times Thru Aggressive Rental Program

By Robert Latimer

SHREVEPORT, La., Oct. 7.—If the music route operator is willing to apply a little extra effort, the promotion of phonograph rentals can iron out seasonal slumps in route income, according to Bob Erhardt Sr., head of Lee's Novelty Company.

Lee's Novelty Company each year during the off season rents as many as 20 phonographs per week, at varying rates which quickly amortize cost of the machines, provide work to keep experienced mechanics on the payroll, and leave a clear profit as well. Contrary to the experience of most operators who rent phonographs only during the Christmas and New Year's holidays Erhardt pushes rental service the year-round and has found the market much better than anticipated, so good in fact that occasionally it has actually been necessary to pull extra machines off location to meet rental commitments.

Phone Sales

The Louisiana music firm's No. 1 asset in keeping rentals humming is telephone solicitation of potential prospects, a task carried out during spare hours thru the week. Instead of waiting for the phonograph renter

to come to him, Erhardt keeps a close watch on the pages of local newspapers, announcing meetings, bazaars, dinners, weddings, parties, etc., at which an automatic phonograph will fit in. As soon as there is a notice or an event, Erhardt gets on the phone, locates the secretary or any other officer of the association or group, introduces himself, and suggests the rental of a new phonograph for the affair. "It is constantly surprising how few people have ever heard of this service," the operator said. "Frequently we have called a club secretary who was trying frantically to hire a band, at heavy financial cost, who had never given the least thought to supplying the music via the juke box route! In such instances, when we quote our standard rental prices, the secretary is enthusiastically relieved of a heavy burden, and glad to order the box sent out."

Calls for this purpose may run anywhere from one or two per day up to a dozen, depending on how many such events are located. Best prospects are the groups who hire neighborhood halls, church base-

(See *Shreveport Op* on page 101)

Merchandising Music

PLANNED PROGRAMING . . . There are many ways of putting records on a phonograph, some bring in added nickels, others do not. The Little Amusement Company, Sioux City, Ia., has a method of planned programing which has worked to that operation's advantage. Starting with the left-hand panel, firm inserts its hit tunes, following these with requests from the location and the patrons. Firm never changes less than 12 platters at a time (except on its 1250 machines), moving the replacements from one machine to another until all units have been covered.

SUGGESTION BOX . . . Allowing the customer to play a role in the selection of records has worked out for C. C. Jackson, Bemidji, Minn., juke box operator. Jackson installed a suggestion box in his locations, asking the patrons to drop in the name of records they would like to see installed on the juke. Then Jackson tallies up the requests at the end of each week, and the records which have been requested by the greatest number of people are installed the following week. Grosses have shown this to be a good play stimulating idea.

ATTRACTING COINS . . . The As-

World Series, Football Give No Competish

Fights Draw Viewers

CHICAGO, Oct. 7.—Despite the fact the largest audience in the history of television viewed the World Series this week, with most public locations featuring video jammed to the doors, operators in this vicinity reported little effect on juke grosses as a result of the telecasts.

Advanced as reasons for the small bite in grosses were the fact that the games started at noon here, and secondly, the fact they were played fairly fast.

More importantly than the series telecasts, from the op viewpoint, were two recent fights which were shown on local screens—the Joe Louis-Ezzard Charles heavyweight championship battle (September 27), and the Rocky Graziano-Gene Burton match Wednesday (4). Both telecasts started at 9 p.m. and used up the 9 to 10 p.m. time period, usually a top juke grosser.

However, ops now feel that only top fights will attract location patrons, and despite the fact Wednesday and Friday nights will feature boxing, many locations will not turn on their tele sets unless "name" fighters are involved.

There is a continuing trend locally to replace television in locations in this area. Saturday football games will draw less coverage this year, it is expected, and because these games also are seen early in the day, are not expected to give ops too much trouble in the average spot.

Juke Ops Face Tube Shortage

NEW YORK, Oct. 7.—Scarcely of tubes has phonograph operators here scrounging for new sources in order to build up stockpiles should the supply situation deteriorate further. While the situation is still far from critical, it is a problem route owners cannot afford to ignore if they hope to continue uninterrupted operation.

The tubes in short supply are those also used in television sets. Operators report normal sources no longer honor orders by mail or telephone, but must be dunned personally in order to get minimum requirements. Prices also have risen thru withdrawal of discount privileges.

Operators estimate an average 100-machine route requires three to five replacement tubes weekly.

Associated Service Company, Cleveland, has come up with an idea which offers a small, but new, source of revenue for its juke boxes. Firm placed small cards on each of its phonographs bearing the following legend: "This machine accepts Canadian dimes and quarters." The cards were attached to the glass window of the machines, and drew considerable attention. Too, they attracted some Canadian coins.

GO TO SCHOOL . . . Most operators of phonographs know the tremendous market which exists for (See *Merchandising Music*, page 101)

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Music Hath Charms . . .



to Soothe the Savage Stomach

Dining rooms that insist on the finest of music played at pleasing volume levels find the AMI Hideaway gives them the ideal musical background expected by discriminating diners.

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich.

KEEP OUT OF THE COSTLY "DANGER ZONES"*

with
EVANS' 1950
20 RECORD
40 SELECTION

CONSTELLATION



- ... Prevent "OBSCOLESCENCE" with advanced engineering and "all-location," years-ahead cabinet styling!
- ... Avoid "MECHANICAL DETERIORATION" with Evans' quality construction throughout to assure trouble free performance!
- ... Eliminate "INDIFFERENCE"—no cold shoulder from location or players, thanks to the incomparable combination of Constellation beauty, dependability and true-to-life reproduction!

Play safe with Constellation! See your Evans Distributor or write Factory direct.

H. C. EVANS & CO.

1528 W. Adams St.
Chicago 7, Illinois

AVAILABLE NOW—
Evans Record Play
Meter for Original
Constellation.

GENUINE PARTS for
Mills Empress, Throne
of Music, Original
Constellation.

SEE OUR COIN MACHINE AD ON PAGE 123

Record Reviews

(Continued from page 42)

RATINGS
OPERATOR
RETAILER
DIS JOCKEY
OVER-ALL

ARTIST	TUNES	COMMENT	OPERATOR	RETAILER	DIS JOCKEY	OVER-ALL
POPULAR						
VAUGHN MONROE ORK (The Moon Maids) Victor 45147-3929	Dream a While	Monroe and the Moon Maids blend to deliver an effective mood etching of this revived oldie. This dishing could help push tune, kicked off via a Frank DeVal dishing, over the top.	86	87	86	86
	Dream a Little Dream of Me	Vaughn delivers a subdued warble of this revived oldie set in a pleasant dance orking. Moon Maids pitch in to round out a dishing which Monroe fans should like.	80	80	80	80
FRANK DE VOL ORK Capitol 1247	Sweethearts on Parade	Slow, mood job with the oldie features richly scored mixed choral work. Should attract spinner action. But side hasn't the full-bodied magic of the preceding etching of "Dream Awhile."	77	80	76	76
	Jing-a-Ling, Jing-a-Ling	This amusing novelty extract from Disney's "Beaver Valley" short here is handled in a fine, full, straight-forward ork-choral manner. If ditty catches, this dishing should reap a sizable portion of the profits.	83	84	82	83
PEGGY LEE Capitol 1244	Life Is So Peculiar	Peggy does a pleasant, unpretentious job with this philosophical rhythm ditty from the Crosby "Mr. Music" flick in which she is featured.	75	75	75	75
	Once in a Lifetime	An effective "Golden Earrings" type backing and one of the thrush's finest recent efforts on a retentive ballad adapted from Thomas's "Raymond" overture. Has "sleeper" potential.	86	87	85	85
PERCY FAITH ORK (Andy Roberts) Columbia 39005	Green Grass and Peaceful Pastures	Pretty new ballad is handed a rich mood job by Percy with Roberts handling solo vocals against the choral work.	80	80	80	80
	In the Middle of a Riddle	Perfect tempo and taste result in an etching of this infectious waltz by the writer of "Forever and Ever" which could hit big in all markets, particularly the Midwest.	88	88	88	88
EDDY HOWARD ORK Mer 5490	The Red We Want Is the Red We've Got	Big, rousing production by Howard, large ork and vocal group. Should register with Howard regulars.	76	77	77	73
	I'm Forever Blowing Bubbles	Pleasant coverage job of the oldie lacks the shock virtuosic elements of the Shaw-Jenkins version.	71	72	72	70
SHARKEY AND HIS KINGS OF DIXIE-LAND Capitol 1208	Somebody Stole My Cat	Spirited Dixieland instrumental sparked by some stam-bang drumming. For Dixie-Charleston fans.	66	66	66	65
	With a Pack on My Back (Sharkey Bonano)	New Orleans on-the-spot waxing spots a hoarse-toned Bonano shout. Attractive, authentic Dixie for a limited market.	64	64	64	63
COUNTRY & WESTERN						
JIM BOYD AND HIS MEN OF THE WEST V (45) 48-0383 (78) 21-0383	Dixieland Boogie	Up-tempo country boogie blues novelty gets a smart, dancy orking and okay male vocal.	72	73	70	74
	I Got Along Without You Before I Met You	Medium-bounce ballad in a simple, old-fashioned format makes a pleasant side, easily chanted and orked.	70	70	70	70
JOHN MADDOX-RHYTHMMASTERS Dot 1012	Hula Blues	Engaging and different country side here—a honky piano solo with rhythms on a Hawaiian type ditty. Tempo and feeling are persuasive.	83	83	82	84
	I Get the Blues When It Rains	Raggy piano with a touch of boogie on an oldie. Doesn't have the unforced smooth charm of flip.	62	62	60	64
TOMMY SOSEBEE Coral 64062	Columbus, C.A.	Spell-it-out rhythm novelty is forced. Sosebee gives it a good country jump treatment, but it doesn't score.	62	62	60	64
	Dream Baby	Warbler takes an old-fashioned pop ditty for a rhythm go, with organ and rhythm in back. Unexceptional.	61	61	60	62
STUBBY AND THE BUCCANEERS Decca 46265	Helegged Hilegged	Smooth singing male group does a mediocre nonsense ditty to a shuffle beat with Basso-tone horn and clary. Side is hardly country in any sense.	59	60	58	58
	Beautiful Morning Clory	Novelty in polka-time is dull.	51	52	51	50
SONS OF THE PIONEERS V 21-0388	What This Country Needs	Group treats this tune as a medium spiritual, with interpolated sermon recitation. More vigor would have improved the rendition.	70	70	70	70
	Where Are You?	Sons try their hands at a sagebrush love ditty. Little appeal here.	63	63	63	63
JIMMIE DAVIS Cap 1210	The Poodle Dog Song	Engaging bunk of nonsense about a pet dog, complete with yelps, is sung at a pleasant bounce by Davis and the boys.	70	70	70	70
	(The) Cickle Cackle (Song)	Much in the same vein as flip, theme here is chickens. Nonsense refrain is catchy.	72	72	72	72
JIMMIE SKINNER Cap 1209	Will You Be Satisfied That Way	Warbler does an okay, low-pitched vocal on a routine torcher, but double-tempo guitarizing underneath gets in the way.	63	63	61	65
	There Won't Be Much More Time	Same type backing makes for a confusing beat again on this ballad job, with Skinner singing well.	60	60	58	63

(Continued on page 113)

Merchandising Music

(Continued from page 99)

their juke in high school areas. Clive E. Pickard, Elk Rapids, Mich., has a special promotion stunt he uses to reach this segment of the juke box public. He supplies the local schools with lists of the top records of the day, with these lists, in turn, being printed in the school papers. Thus the students are kept up-to-date on the hits, and recognize the tunes when they visit their favorite recreational spot where one of Clive's juke is in operation.

CLEAR TITLES . . . Paul F. Miers, Easton, Pa., asks the record companies to supply better titles on their records, and he gives some good reasons why this practice should be followed. Paul says when an operator attempts to change platters on a machine in a location where the lighting is poor (and many locations fall in this category), it is almost impossible to read the labels without using a flashlight. Paul believes the record companies could continue to use the color identifications for records, but should also change the color of the lettering on the labels so that they would stand out in contrast.

Shreveport Op Turns Dead Play Season Into Good Time

(Continued from page 99)

ments, hotel meeting rooms, etc., according to Erhardt, altho the private home has shown up well as a rental outlet, too.

Newspaper Ads

The Shreveport coin machine firm frequently runs display newspaper ads, featuring a cut of a new Seeburg, with the headline "Phonographs Rented for All Occasions." Such ads are equally effective during the summer and winter months, and have actually created several regular patrons, who do a lot of entertaining in large rathskellers, etc., rather than going out. "The operator who is going to do any newspaper advertising for this purpose should always use a large, showy ad, which is bound to attract attention," it was stressed. "If a small, inconspicuous ad is used, it gets little or no attention. Thus its penny-wise and pound foolish to attempt to economize on display ad space to save a few dollars."

In newspaper promotion, and in a similar ad which is run in the classified section of the Shreveport newspapers, Erhardt plays up the slogan

"Your Choice of Records." He finds that this appeals heavily to certain groups of renters, who want to pick music that everyone attending will enjoy. "Older people, for example, having a banquet, supper party, etc., don't get much enjoyment from boogie-woogie, rumbas and sambas which they are bound to get in night clubs or using hotel orchestras," it was also stressed. "In renting a phonograph, on the other hand, the group can pick waltzes, slow tempo fox trots, or even polkas or folk music as they wish. As a result, everybody gets up and dances, with no intermable waits for the music to slow down. Similarly, in renting phonographs for the bobby-soxers, we let them pick all jitterbug rhythms if they like. Some of our customers tell us that is the chief reason why they pay the rental charges."

Added Service

In delivering machines, well padded and protected, Lee's Novelty Company insists on reasonable care by the renter to guard it against damage. As a special service, a mechanic or serviceman will come by at an appointed time midway thru the

evening, and change over the roster of records to a new group, which helps out in long-drawn-out party evenings. This service has paid unexpected dividends, inasmuch as the Lee representative can detect any (See Shreveport Op on page 102)

CAPEHART'S FETE RATED A SMASH HIT

Wurlitzer Century Club Blowout Honors 100-Machine Ops

BUFFALO, Aug. 1937. — The first annual convention of the Wurlitzer Century Club, turned out to be three days of entertainment in grand style by the Rudolph Wurlitzer North Tonawanda fully planned by Homer F. ma **See Inside Front Cover This Issue**

Letters From Everywhere Praise the RISTAUCRAT '45'

(Quotes from letters received by Ristaucrat, Inc.)

"Send out ten more Ristaucrats. 40 machines are already on counters in this territory, and we have people talking. When you put one on location you immediately get a lead for another spot . . . All first location returns have been terrific, and they're all satisfied customers with plenty of confidence in the Ristaucrat . . . We always have 8 to 10 machines out on trial, a good way to get new spots . . ."

Bishop's Amusement Co.
Streator, Illinois

"In 2 weeks we placed 105 Ristaucrats on locations with orders for more. I will forward you a progress report and new orders tomorrow . . ."

Forrest M. Bird & Associates
Portland, Oregon

"My boys are starting to learn just how to push the Ristaucrat . . . they're concentrating on little places that never had a music box before . . . the results are wonderful . . ."

Carl J. Speis Co.
Evansville, Ind.

"Your ten machines arrived in perfect shape. They're amazing . . . please ship 100 more as quickly as possible . . . I can place them easily."

Bromley Service Games
Hawaii

People are Talking!

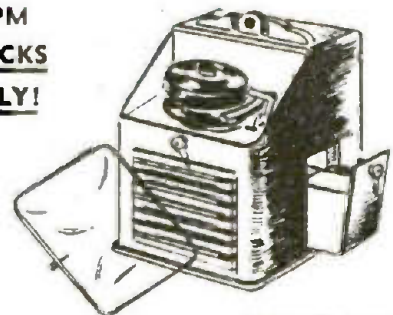
ABOUT THE

RISTAUCRAT '45'

PLAYS 12-45 RPM RECORDS RESTACKS AUTOMATICALLY!

Precision engineered, coin-operated RISTAUCRAT '45' plays twelve 45 RPM records, rejecting and restacking them automatically! Compact, easy to carry, this amazing little machine is drawing raves from everyone who hears it.

Priced at only **\$189.50**



Weight only 30 lbs. Measures 12" wide, 12 3/4" deep, 16" high.

Only Successful Small Music Box

Made for the small locations, it opens up a tremendous, untapped source of profit from such spots as Small Taverns, Road Stands, Drug Stores, Barbecues and dozens of similar places. Order a sample today . . . try it on small locations, you'll be amazed at the results.

Write for Complete Details



RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis

Trade Directory

New Products

Acorn multiple console stand-bulk vender stand—Oak Manufacturing Company, Culver City, Calif.
Harvest Time—five-ball game—Cenco Manufacturing & Sales Company, Chicago.

4 Horsemen—five-ball football game—D. Gottlieb & Company, Chicago.

Milk-o-Matic—bottle milk vender—Brun Manufacturing Company, Chicago.

Puck game switch—bowling game conversion—U. S. Distributing, New York.

Price Changes

AMI, Inc., increased the price of its Model C phonograph \$50 from \$745 to \$795; Hiway up \$30 from \$545 to \$575.

Cole Products Corporation raised the price \$60 on its Cola-Spa Hermetie cup vender from \$995 to \$1,055; with coin changer, raise was to \$1,035 to \$1,095.

Distrib Appointments

Chicago Coin Machine Company appointed Empire Coin Machine Exchange, Chicago, national distributor for its Bowling Alley conversion.

D. Gottlieb & Company, Exhibit Supply Company, United Manufacturing Company and William Manufacturing Company appointed International Amusement Company, with U. S. headquarters in New York, to distribute (their lines in the Benelux countries (Belgium, Holland and Luxemburg).

Ristaucrat, Inc., appointed Hatcher Amusement Company, Kansas City, Kan., distributor for the western half of Kansas and Automatic Coin Machine Company, Kansas City, Mo., distributor for western half of Missouri and eastern half of Kansas.

Rock-Ola Manufacturing Company appointed World Wide Distributors, Chicago, to handle its products thru Northern Illinois and top counties of Indiana.

Vend-Rite Manufacturing Company appointed Things Hawaiian Export Company, Honolulu, as distributor thruout the Hawaiian Islands.

Firm Changes

Brilliant Music Company, Detroit, was acquired by Joseph Brilliant as the sole owner, with withdrawal of partners Jack Brilliant and William K. Palmer.

SHREVEPORT OP

(Continued from page 101)

misuse or abuse of the machine and put a stop to it at once.

In this way, the peaks and valleys of income at Lee's Novelty Company are being smoothed out, and every year's rental service is helping to create a new list of customers. "There not much limit to rental possibilities," the operator said, "Once the system is established and properly started."

48 TUNES 24 RECORDS

WURLITZER

Twelve Fifty

Protects you AGAINST OBSOLESCENCE

Precision Puck Company, Chicago, announced the purchase of a building at 7932-34 South Chicago Avenue for use as a second plant.

Vendex, Inc., Newark, moved office and warehouse to 155 Washington Street, Newark.

New Firms

Merit Industries, Chicago, was formed by Col. Lou Lewis to buy and sell amusement games. Headquarters at 6520 South Halsted Street.

Personnel

Coan Manufacturing Company, Madison, Wis., announced appointments of following sales representatives with areas covered: Warren Deaton, of Galion, O., for Ohio, Virginia, West Virginia; Warren Deaton Jr., Danville, Ky.—Kentucky; H. Albert Rea, St. Louis—Kansas, Missouri (except St. Louis), Illinois, Indiana; R. W. Marriam, Des Moines—Iowa; W. P. Punton, Park Falls, Wis.—Wisconsin, Michigan, Minnesota; V. R. Middlemas, Bismarck, N. D.—Wyoming, North and South Dakota, Nebraska; C. W. Brown, Salem, Ore.—Oregon, Washington, Montana, Idaho; Frank Herbenar, El Paso, Tex.—New Mexico, Arizona, Utah, Colorado.

Deran Confectionery Company, Cambridge, Mass., named Alfred A. Stremke, Greendale, Wis., its Minnesota, North and South Dakota representative.

Empire Coin Machine Exchange, Chicago, appointed Henry Pope to the sales staff of its premium department.

Fogel Refrigerator Company, Philadelphia, named E. A. Terhune vice-president.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., celebrated its 94th year in business in the U. S. (firm actually started business in 1701 in Saxony).

Coin Amuse. in New Quarters

CHICAGO, Oct. 7.—Coin Amusement Games has moved to new and larger quarters at 1144 E. 55th Street here, Charles Schutz, head of the distributing firm, announced this week. New display rooms and repair shops occupy approximately 6,000 square feet and features a premium room filled with a wide assortment of merchandise.

Schutz stated that the new address was selected as a convenience for its South Side operator customers and also for coimmen in Northern Indiana and Southern Michigan.

Firm handles a variety of new and used shuffle and pinball games.

Coincidence

YANKTON, S. D., Oct. 7.—Mike Imig, president of the South Dakota Phonograph Association and local operator, recently received a letter and a picture from Rock Island, Ill. The letter read, in part, as follows:

"Enclosed you will find a snapshot of me by your station wagon when it was parked at Stanley Corner, S. D. My parents, grand parents and I were returning from a vacation trip in Montana and we happened to see your station wagon with the same name as mine."

The snapshot revealed a 3-year-old boy standing in front of Imig's service station wagon which bears a legend reading "Mike Has It—Juke Boxes."

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 44)

- They Put the Lights Out—T. Tucker Ork (Powder and) MGM 10785
- They're Playing Our Song—V. Lynn B. Farnon Ork (It Was) London 742
- Thinking of You—Booby Byrn: Ork (Deed I Do) Coral 60298
- Thirsty for Your Kisses—Ames Bros.-R. Ross Ork (I Don't) Coral 60300
- Tie a String Around Your Heart—B. Rose Ork (Keep Me) Wrightman 1050.P
- Timeless—H. Babbitt-The Heartbeats-G. Cates Ork (What Can) Coral 60301
- Trouble Then Satisfaction—L. Jordan (Tamburizza Boogie) Dec 27203
- Tubby the Tuba Song, The—D. Kaye (Popo the) Dec 27199
- Tubby the Tuba Song, The—G. Cates Ork (Sleigh) Coral 60302
- Twelve Days of Christmas—Ames Bros. (Wassail Song) Coral 60267
- Ukulele Waltz—Roy Smeck (Song of) Gotham 805
- Valie Mirage—J. Molinari (Flight) Arcadia 1955
- Valie Vanite—F. Gardner (Body) Col 38975
- Villain, The—R. Sutton (Cataract) Down Home 7
- Wang Wang Blues, The—S. Fricks-The Korn Kobblers (Let's) MGM 10003
- Warsaw Waltz, The—J. Murad's Harmonicats (Petite) Mca 5497
- Wassail Song—Ames Bros. (Twelve Days) Coral 60267
- Way It Used To Be, The—Ink Spots (Right) Decca 27214
- What Can You Do?—H. Babbitt-The Heartbeats—G. Cates Ork (Timeless) Coral 60301
- What Is This Thing Called Love?—P. Faith Ork (Brazilian) Col 38986
- What Will Be Will Be—E. Barton-L. Pines Ork (Baby Me) National 9123
- What Would Washington Say?—Jack Moiden & Frances Kay (The Fiery) V 21-0306
- Where Do I Go From You?—R. Clooney-P. Faith Ork (I'm) Col 38983
- Who Said Sherry Wasn't Coming Back?—L. Millinder Ork (Clap Your) King 4398
- With a Pack on My Back—Sharkey and His Kings of Dixieland (Somebody) Cap 1208
- Would You Like To Buy a Cactus Plant?—M. Hutton & J. Douglas (That's a Man) MCM 10783
- Yearning (Just for You)—D. Hudson Ork (Rose Room) Bullet 1089
- You Lied Your Way Into My Heart—J. Wallace (My Brown) Bullet 716
- Your Favorite Hymns Album—The Three Suns (3-7-7) V445-WP205—Aldie With Me (45)47-3786, Ave Maria (45)47-3786, Beautiful Isle of Somewhere (45)47-3788, In the Garden (45)47-3788, Lead Kindly Light (45)47-3787, Whispering Hope (45) 3787
- You Rascal—L. Armstrong-L. Jordan (Life) Dec 27212
- You Won't Forget Me—A. Morton (Don't) Cap 1206
- Your Dance Date With Dick Burgess Album—D. Jurgens Ork (1-1011) Col (33) CL6136
- You're Not in My Arms Tonight—T. Dorsey Ork (So Long) Dec 27210
- You've Got Me Crying Again—B. Brewer (For the) Dec 27204
- Yucca Valley Noches—Three Keyboards (Down) Wrightman 1038

CHILDREN

- Blowing Bubble Gum—S. Jones & His City Slickers (Man Or) V45147-0221
- Boo's Green Band Album—B. May, Dir. (3-10") Cap DC-253
- Brown Cowboy Bill—E. Mack-M. Miller Ork (Parts I and II) Golden Records R 46
- Chicken Licken—G. Riggs-N. Leyden Ork (Goldlocks and) V(45)47-0224
- Christmas Songs—A. Lloyd-The Sandpipers-M. Miller Ork (Santa) Golden Records R 47
- Cowboy Fun, Parts 1 & 2—Texas Jim Robertson V(45) 47-0217
- Donald Duck Cowboy—J. MacDonald-The Sandpipers-M. Miller Ork (Parts I and II) Golden Records RD 13
- Explosion Polka—M. Miller Ork (Over) Golden Records R 49
- Frosty, the Snow Man—G. Austry (When Santa) Col 38907
- Fun All Day Long, Parts 1 & 2—C. Edwards-3 Beus & a Peep-H. Rene Ork V(45)47-0215
- Fun on Old MacDonald's Farm, Parts 1 & 2—C. Edwards-2 Beus & a Peep-H. Rene Ork V(45)47-0213
- Fun with Mother Goose, Parts 1 & 2—C. Edwards-3 Beus & a Peep-H. Rene Ork V(45)47-0214
- Gingerbread Boy, The—G. Riggs-N. Leyden Ork (Little Red) V(45)47-1223
- Goldlocks & the Three Beas—G. Riggs-N. Leyden Ork (Chicken Licken) V(45)47-0224
- Guffy, the Bobber—G. Austry (Little) Col 38965
- Happy Birthday to You—M. Miller Ork (Parts I and II) Golden Records RO 12
- Little Fat Policeman, The—The Sandpipers-M. Miller Ork (Safety) Golden Records R 45
- Little Johnny Pilgrim—G. Austry (Guffy) Col 38985
- Little Orley—His Adventures With the Cloud—Uncle Lumphy-F. Waring and His Pennsylvanians (Little) Decca K-17
- Little Orley—His Adventures With the Parade—Uncle Lumphy-F. Waring and His Pennsylvanians (Little) Decca K-17

- Little Red Hen, The—G. Riggs-N. Leyden Ork (Tortoise and) V(45)47-0226
- Little Red Riding Hood—G. Riggs-N. Leyden Ork (Gingerbread Boy) V(45)47-0223
- Man on the Flying Trapeze, The—S. Jones & His City Slickers (Blowing Bubbles) V(45)47-0221
- Mr and My Teddy Bear—J. Berch-H. Rene Ork (Teddy Bears) V(45)47-0225
- Over the Rainbow—A. Lloyd-M. Miller Ork (Explosion) Golden Record R 49
- Safety Song, The—The Sandpipers-M. Miller Ork (Little) Golden Records R 45
- Sailing, Sailing Sailor's Hornpipe—D. Bryan-The Sandpipers-M. Miller Ork—Golden Records R 48
- Santa Claus is Coming to Town—The Sandpipers-A. Lloyd-M. Miller Ork (Christmas) Golden Records R 47
- Santa's Toyshop Song—The Sandpipers-M. Miller Ork (Parts I and II) Golden Records RO 14
- Sea Chanty—M. Stewart-The Sandpipers-M. Miller Ork—Golden Records R 48
- Sunday School Songs, Parts 1 & 2—J. Berch-H. Rene Ork V(45)47-0222
- Swan's Dance—M. Miller Ork (We're) Golden Records R 50
- Teddy Bears' Picnic, The—J. Berch-H. Rene Ork (The and) V(45)47-0225
- Tortoise and the Hare, The—G. Riggs-N. Leyden Ork (Little Red) V(45)47-0226
- Train to the Zoo—Norman Rose (Parts I and II) The Children's Record Guild 100
- 'Twas the Night Before Christmas, Parts I and II—F. Luther, Decca K-20
- We're Off To See the Wizard—The Sandpipers-M. Miller Ork (Swan's) Golden Records R 50
- When Santa Claus Gets Your Letter—G. Austry (Frosty) Col 38907
- You Couldn't See the Trees for the Forest—Paul Howard (I'm Sending) King 808-A

LATIN-AMERICAN

- El Barquillero—Los Guaracheros de Oriente (La Fiesta) V 23-5232
- Burumbumba—Trio J. Rodriguez (Nieblas Del) Dec 21320
- Cancion Del Gitano—M. Pineda (Duo Del) V 23-5200
- Capitula de Aletti—G. Galian-His Caribbean Rhythm Boys (My Show) Coral 60304
- Carino—Tona la Negra (Irremediablemente Solo) V(78)23-5190, (45)151-5190
- Duo De Ana V Danilo—M. Pineda-C. Stock (Salida Del) V 23-5199
- Duo De Maria V Jorge—M. Pineda-C. Stock (Cancion) V 23-5200
- El Bombero—N. Morales (Rio) Decca 21319
- El Conde De Luxemburgo—M. Pineda (La Duquesa) V 23-5201
- Elencor Hombres—L. Alcaraz y su Orquesta Quinto Patio) V 23-5207
- Estela—P. Flores Ork (Esto) V 23-5218
- Esto No Es Un Mamba—P. Flores Ork (Estela) V 23-5218
- Gateando—P. Prado y Su Ork (La Chula) V 23-5213
- Gulijiro—Beny More (Que Venga) V 23-5194
- Hasta la Guitarra Lloro—Alfonso Ortiz Tirado (Rayo de Luna) V(78)23-5191
- Hemos Terminado—M. Silva (Sabrosona) V 23-5176
- Irremediablemente Solo—Tona la Negra (Carino) V(78)23-5190, (45)151-5190
- Juaniquita—R. Alvarez y Su Conjunto (Yumbale) V 23-5215
- La Chula Linda—P. Prado y Su Ork Gateando) V 23-5213
- La Duquesa Dr Bal Tabarin—M. Pineda-A. Montes (El Conde) V 23-5201
- La Fiesta Los Rainers—Los Guaracheros de Oriente (El Barquillero) V 23-5232
- Louca de Amor—F. Fernandez (Que Falta) V 23-5214
- Malaguena—E. Tyler Trio (Washington) Dec 27218
- Mirame—Los Key (Nubes Del) V 23-5195
- Muniquita da Sauris—L. Arcazar y su Orquesta (Pescicero del) V 23-5208
- My Show—Geri Galian-His Caribbean Rhythm Boys (Capitillo del) Coral 60304
- Nieblas del Riachuelo—Tro J. Rodriguez (Burumbumba) Dec 21320
- Noches De Espana—Los Key (Mirame) V 23-5195
- No es el Momento—Marta Catalina (Vete Sin Mi) Col 6525-X
- Pegadita de los Hombres—Pepto Arevalo y su Grupo (Yorelle Torela) V(78)23-5189, (45)151-5189
- Prisionero de Mar—L. Mircaraz y su Orquesta (Muniquita del) V 23-5208
- Quinto Patio—L. Arcazar y su Orquesta (Elencor) V 23-5207
- Que Venga El Mamba—Chamaco Dominguez Y Su Ork (Gulijiro) V 23-5194
- Que Falta Te Me Hace—F. Fernandez (Louca) V 23-5214
- Rayo de Luna—Alfonso Ortiz Tirado (Hasta la) V(78)23-5191
- Rio Bamba—N. Morales (El Bombero) Decca 21319
- Sabrosona—M. Silva (Hemos Terminado) V 23-5176
- Salida Del Conde Danilo—M. Pineda-C. Stock (Duo Del) V 23-5199
- Sufro Tu Ausencia—P. Vargas (Yo) V 23-5196
- Vete Sin Mi—Marta Catalina (No es el) Col 6525-X
- Washington Rhumba—E. Tyler Trio (Malaguena) Dec 27218
- Yo—P. Vargas (Sufro Tu) V 23-5196
- Yorelle Yorella—Pepto Arevalo y su Grupo (Pegadita del) V(78)23-5189, (45)151-5189
- Yumbale—R. Alvarez y Su Conjunto (Juaniquita) V 23-5215

For News About The **Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

OPERATORS WEIGH SCALES

Indevco, Inc. To Intro New Dual Machine

To List at \$1,000

NEW YORK, Oct. 7.—Indevco, Inc., producer of the Koffee King machine, is readying a dual, coffee-carbonated drink vender for introduction to the trade before the end of the year, it was learned this week.

Performance tests of a hand-made model are being run off at the firm's Bronx plant preliminary to setting up a production line. The machine corresponds to the Koffee King in size, occupying 22 by 26 inches of floor space, and utilizes two cup drops and two coin mechanisms. Capacity is approximately 600 carbonated drinks and 450 cups of hot coffee.

While a definite price has not been set on the new unit, Indevco expects to offer it to operators for "about \$1,000," according to Mike Silverman, general manager.

The coffee brewing features of the Koffee King machine have been retained in the dual model. Frozen concentrate is used and each portion of water is heated individually at the time a coin is inserted. Containers for all ingredients are housed in a common refrigerated area. Company has developed its own carbonator, Silverman said.

The single-drink Koffee King will continue to be manufactured. Firm, which has offices at 101 Park Avenue, is also experimenting with a refrigerated sandwich vender.

Coan Names New Service Manager

MADISON, Wis., Oct. 7. — Charley Martin, with Coan Manufacturing Corporation for the past five years as a member of the service department and as a department head in the plant, has been appointed service manager for the company. Martin's appointment was announced by J. W. Coan, president.

Immediately after his appointment, Martin joined Sales Manager Frank Doyle on a trip which will take them up the East Coast to New England. At the beginning of the trip they stopped in Indianapolis, where Coan exhibited at the Indiana Candy and Tobacco Jobbers' convention.

Martin will headquarter in Madison, directing Coan's field service department. This week the final contingent of field servicemen were completing their training course at the factory. They will cover the country in a fleet of panel trucks, carrying with them a complete sample line and parts.

Bonanza Ups 'Corn Machine Price \$20; Change Firm Name

LOS ANGELES, Oct. 7.—Bonanza Manufacturing Company this week announced a change in its name and a \$20 increase in price on its popcorn vender. The firm, called Bonanza, Ltd., has set the new list on the vender at \$169.50.

As reported several months ago, the company continues to concentrate on its popcorn equipment, having discontinued production on its coin-operated shoe shiner.

Chains Eye Op-Owned Cig Units As Answer to Single-Pack Biz

DETROIT, Oct. 7.—That single package cigarette sales via vender can be profitable, for both the supermarket chain store and the independent operator, is being proved here by several such co-operative agreements now in effect. The basic reason for the get-together of chain store management and operator hinges on this fact; the slight profit the chain realizes on quantity carton sales can be easily lost thru pilferage by customers and employees of too handy single packs. This leakage, plus the time involved for single pack sales, represents a continuing headache in thousands of otherwise highly efficient supermarkets.

An example of single pack vender sales by a leading chain is the program now in force in all but three of the Wrigley stores here. With vendors handling the single pack

problem for the past five years, this chain now points to its 21 cigarette machines, placed by an independent operator, as being responsible for the solving of the leakage problem and the moving of an estimated 10 per cent of its total cigarette volume. With 90 per cent of its cigarette business devoted to carton sales, however, management admits the emphasis is still on cartons. Nate Lurie, executive, said: "We have the vendors primarily as a service to our customers."

Sales Afford Op Profit

The Wrigley vendors are spotted just outside the check-out counters. As volume figures have not been released, the store's machine sales cannot be compared to other Detroit locations, but the volume appears (See Chains Eye on page 106)

Cig Operators Pass Along Price Increase to Patrons

By Is Horowitz

NEW YORK, Oct. 7.—Cigarette machine operators, who this summer experienced their third increase in product cost since the end of World War II, have largely adjusted to the situation by passing on the increase to the consumer. In a number of areas, however, conditions are still fluid, with operators feeling their way carefully to a higher vend price.

In most cases, the almost ½-cent per pack increase late last July had route owners adding a penny to the vend price. But where the jump necessitated coin mechanism conversion to sell at more than 20 cents, the price more often was advanced 2 and 3 cents.

Sales Volume

Reports on changes in sales volume attributable to new prices are still too sketchy to draw over-all conclusions. But this much is certain. They haven't dropped in all areas. And in a number of territories, where over-the-counter prices have finally gone over 20 cents, vend sales have actually increased. Where they have

dipped, it is still too early to determine if gross profits have similarly declined.

What seemed to be happening to the industry generally is that it is becoming less and less a 20-cent coin machine business.

More States went to quarter operation in August, continuing the trend accentuated by each rise in the wholesale cost of smokes. Should another increase come along, or should State or federal taxes be lifted, the 20-cent machine might well become an obsolete piece of equipment.

Quarter Machines

Surveying the situation nationally, it is becoming more evident that a 2-cent State tax is as much as most operators will cover with a 20-cent machine. While in some States with 3-cent taxes, cigarettes are still vended at the lower figure, more are dispensed via quarter mechanisms. Where operations are split between the two prices in a single State, the quarter machines exceed 20-cent units by a hefty majority.

Cite Reasons For Beefs on Off-Weights

Discuss Machine Design

CHICAGO, Oct. 7.—In a search for answers to the year-in and year-out customer complaints of off-weight penny scales, Vend, sister publication of The Billboard, has conducted an operator survey to determine validity of such complaints and what could be done to minimize them. Operators summed up the off-weight picture with the following four points:

1. The average off-weight penny scale on location varies about two pounds over or short from being accurate, due primarily to public abuse.

2. The majority of off-weight scales are owned by individual locations, or by small operators who do not have the proper knowledge or equipment to keep their units accurate.

3. A prime obstacle to greater public confidence arises when dial read- (See Operators Weigh on page 104)

SuperVend Adds Distribs; Hypo Machine Output

CHICAGO, Oct. 7.—Production of SuperVend three-flavor drink machines has climbed to 50 per day, Mike Hammergren, president of SuperVend Sales, said this week. The machines are built by the Texas Engineering & Manufacturing Corporation, Dallas.

Hammergren also announced his firm will show at the Theater Equipment and Supply Manufacturers' convention in the Stevens Hotel, Chicago, October 8-11.

Adding to the firm's sales and service coverage, Hamnergren revealed the appointments of four new distributors. R. E. Nolen, 911 Fairground Avenue, Greensboro, N. C., will cover North Carolina. Nolen, SuperVend official's said, was formerly in the automotive business.

Mayflower Distributing Company, Omaha, will handle sales in Nebraska and Western Iowa. From its St. Paul office, Mayflower will cover Minnesota, North and South Dakota. Paster Distributing Company, Milwaukee, will cover Wisconsin and the Upper Peninsula of Michigan.

Stanley Distributing Company, Cedar Rapids, Ia., will cover Eastern Iowa, and the Vend-A-Drink Company, 10316 Woodward Avenue, Detroit, has been assigned the greater Detroit area. Stanley Distributing is headed by Stanley A. Domack, while Vince Meli runs Vend-A-Drink.

Marketing Expert To Headline Biz Session At '50 NAMA Confab

CHICAGO, Oct. 7.—Headlining the opening program of the National Automatic Merchandising Association (NAMA) annual convention and exhibit at the Palmer House here next month (12-15) will be one of the country's foremost marketing experts, Dr. Delbert J. Duncan.

Professor of marketing at Cornell University, Duncan will give vend- (See Marketing Expert on page 105)

Cig Tax-Vend Price Pic

State cigarette tax rates, showing effect on price per pack thru vendors:

State	Tax	20¢ Mach.	25¢ Mach.	State	Tax	20¢ Mach.	25¢ Mach.
Alabama	3		X	Montana	2	X	
Arizona	2	X		Nebraska	3	X	X
Arkansas	4		X	Nevada	3		X
California	—	X		New Hampshire	2½	X	X
Colorado	—	X		New Jersey	3		X
Connecticut	3		X	New Mexico	4		X
Delaware	2	X		New York	3		X
Dist. of Columbia	1	X		North Carolina	—	X	—
Florida	5		X	North Dakota	5	X	
Georgia	5		X	Ohio	2	X	X
Idaho	3	X		Oklahoma	5		X
Illinois	3		X	Oregon	—	X	
Indiana	3		X	Pennsylvania	4		X
Iowa	2	—	—	Rhode Island	3	X	X
Kansas	3		X	South Carolina	3	X	X
Kentucky	2	X		South Dakota	3	—	—
Louisiana	8		X & 30c	Tennessee	3		X
Maine	4		X	Texas	3		X
Maryland	—	X		Utah	2		X
Massachusetts	5		X	Vermont	4		X
Michigan	3		X	Virginia	—	X	
Minnesota	4		X	Washington	4		X
Mississippi	4		X	West Virginia	1		X
Missouri	—	X		Wisconsin	3		X
				Wyoming	—	X	

VICTOR'S TOPPER LINE IS TOPS IN MODERN VENDING



VICTOR'S REVOLVING SUPER MARKET

• Dominates Any Location •

The most practical MULTIPLE bulk vendor ever built... featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand... the space-saving unit which provides quadruple earning potential. Actually requires no more space than one vendor on a stand.

SELECTIVITY... the most important factor in successful automatic vending... makes everyone a potential customer for VICTOR'S REVOLVING SUPER-MARKET.

TOPPER DELUXE vends all kinds of bulk merchandise and is equipped with VICTOR'S new bay view display compartment! Available with or without side display windows.

TOPPER DELUXE VENDORS are also available in Single... Double... and Triple units.

See SUPER MARKET TODAY at your distributor

ONLY \$59.50 Complete

"TOPPER" Reg. U. S. Pat. Off.

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Ill.

Operators Weigh Scale Biz; Study Beefs on Off-Weights

(Continued from page 103)

ings do not start from zero, thus giving the impression that final weight readings are incorrect. The remedy: More frequent adjustment.

4. Oil dash-pots are a major trouble source, and operators claim a better shock absorbing unit is needed.

"Imaginary" Complaints

Operators agreed that, while many customer complaints about inaccurate readings have their foundation in fact, a surprisingly large proportion are "imaginary." This is true mainly of the infrequent scale user, who finds the dial or ticket telling him a story he does not want to believe, or from such customers who loose or gain a few pounds since they last stepped on a scale.

Commenting on scale construction itself, many operators advanced the belief that manufacturers "complicate the automatic portions of their scales, making it almost impossible for use by the public without prohibitively frequent service adjustments."

Op Views

Presenting an individual operator's view on scale maintenance problems, John Horn, Abilene, Tex., reported that, in his 20 years of operating, his major trouble was not off-weight readings but rather improper functioning of the automatic parts which result in out-of-order calls. While all complaints by the public and location are referred to as weight inaccuracies, Horn states operators should separate the accuracy of weight trouble from the accuracy of the automatic parts of the scale. His own findings show 99 per cent of the trouble occurs within the automatic mechanism.

Russ Thomas Company, Memphis, operating about 75 scales, pointed out a major cause of scale inaccuracies can be traced to treatment at the hands (or feet) of youngsters and teen-agers. Their jumping up and down on the platform strains every part in a scale and makes it difficult to keep it correctly adjusted, Thomas declared.

Improve Shock Absorbers

The firm stated that, as a result of such usage, oil dash-pots are a regular source of trouble. It suggests scale makers might improve their shock absorbing units by using a type similar to that found on automobiles (airplane type shock absorbers). These would also eliminate need for using light or heavier oils on outside locations to compensate for temperature changes.

While admitting there are some off-weight units on location, Peerless Weighing & Vending Machine Corpo-

ration, Long Island City, N. Y., pointed out that in all States or municipalities where there is an active Weights and Measures Department, coin-operated scales are subject to the same, and in many instances more rigid, regulations as commercial scales. Peerless indicated reports from such departments revealed that coin-operated equipment compares favorably with commercial units as to accuracy. Citing the 1948-'49 report of the Los Angeles County Department of Weights and Measures, Peerless officials declared that coin scales found correct in that area were at a higher percentage than other types of weighing equipment.

L. A. Scale Check

As shown on the Los Angeles County Department's published summary of scale inspections for that period, out of 5,841 person weighers (coin scales) 3,672 (62.87 per cent) were found correct and so sealed; 1,390 (23.80 per cent) were incorrect, adjusted and sealed; 677 (11.59 per cent) were tagged for repair, and 102 (1.74 per cent) were condemned and confiscated. This compares with the showing made by 13,810 platform (non-coin commercial) scales, of which 4,717 (34.16 per cent) were found correct; 8,078 (58.49 per cent) incorrect and adjusted; 994 (7.20 per cent) tagged for repair and 21 (.15 per cent) condemned.

Macke Premium Program Hypos Vender \$15%

WASHINGTON, Oct. 7.—Queries on the premiums available under the G. B. Macke Corporation's cigarette coupon program have come from as far away as Milan, Italy, Macke President Aaron Goldman reported. A letter was received from an Italian who wanted to know how he could obtain more coupons. He did not say how or where he got the first one, but Goldman hazarded a guess that it was from a pack discarded by someone who had just flown there from Washington.

Ups Sales 15 Per Cent

The Thank-U coupon-premium campaign has thus far resulted in a 15 per cent sales increase, Goldman added.

"Both redemptions and requests for the gift catalog are showing an increase every week," he said. "In addition, many restaurant owners who previously sold cigarettes over the counter have recently changed over to Thank-U machines. We attribute this mainly to the public's interest in the Thank-U coupons."

New Promotion

A new type of coupon promotion will be launched this month thru the offering of a special gift redemption opportunity that is not included among the 80 items featured in the catalog. Macke is offering a \$9.95 10-piece knife set for \$3.75 and 10 coupons. A mailing piece announcing this offer is being sent out to location owners and to all who have received the gift catalog. Radio commercials may be utilized in this campaign, depending on the pulling power of the direct-mail venture, Goldman said.

Special campaigns of this sort will probably be featured several times a year, he stated. Newspaper ads have been used since the start of the drive and television spots may be added.

NCWA Starts Mailing New Sales Blueprint

WASHINGTON, Oct. 7.—National Candy Wholesalers' Association (NCWA) is now mailing first copies of its sales training blueprint, Salesmanagers Guide to Balanced Selling Training.

The Guide, available at NCWA Washington and Chicago offices for \$2, consists of a revised review of the balanced selling and training course with the addition of practical illustrations on the use of the principles in candy selling and merchandising.

Some two-score subjects are covered, including Developing a Candy Department for a Retailer, Moving Slow Items, Building Displays, and How Many Calls Per Day?

Sandy Mac Tight says... "The above Victor is an A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy."

Another Good Buy is The TOPPER TOP VALUE - LOW PRICE

Ask any operator using "Topper" if Vendors and you will find that these machines cannot be equaled in either performance or low price!

4 or more, \$11.25 each
100 or more, 10.50 each

YES, that includes Plastic Clobes. All Victor machines can be bought on 20 week plan from TORR.



SANDY also reminds you he had to buy a truck to haul his money since buying all Victor Machines from TORR.

ROY TORR

LANSDOWNE, PA.

For News About The **New** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

CHARMS

- Plastic Charms, small, 1,000 \$1.75
- Metal Colored Charms, small, 1,000 4.25
- Plastic Charms, large, 1,000 2.25
- Copper & Nickel, large, 1,000 8.25
- Silver Wedding Rings, 1,000 8.95
- Toy Watches, 2 brass 1.50
- Stone Set Rings, 2 pairs 1.25
- "Hep Cat" Buttons, 1,000 8.75

We are factory distributors for all leading makes of VENDING MACHINES.



VICTOR 5¢ ALL CHARM VENDOR

The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vender. It has unlimited possibilities and has opened fans of thousands of new locations.

1 to 25, \$13.95 each; 26 to 47, \$13.75 each; 48 to 99, \$12.50 ea.; 100 or more, \$12.95 ea.

All other Victor models on hand available for immediate delivery.

Victory Basketball Game

Plenty of action—return ball feature—1¢ or 5¢ play. Real Money Maker! 22" High, 18" Wide, 5" Deep.



Simple mechanism guaranteed trouble-free. \$32.50 EA.

ONE THIRD DEPOSIT ON ALL ORDERS
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

Report Income Of Cup Venders In NYC Subway

NEW YORK, Oct. 7.—Subway cup venders rang up sales totaling \$441,336 during June, July and August, figures released by the Board of Transportation disclosed this week. Of this amount, \$133,463.88 was returned to the city in commissions.

At the end of August, 415 cup machines were being operated in the underground locations divided among the three 5-year contract holders. Income, the permitting operating companies to exceed monthly guarantees by payment of agreed-upon 30 per cent commission rates, was lower than hoped for, since the operators expect the summer months to provide a substantial cushion against falling revenues in the fall and winter.

Chick's Vending Corporation grossed \$48,394.22 in June, \$15,335.65 in July, and \$60,500.35 in August. Running a maximum of 163 venders during the three-month, it paid the city \$48,004.03 in commissions.

Automatic Canteen's revenue, with a maximum of 140 machines, was \$42,394 in June, \$52,393.94 in July, and \$55,135.57 in August. Of this, \$46,008.85 was returned to the city.

ABC Vending Corporation, with 112 units, grossed \$40,373.02 in June, \$44,825.80 in July, and \$46,201.22 in August. The city's end was \$39,420.

Income figures for September will not be tabulated for several weeks, the board stated.

Set Chi Repeat For NATD Meet

NEW YORK, Oct. 7. — The National Association of Tobacco Distributors (NATD) will hold its 19th annual convention and merchandise fair in Chicago next year, officials disclosed this week. Headquarters will be at the Palmer House, scene of the 1950 conclave last April, with business sessions scheduled for the week beginning April 9.

H. B. Patrey, convention manager, said 400 manufacturers are expected to participate.

MARKETING EXPERT

(Continued from page 103)
ing operators an authoritative outlook on the future of automatic merchandising. His talk will be an important part of the over-all convention theme, Vending's New Crisis, in that he will advise operators on the best course to follow during the present economic situation.

Following Duncan on the speakers' platform for the 15th annual business meeting Sunday, November 15, will be John W. Mock, Chicago independent management consultant. His subject will be Mr. Automatic Merchandiser: Are you running your business or is your business running you?

The formal opening of the NAMA exhibit will follow the morning program. To date, over 125 firms have signed contracts to display at the 1950 show.

Correction

Vend-o-Mart, Inc., 294 Columbus Avenue, Boston, was inadvertently omitted from the list of vending machine manufacturers published by The Billboard last week. The firm produces a candy bar machine and a non-coin-operated popcorn dispenser.

Also, the address of the Acme Sales Company, shoeshine machine source, was in error. The company is located at 505 West 42d Street, New York City.

THE NATION'S FINEST

Feather-Touch All-Electric

Smokeshop '612'

Four Models To Satisfy All Locations

REGAL • ROYAL • CUSTOM DELUXE LITE-UP

Take this ad to your nearest distributor or tear out and mail to us

Get details on why the SMOKE-SHOP "612" is your best cigarette machine buy. REGAL straight quarter operation. Other models accept nickels, dimes and quarters.

AUTOMATIC PRODUCTS CO.
250 WEST 57th STREET
New York 19, N. Y., PLaza 7-3123



REGAL SMOKE-SHOP "612" STILL ONLY \$209.50
F. O. B. Minneapolis, Minn.
Straight Quarter Operation

DISTRIBUTORS
A Few Choice Territories Still Available

GET NEWER CHARMS

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lowest! Send 35¢ for complete samples.

PENNY KING CO.
615 Neptune Street, Pittsburgh 20, Pa.

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

TOPPER

(Illustrated) Lots of 100, \$10.50 Sample, \$11.75.

Victors Universal

JUMBO

1" Ball Gum Vendor. Best Location Getter in Years! Immediate Delivery.

1/3 Dep. With Order, Bal. C. O. D.

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: GCurt 7-1448

ATTENTION, OPERATORS

IN OR NEAR

DETROIT

Your Chance of a Lifetime!

ADD A PROFITABLE, ESTABLISHED

"ON LOCATION" SCALE ROUTE TO YOUR PRESENT OPERATION. PRICED FROM AS LITTLE AS \$30.00 PER SCALE AND UP.

TERMS AVAILABLE. LARGE OR SMALL ROUTES CAN BE ARRANGED.

SCALE ROUTES CAN BE OPERATED ALONG WITH ANY OTHER TYPE OF COIN MACHINES.

ACT PROMPTLY — ONLY A LIMITED AMOUNT OF ROUTES ARE STILL AVAILABLE. FOR DETAILS

WIRE or WRITE
DEPARTMENT "B"

PEERLESS WEIGHING and VENDING MACHINE CORPORATION

29-28 Forty-First Ave.

Long Island City 1, N. Y.

CANDY MACHINES

Reconditioned and Refinished
LIKE NEW!

- 5 U-Need-A Paks\$65.00 each
 - 3 National 9-18..... 90.00 each
- 1/3 deposit with order, balance C. O. D.

J. V. CHERRY

361 Avon Ave. Newark, N. J.

Chains Eye Op-Owned Cig Units As Answer to Single-Pack Biz

(Continued from page 103)

sufficiently attractive to satisfy the operator who made the installations. Most Detroit cigarette operators who have supermarket locations admit

The installations were made on the stores' requests. They state that, working for the most part on sliding scale commission, arrangements, such units have usually fallen into the lowest rate bracket.

The chain store location problem, at least in Detroit, appears to boil down to this: Whether operators will find, over the long haul, a consistent if small profit in supermarket installations. With many of the obvious 'top-volume locations already serviced by venders, operators who want to expand their business must move some equipment into less profitable, but still paying, stops.

Other Chain Views

Another Detroit chain that reports good will for the operator-installed vender plan are the Big Bear stores. For the past three years 18 venders have been supplying its customers' single-pack wants, and complete satisfaction is expressed by store management.

A negative attitude is reflected by the action of another chain, Tomos Quality Markets. Here, after a year in its 12 stores, cigarette machines were removed because "the volume did not justify the space the venders occupied in such high a volume location."

However, regardless of other views, supermarket management appears to be unanimous in the opinion that single-pack sales are a nuisance but necessary for customer convenience. And the next step, if Detroit can be taken as typical, is for operators and store management to find a way to make vender sales in markets generally profitable. Thus, if single-pack sales are a sufficient nuisance and are only marginally profitable to the store, workable commission or "rental" schedules should present no real barrier, operators feel.

N. Carolina Ops Seek Tax Cut on Vending Mchs.

RALEIGH, N. C., Oct. 7. — North Carolina Association of Automatic Vending Machine Operators this week asked the Advisory Budget Commission to recommend elimination of the so-called tax on machines that vend candy, cigarettes, and soft drinks.

F. H. Burns, of Greensboro, legislative chairman of the association, argued that the present tax, which ranges from 50 cents to \$15 a machine, "is unfair, discriminatory and often prohibitive. It should be repealed in favor of a nominal tax upon the business of selling merchandise thru machines at a rate comparable to that charged other retailers."

Allen Langston, Raleigh attorney, another spokesman for the association, said the per machine tax yielded the State a total of \$199,141 in 1949-'50.

Carkner Named Pepsi Chairman

NEW YORK, Oct. 7.—James W. Carkner has been elected chairman of the board of directors of the Pepsi-Cola Company, succeeding Walter S. Mack Jr. Announcement of the election was made by Alfred N. Steele, president.

Carkner was one of the founders of the Pepsi-Cola Company and has served as a director since 1930. From 1930 to 1935 he was a vice-president of Loft, Inc., and served as president of that firm from 1935 to 1940.

ANOTHER ADVANCE Profit Maker HERSHEY 5¢ BAR VENDOR



Typical Advance sturdy construction—all at a price for indoor and outdoor use—with famous Advance color detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confections—packs as small as 2 1/2" high; 4 1/2" wide; 6 inches deep. A flexible vender that will make money for you 52 weeks a year.

SAMPLE \$19.00
2 to 11.....\$15.75
12 to 49..... 14.50
50 or more..... 14.25

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH

Distributors of Advance Vending Machines
1647 Bedford Ave. Brooklyn 23, N. Y.

A GOOD IDEA Never Hurt Anybody!



TO DISTRIBUTORS, SALESMEN, AND OPERATORS

In the past six months, we here at Atlas have developed, manufactured, and tested in the business—the Atlas Midget Vender. We invite comparison, and challenge anyone to match its design, serviceability, and ROCK BOTTOM PRICE.

Here is an unlimited profit horizon, for alert distributors, salesmen, and operators. Big, steady profits, all the way down the line, which is added proof that the Midget Vender can't be beat. Remember the old saying "If you can't beat 'em, join 'em"? So don't delay, write, wire, phone TODAY, for a real profit deal.

Sincerely yours,
J. V. Cherry
THE ATLAS MFG. & SALES CORP.
M. A. JENKINS
President



THE ATLAS MFG. & SALES CORP.

12220 Triskott Rd. Dept. 1014 Cleveland 11, Ohio

CIGARETTE MACHINES

- UNEEDA, 8 Cols. \$ 95.00
- UNEEDA, 6 Cols. 85.00
- UNEEDA Model 500, 9 Col., 350 Cap. 85.00
- P-X, 10 Col., 425 Pack Cap. . . 90.00
- UNEEDA Model "E", 8 Col. 59.50

SALE !!

MODEL W

DuGrenier 9 Col. 308 Pack Cap. \$62.50

ROWE ROYAL

10 Col., 420 Pack Cap. \$85.00

CANDY MACHINES

- Candyman, Like New, 72 Cap. \$55.00
- VENDIT, 150 Bar Cap. 47.50
- UNEEDA, 105 Bar Cap. 75.00

SHIPMAN STAMP VENDOR (like new) 15.00

25¢ CONVERSIONS; PARTS GUARANTEED

**SALE NATIONAL
CANDY VENDER
& Col., 108 Bar Cap
\$75.00**

Wall Model
\$65.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

New . . . Reconditioned . . . As Is

166 CLYMER STREET J. Vargason 7-4568 BROOKLYN 11, NEW YORK

100 NEW ACORN CHARM VENDORS

FILLED WITH
ASST. OF AT LEAST
60 DIFFERENT
CHARMS

Majority of
Charms Are
Plated. Machines
Guaranteed To Be
in First-Class
Working Condition.

\$23.50 EA.

WRITE, WIRE, PHONE

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

PLASTIC PROCESSES CORP.

300 E. 44TH ST., NEW YORK 17, N. Y.
PHONE: MURRAY HILL 4-3999

NEW! SENSATIONAL MONEY MAKER

Standard — Staple — Year 'Round
Absolutely legal. No licenses required.

TO PLACE
TO OPERATE

30 DAY TRIAL

BOX 583

Billboard 1564 Broadway N. Y. C.

CHARMS...

Proven Sales Boosters!

Write for

Complete Price List!

Guggenheim

33 UNION SQUARE, NEW YORK 3, N. Y.

Vending Machine Salesman

Top commissions to Top Notch professional men able to travel and finance themselves until underwritten brand new machines that make the operator money. Cola operated and non-coin operated. Tell us who you've sold for and what you sold. Will mail you full information. Exclusive territory granted. No free sample articles considered. Write BOX 64-122, Billboard, 188 W. Randolph St., Chicago 1, Illinois.

4 BIG DAYS Ahead for All Vendors

N. A. M. A.'s

1950 convention and exhibit
Palmer House ★ Chicago
November 12-15

Jam-packed with

A-1 information on all that's new in vending

Tops for SPEAKERS EXHIBITS IDEAS

The ONLY all-vending show

Remember "N. A. M. A. Day" is Sunday, November 12

For complete details write:



7 South Dearborn Chicago 3, Ill.

Plugs Hot Kit For Cup Vender

NEW YORK, Oct. 7. — A kit to convert still-drink Refresh-o-Mats to hot-beverage operation has been developed by the Allied Vending Service. Edward Lerner, owner, said a converted vender has been tested on location here and the kit is now available to operators for \$29.95.

Making the changeover does no damage to the cooling mechanism, he pointed out, and a machine may be reconverted to cold-drink operation if desired. This feature can be exploited to garner top volume in all seasons, he asserted.

Lerner, who has offices at 1567 Fulton Avenue, in the Bronx, said a suitable hot chocolate preparation is available, with coffee now being worked on.

Sales, Price Info on Wrigley 5c Gum Unit Waits Test Results

CHICAGO, Oct. 7. — With 1,000 of its four-column, mechanical gum venders on continued test operation thruout the country, the William Wrigley Jr. Company indicated this week that operator ownership of the units was still undecided. Altho over eight months of on-location tests have proven the machine's selling and operational qualities (The Billboard, March 25), it was stated there were still a few operator sales-operating reports to come in before a selling price could be set on the unit if it was finally decided to offer the vender for outright sale.

During the past several months, Wrigley has ironed out a number of minor mechanical rough spots discovered by the test operations. These appear to have been completely eliminated now, and it is the final word on sales volume and machine price that remains to be answered before final disposition of the equipment.

Wrigley's initial test on its 5-cent gum vender was with a five-column electrical unit (The Billboard, October 22, 1949). Testing operators reported sales gains, in specific high-traffic locations, of 25 to 50 per cent over that chalked up by other types of gum vending equipment in the same spots. The electrical unit, however, was discarded in favor of the four-column manual job because of the latter's potentially lower construction, sale price.

The two-column Wrigley mechanical gum vender, introduced at the NAMA show last year, still continues in a minor role, test-wise, with only about 20 units in the field.

Coin Machine Ops Organize Vending Assn.

O'Reilly, Dingley, Jacobowitz, Hirsch Beresin Elected

NEW YORK, September, 1933.— Details of the organization and work of the newly formed National Automatic Merchandising Association were given to The Billboard here this week. A committee of arrangements, consisting of Stewart, J. H. Hirsch, called a meeting at the Hotel on local or at the

Canadian Ops Use New Items as Tax Cancels 5c Candy

ST. JOHN, N. B., Oct. 7. — Candy venders thruout the Eastern provinces in Canada are discarding confection items for potato chips, nuts and dulce, which are packs of a boneless fish wrapped in cellophane. Operators are being forced to vend such items that can still be sold at a profit for a nickel, now that the Dominion's 30 per cent defense tax on candy has jumped retail prices on bars and erst-while nickel packaged items to 7 and 8 cents, with a strong probability these same "nickel" items will go up to 9 or 10 cents.

During the second World War when similar government levies lifted candy bars and packaged lines to 7 and 8 cents, the replacements first entered the vending picture. Too, scarcity of candy became an additional complication and assured a stiffer demand for the substitutes, particularly potato chips.

The sale of fish, potato chips and nuts stimulates soft drink consumption, operators are discovering. However, a "fly in the ointment" is that the 5-cent bottle or cup of "pop" is also selling for 6 and 7 cents, depending on the area.

Intro Two New Parts Bins for Op Supplies

DETROIT, Oct. 7. — Service Parts Systems here has announced two new bins designed to speed up servicing chores for the vender operator. The firm is now producing the new units, which consist of the Models 700 and 320, in 18 and 20-gauge steel, finished in buff and maroon.

Both bins were developed for stock-rooms or sales departments to provide ready accessibility for frequently used parts such as springs, nuts, washers and clips. Individual compartments in both models lift from the rack for stock rotation and cleaning.

Model 700 is a wall unit with 100 separate compartments. All compartments are tilted forward for easier visual identification of contents and are built on the "cash drawer" principle. Rounded bottoms make small parts easier to pick out. Shelves at top and bottom provide extra space for storage of packaged stocks. It stands 56 inches high, is 44 inches wide and 12 inches at the base.

Model 320 is an island unit and has compartments on both sides. It provides 320 separate compartments and is 65 inches high, 44 inches wide and 20 inches thick at the base.

NEW REDUCED PRICES
MODEL 49 SPECIAL \$14.35
FACTORY FRESH Vender Confections

- Tenny 1.00
- Almonds .44
- Jumble .44
- Pistachio .44
- Spanish 21
- Peanuts .35
- Blended .35
- Virginia .35
- M & M's .39
- Vending Cashew .39
- Buts .39
- Boston Beans .39
- Rainbow Beans .39
- Pine Nuts .39
- Bell Gum .39
- Bubble .39

Perks—Supplies—Charms—Write for List.
BADGER SALES CO., INC.
2251 W. Pice Blvd. Los Angeles 6, Calif.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"

CUTS SERVICING TIME AND COSTS IN HALF

INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department... the amount of reduction in overhead... the extra time made available for handling additional machines... the accurate control of merchandise... the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49... test it... try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwestern... full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
129 E. Armstrong St. Morris, Illinois

30 DAY MONEY BACK TRIAL

Northwestern MODEL 49 SPECIAL

Try this famous vender for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

GUARANTEED NORTHWESTERN SPECIALS—Used

- DELUXE, 16 or 20, Baked Metallic 222 BALL GUM PORCELAIN, 16 \$7.45
- Finish, Red or Green—Sample \$14.95
- 10 or more \$2.95
- 237 PORCELAIN, 16 7.05
- MASTER PORCELAIN, 87 7.45

PRICES

- LESS THAN 25 \$14.35
- LESS THAN 100 \$14.75
- 100 OR MORE \$13.95

MERCHANDISE AND SUPPLIES

- PISTACHIO, Jumble 78c
- Queen 78c
- FANCY TULIP, Large 48c
- INDIAN NUTS 36c
- CASHEW, Whole 52c
- CASHEW, Buts 51c

VIRGINIA PEANUTS: Whole 34c, RAINBOW PEANUTS 23c, MIXED NUTS 51c, BOSTON BAKED BEANS 28c, LICORICE LOZENGES 25c

M & M: BALL GUM, All Sizes (150 Lbs. Min.), Freight Prepaid 24c, ADAMS, All Flavors 42c, WRIGLEY'S, All Flavors 44c, TOPPS, All Flavors 42c

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc. 1/3 Deposit, Balance C. O. D.

Time Payment Plan Available—Trade-ins Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHICKERING 4-0142
4105 161st AVENUE, BROOKLYN, N. Y. • GEDNEY 8-3600

"POP CORN SEZ"

BEST 10c
POP CORN
VENDING
MACHINE
MADE!

\$49.50
EACH

—A FRACTION
OF ORIGINAL COST!

LARGEST RETURN FOR
YOUR MONEY ON A
SMALL INVESTMENT!

Thoroughly Recondi-
tioned and Resprayed—
JUST LIKE NEW!

IMMEDIATE DELIVERY
Special Prices to Quantity Users,
Jobbers, Distributors

SEE THIS MACHINE
AT THE POP-CORN INDUSTRY
CONVENTION
OCT. 25, 26, 27—HOTEL STEVENS

MONARCH COIN MACH. CO.
1595 N. Fairfield Chicago 22, Ill.
Phone: ARmtrage 6-1434



American Coin Changer Moves

BOSTON, Oct. 7.—The American Coin Changer Corporation, manufacturers of multiple coin-changing equipment, announced this week offices and factory have been moved to 32 Oliver Street here.

William Feinemann, sales manager, said the move was made after Fred Roberts, president, had purchased the Electrodyne Company, electronics manufacturing firm. Both firms are now housed in the same building.

S.-S. Laundries Ask License Policy Flip

NEW YORK, Oct. 7. — Automatic laundry stores here will soon sport posters asking patrons to sign petitions protesting the city's ban on new installations using extractors and driers. This will be one of the main features of a campaign being mapped by the Launder-Matic Operators' Association to get city agencies to reverse a recently instituted policy barring the equipment in residential zones (The Billboard, September 16).

The city holds that use of driers and extractors makes the stores power laundries and, as such, they should be limited to industrial areas. Store-owners point out that about 85 per cent of the city's more than 1,000 automatic laundry stores have drying equipment and that, until last spring, they were licensed without question.

Joseph Horne Dies

STAMFORD, Conn., Oct. 7.—Joseph Horne, 81, chairman of the board of directors of Yale & Towne Manufacturing Company, maker of locks for postage meter machines, died here Tuesday (3). He was elected chairman of the board in 1943. He had been with the company for 58 years and started as foreman with the firm. He was a director of several banks, Stamford Hospital and the Connecticut Power & Lighting Company.

Gals Have It

WASHINGTON, Oct. 7. — Women occupy 57 per cent of all the jobs in the confectionery industry, according to a survey by the Women's Bureau of the U. S. Department of Labor. One-fourth of all the supervisory jobs in this industry are held by women, the report stated.

Nut Price Rises Shrink Portions

NEW YORK, Oct. 7.—A nickel-per-pound boost in the cost of pistachios this week had nut machine operators adjusting portions downward again as the price of the imported delicacies hit 70 cents a pound. Many operators had machines set to deliver 14-15 nuts for a nickel.

The latest price rise is the fourth during the past five weeks, an increase of 21 cents a pound for the period.

John C. Germack, of the Zenobia Company, attributed the increases to prospects for a poor crop added to expanded demand. The Zenobia firm is among the largest nut importers supplying the trade.

Bert Mills Moves Up Coffee Mach. Output

LOMBARD, Ill., Oct. 7.—The Bert Mills Corporation reported this week production on its new Deluxe 500 cup Coffee Bar, introduced in August, was continuing in volume in an effort to dwindle order backlogs. Material supply, current and for the near future, will permit steady output at or near the present pace, according to Herbert Chadwick, vice-president.

The use of the Maxwell trade name on the vender display panel for the first time is seen as contributing to both operator and customer acceptance. On the customer level, it acts as an added buying incentive, indicating an established coffee manufacturer stands behind the vended product, and for the same reason boosts operator confidence in coffee vending, Chadwick said.

Ala. Cig Tax Take Down

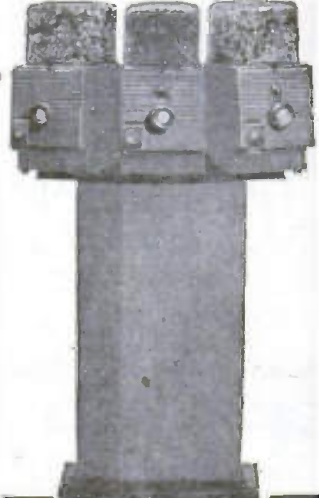
MONTGOMERY, Ala., Oct. 7.—Tobacco tax collections for the 1949-'50 fiscal year ended September 30, totaled \$7,829,364 compared with \$7,657,350 for the preceding fiscal year, according to official figures given out by the State Revenue Department.

Diamond Match Appoints

NEW YORK, Oct. 7. — The Diamond Match Company has appointed William J. Wagner manager of its Syracuse regional sales offices. He will work under Eastern divisional manager Eugene C. Reed.

NOW! Bigger Profit

FROM EVERY LOCATION
With the New
Northwestern
CABINET STAND
FOR MODEL 49



WRITE FOR DETAILS
OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

DEVIL, CANNIBAL PIRATE, SKULL CLOWN & INDIAN

FUNNY-FACE CHARMS HAVE COME
BACK STRONGER THAN EVER!

- PLASTIC, Ass't..... \$ 4.50 per 1,000
- Plastic, With
- RHINESTONE EYES..... 10.00 per 1,000
- METAL PLATED, Ass't... 8.50 per 1,000
- Metal-Plated, With
- RHINESTONE EYES..... 14.00 per 1,000

F. O. B. JAMAICA, N. Y.
IMMEDIATE DELIVERY

EPY

Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L.I., N. Y.

NEW LOW PRICES U-SELECT-IT
CANDY MACHINES
U-Select-It, 72 Bar Size, Each..... \$27.50
CIGARETTE MACHINES
Write for low prices all makes.
COUNTER MODEL..... \$17.50
Half Deposit. Phone: GA. 9-0004

HARRIS VENDING
2717 N. Park Ave. Philadelphia 32, Pa.

FOR SALE

104 Northwestern Vendors, consisting of 20 new and 84 like new Model 33's, with large plastic globes and aluminum rings—and 80 like new Model 40's. Lot \$500.00.

F. M. ROSS

3602 Provost Rd, Pittsburgh 27, Pa.

From LITTLE ACORNS mighty INCOMES grow!



1c & 5c
mechanism
slides into
place—
no screws!

Eye-Stopping Money-Maker

ACORN

The only completely die-cast aluminum
chrome-trim, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mde.—nut, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

DISTRIBUTORS/
Choice Territories Still Open—
Write, Wire, Phone!
East & Midwest
M. J. Abelton, gen. sales mgr.
1349 5th Ave., Pittsburgh
AT 1-6478

Pacific Coast Distributor
Operators Vending
Machine Supply
1023 Grand Ave., Los Angeles

IAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

LARGEST PROFIT MAKER

5c Silver-King for Pistachios



Change NOW
to 5c Model
for REAL
PROFITS

5c Change-
over parts
available for
all 1c
Models

Sample,
\$12.95 Ea.
10 @ \$12.50 Ea.
100 or more,
write for low
price.

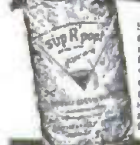
5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors,
1c-2c U. S. and Foreign Coins, "Hot Nut"
Vendors. At all the best dealers—or write.
Ask about the new "Hunter" @ \$59.50.

SILVER KING CORP.

622 Diversey Parkway Chicago, Ill.

Popcorn MACHINE OPERATORS AND DISTRIBUTORS



SupRpop It's the 1st Specially Made Popped Corn makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. Wire or Write for prices.

supRpop co.

1938 BAUM BLVD. PITTSBURGH 6, PA.

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue



**EMPTIES
MACHINES
FASTER!**

**Rain-Blo
BALL BUBBLE
GUM**

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.
Div. of Leaf Brands, Inc.
Chicago, U. S. A.

LEAF GUM
All sizes—140—170—210 & Jumbo.
27c per pound
Full cash with order.
FREE Delivery on 200 pounds.
Said by
ROY TORR, Lansdowne, Pa.

FITS ANY SPOT!
ALKUNO
CIGARETTE VENDOR
You need a cigarette machine like this—4 columns—100 capacity—silver quarter only—regular and 1 1/2 size—no matches.
MODEL 600
Metal Cabinet and Base.
Ht. on Base, 60".
Wt. on Base, 70 lbs.
VERY LOW PRICE
Immediate Delivery. In Green Metal Lustre Finish.
Other ALKUNO Models—666, Silver Quarter, Free Matches—667, Two Dimes, Free Matches—668, Two Dimes, No Matches.
TAKE ADVANTAGE OF ALKUNO'S NEW FINANCE PLAN
Write for Catalog of Complete Lines Including 30 Cracker Vendors
Alkuno & Co. 408 Concord Ave. New York 54, N.Y. MIlrose 5-7337



TOPPER DELUXE
With Plastic Slides
\$13.45
Topper Standard With Plastic Slides
\$11.25
JUMBO 1" BALL GUM \$13.95
CHAMPION NUT & CHOCOLATE CO.
1194 TREMONT ST. BOSTON, MASS.

Gott Sees No Candy Supply Shortages on Home Consumers

NEW YORK, Oct. 7. — "Plenty of candy for U. S. consumers" was the message pounded home Thursday (28) at the annual meeting of the Associated Chain Drug Stores (ACDS) here by National Confectioners' Association (NCA) President Phillip P. Gott. Stress was placed on continued availability in view of the large quantities purchased, and to be purchased, by the U. S. Army Quartermaster Corps.

Detailing military orders, Gott stated that since last January, the quartermaster has purchased \$2,000,000 bars of four different types and over 1,000,000 pounds of hard candy. He said that these and forthcoming purchases by the military will "in no way curtail civilian candy consumption due to the increased productive capacity of the industry since the end of World War II."

No Ingredient Shortage
For 1950 the quartermaster has purchased or requested bids on over 7,000,000 pounds of candy and chocolate confections, but these and future high or higher volume orders for the armed services will not curtail civilian supply, Gott emphasized. On the production front, he said the only restrictions on upped output would be a shortage of labor. But unlike 1942, there appears at present no serious shortage of farm products used in candy.

Gott also discussed changes in the pattern of candy distribution. He pointed out that the annual reports of the Department of Commerce reveal that while wholesalers purchased 58.8 per cent in 1939, only 47 per cent was purchased by this group in 1949. Independent retailers (including candy operators) upped their purchases from 12 per cent to 16.1 per cent during the same 10-year period, he said. Chain stores also increased their candy purchases, hiking them from 20.8 per cent of the total in 1939 to 22 per cent last year.

Chain Sales Trend
Based on reports from the Commerce Department, compiled from data given by manufacturing wholesalers, it was indicated that drug-store chains share of total chain store candy sales volume dropped from 18.7 per cent in 1948 to 15.7 per cent in 1949; grocery chains' dropped from 37.9 per cent in 1948 to 34.8 per cent last year. Variety chain store candy business jumped from 29.7 per cent in 1948 to 35.8 per cent in 1949.

Scale Tale
ATLANTA, Oct. 7.—When a 12-year old scale customer here dropped a penny he received a deluge of coppers in addition to his weight reading. When the youngster, Roy Pickett, and his mother turned the coins over to local police after gathering up some 386 pennies, an examination of the scale revealed the cause of the coin flood; a lock on the back of the scale had fallen off.

FRENCH BOY POPCORN
SHIPPED ANYWHERE IN THE COUNTRY
Packed in 2 1/2 lb. pack glassine bags. Arrives fresh and tasty, ready to eat.
ABC POPCORN CO.
2441 W. North Ave. CHICAGO 47

Supplies In Brief

More Peanuts in Candy

WASHINGTON, Oct. 7. — Agriculture Department has reported 124,164,000 pounds of shelled peanuts were used in peanut candy products during the 1949-'50 season from September 1, 1949 to September 1, 1950. The report showed that another 117,162,000 pounds were used as salted peanuts.

The amount used for peanut candy was 7,000,000 pounds greater than for the previous season, while the total volume of salted peanuts fell 3,000,000 pounds below the previous season's total.

Total disappearance of shelled peanuts during the 1949-'50 season amounted to 899,000,000 pounds. This compares with a disappearance of 1,297,000,000 pounds the previous season. A total of 505,000,000 pounds of edible grade shelled peanuts were reported used in peanut products during the 1949-'50 season. This is about 4 per cent larger than the 484,000,000 pounds reported used the previous season. More peanuts were reported used this season than last for each major peanut product except for salting.

Candy Costs

WASHINGTON, Oct. 7.—Commerce Department expects the cost of making candy bars to continue to advance as a result of the rapidly climbing price of cocoa on the wholesale market.

Despite heavy imports, cocoa hit a two-year high of 35.6 cents per pound in July, marking the fourth successive monthly increase. The July average was nearly a nickel higher than the June mark of 30.8 cents. The low mark over the last two years was reached in September, 1949, when the price averaged an even 20 cents per pound.

Smoke Sales Off

WASHINGTON, Oct. 7.—Sales of cigarettes and cigars hit a 1950 low in July, Commerce Department announced. Cigarette consumption was down to 27,374,000,000—a drop of some 5,000,000,000 from June, while cigar consumption dropped to 400-566,000—some 70,000,000 less than the preceding month.

FTC Sets Code

WASHINGTON, Oct. 7.—A code of trade practice rules for the cocoa-chocolate industry promulgated by Federal Trade Commission (FTC) goes into effect October 28, winding up the agency's campaign to establish codes for all parts of the candy world.

Similar to those already in effect for candy makers and distributors, the new trade regulations ban any act "which suppresses competition, restraints trade, fixes or controls prices thru combination or agreement, or which otherwise injures, destroys or prevents competition," FTC said.

After consultation with the industry, the agency drew up a list of specific practices prohibited by various laws administered by FTC. Included in the list of banned acts are deception, misuse of the word "free" imitation or simulation of trade names, false invoicing, false and misleading price quotations, tie-in sales, commercial bribery, defamation of competitors or disparagement of their products, combinations in restraint of trade, discriminatory prices or services, unlawful brokerage allowances, exclusive dealing, inducing breach of contract, enticing away competitors' employees, marketing of products thru lotteries or games of chance, selling below cost, and aiding or abetting the use of any unfair trade practices.

NEW Northwestern '49 Special
Cuts Costs and Servicing Time in Half
Less Than 25...\$14.35
Less Than 100...\$14.15
AVAILABLE IN 1c OR 5c PLAT. PLEASE SPECIFY WHEN ORDERING. IMMEDIATE DELIVERY!

BRAND NEW IMPS
Either 1c or 5c Play Cig. or Fruit Reels
\$21.50 Ea.

"HIT-A-HOMER"
The grandest, newest counter game—total 6 ever where! Available in 1c or 5c play. Scores Home Runs, Walks, Strike-Outs. Plenty of ball to play high, 18" wide, 8" deep.
\$27.50 Ea.
Write for quantity prices!

SPECIAL DEAL FOR JOBBERS!
CHARMS, MDSE. AND SUPPLIES
WE CARRY A COMPLETE STOCK OF:
CHARMS, PISTACHIOS, PEANUTS, BALL GUM, VENDING MACHINE PARTS & ACCESSORIES
SEND FOR PRICE LIST
WE TAKE TRADE-INS LIBERAL ALLOWANCE
173 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00
WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

RAKE COIN MACHINE EXCHANGE
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RAKE COIN MACHINE AGENCY
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TOPPER is tops!
Victor's Topper reaches new heights in efficiency in vending charms and ball gum. Packed and sold 4 machines to the case. \$45.00 per case in lots of 1 to 8 cases.
\$10.50 per machine in lots of 25 cases
TOPPER DELUXE Single, \$12.95
Topper Standard with Plastic Globe \$11.25
WEST COAST DISTRIBUTOR
ACE VENDING & DIST. CO.
2702 W. Pine Blvd. Los Angeles 4, Calif.

BRAND NEW LUCKY BOY VENDORS
\$9.75 EACH 1c or 5c MODEL
Lots of 3, \$8.75
Lots of 25, \$7.75
Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Full Guarantee. 1/3 Deposit, Balance C.O.D.
FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE
BLOYD MFG. CO.
VALLEY STATION, KY.
GIVE TO THE RUNYON CANCER FUND

Shuffle 1951 Outlook Brightens

See Ops Major Factor in 3d Year Activity

Plan National Meets

By Tom McDonough

WITH the shuffleboard industry embarking on what could be its year of decision as a major recreational sport in coin machine locations, the operator looms large on the horizon as the key to future prosperity. While this shaping of the operator as the central figure has been long time in the making, his slow but steady activities appear to have a general bolstering effect on the trade, particularly now when leagues are launching play schedules.

When table shuffleboard spread from the East Coast, where it had been a fixture down thru the years, to the other parts of the country in the winter of 1947, experienced coin machine operators and distributors shied away from the game as a passing fad which did not warrant a seemingly high initial investment. Most admitted the game had merit, particularly since it was built around player controlled features. However, in view of the uncertain conditions already in the coin machine trade as a whole, they were not willing to accept the venture as a potentially solid enterprise. As a result the board manufacturers were forced from the outset to deal either with the locations directly or seek new interests to put the sport over. This alternative was accepted, tho the board producers knew operators and distributors were the natural outlets.

Short Lived

Tho the game became a familiar sight in an almost unbelievable number of locations in 1948-'49 and made good profits for both the locations as well as the newly initiated operators, this prosperity did not last long. Several factors had influenced the quick upward and downward action of the shuffleboard graph. These were the (See 1951 SHUFFLE on page 117)

New Source of Revenue:

Trend Develops Into a Pattern As Operators Discover Premium Giveaways Can Boost Board \$\$\$

By Norman Welser

What shuffle games did for the amusement field in the past year, premiums now promise to accomplish for the shuffleboard field. And there are plenty of hard dollars and cents arguments to back up this rapidly developing theme within the national industry picture.

ASLI to Ink 30,000 This Loop Season

Set Entry Deadline

UNION CITY, N. J., Oct. 7.—With enrollments currently topping those of a year ago by almost 400 per cent, executives of American Shuffleboard Leagues, Inc. (ASLI), predicted this week that the complete roster will carry more than 30,000 names by the time the rolls for competitive play this season are closed.

Peter R. Olmsted, executive director, announced that December 20 has been set as the deadline for team entries. While most leagues are expected to sign up well in advance of that date, the late deadline will permit loops formed in November and December to participate in the organization's program.

He disclosed that the State tournaments, to be followed by the U. S. championship wind-up, will be held in late April or May, with the exact dates still to be determined. The sites have not yet been chosen, but they will probably be in cities accessible to the majority of ASLI registrants, Olmsted declared.

Last year ASLI had 10,000 members and divided some \$26,000 among State and national tourney winners.

Just a few short months ago operators on a large scale began testing the use of premiums to boost play on normally summer idle boards. These boards, located in spots where summer biz hit bottom, had, in many cases, been condemned by the location owner for taking up space. With little or no activity during the summer season, some operators were faced with losing the location unless a means could be devised to make the boards pay off during this slack season.

The turn to premiums is one of the things which "just happens" in so many businesses. True, these play-promoting items were not totally new to the coin machine operator. Some, in isolated cases, had used premiums last winter to hypo their shuffleboard and shuffle game play. It was much later in many instances, that the industry in general learned of the amazing things which happened once the premiums were introduced to players of both units.

Literally, the coming of premiums meant a new era for distributors and jobbers, hiked the operators' grosses, thus putting them in a position to buy new equipment, and these sales were, in turn, reflected at the manufacturing level.

Coven Distributing and Empire Coin were among the first outlets in Chicago to handle premium lines for operators. These firms were selling premiums last winter—selling a limited line of top items, but not featuring (See Trend Develops on page 114)

Puck Patter

Schenectady, N. Y.:

Under the presidency of Al Lamont, the local American Shuffleboard Leagues' org has already held several meets to get the new competitive season under way. The women's league has expanded to 20 teams from last year's 12, and further increases are expected. Loop vice-president is Hank Purzycki, with Howard Conlon, secretary, and Bob Glennon, treasurer.

Greenfield, Mass.:

Edward P. Martell, local distributor for National Shuffleboards, has started a 10-division six-team league in the State, with the winners of the divisional leagues to play for the State championship. Much interest has been aroused with a hot contest assured.

Chicago:

Herb Perkins, head of Purveyor Shuffleboard Company, reports the Purveyor leagues are now all started and have increased some 50 per cent over last year. Herb left last week for a quick trip thru Michigan to check with operators and to see the start of league play in that State. He also reported construction on the firm's headquarters has been completed (See PUCK PATTERN on page 117)

Detroit Loops Underway; Ops See More Play

DSA Holds Meeting

DETROIT, Oct. 7.—Organization of shuffleboard leagues is well under way here, with organizational details functioning smoothly for a brand-new set-up, while play on the boards in taverns is taking a noticeable pick-up. Boards in small neighborhood locations are in constant use in evening hours, and daytime play is fairly frequent.

The informal galleries of spectators in recent weeks is a new addition to the picture which indicates the increased interest in the game on the part of the local public. City-wide publicity on league play has not yet reached the point where it is attracting heavy attention from the public in general. The present pick-up marks, instead, a natural swing of public opinion, which should provide a fertile field for stimulation by subsequent publicity and the encouragement of organized league play.

The Detroit Shuffleboard Association held its first regular business meeting since the start of actual organized play Thursday night (5) at the Hotel Tuller, to make plans for the fall season. Keynote of the meeting was voiced by Fred Chlopan, executive director of DSA and president of Table Shuffleboard Association of America, who said "you need the shuffleboard association—the shuffleboard association needs you."

La Porte, Ind., League Begins 24 Weeks Play

LA PORTE, Ind., Oct. 7.—The Maple City Shuffleboard League started its 24-week schedule Tuesday (3), with 12 teams squaring off on the longboards in six locations. Teams represent spots in La Porte and nearby New Buffalo, Mich.

The first round of the schedule will be completed December 19, when the teams will recess, then resume January 9. All games will be decided on point basis. All play is set for consecutive Tuesdays at 8 p.m.

Operator at Helm

Organized by operator Don Calkins, the Maple City loop thus far has set up a kitty of \$708 with the possibility that this sum will be increased as the season goes on. Financially, the league is set up so that each sponsor (location) puts up \$10 to register his team for the season. Players in turn pay a \$1 fee on each night of play. Since there are 12 players competing on the match nights, \$12 will be collected each Tuesday either by the host team captain or sponsor. Of this total, \$3 will go to the location for the use of the shuffleboard and the remaining \$9 to the players' prize fund.

Sustain Interest

To insure player interest thruout the season, all teams will win some (See La Porte League on page 117)

GOOD EQUIPMENT AT LOW PRICES

UNITED TWIN SHUFFLE ALLEY REBOUND WRITE!

SHUFFLE GAMES

Shuffle Alley	\$ 74.50
United Shuffle Alley with United	144.50
Flying Pin Conversion	144.50
Strike (Exhibit)	139.50
Nationwide Shuffle Baseball (New)	129.50
Nationwide Shuffle Baseball (Used)	79.50
Exhibit Shuffle Bowl	49.50
Chicago Coin Classic	245.00
Universal Super Twin Bowler	249.00
Universal Twin Bowler	139.50
Shuffle Alley Express	145.00
Gonzo Glider	49.50

ONE BALLS

Champions	\$350.00
Citations	225.00
Victory Specials	49.50

All Makes Shuffleboards .. \$79.50 & Up
Shuffleboard Scoreboards .. \$9.50 & Up
Purveyor Wax .. (24) Case 7.20

LATE 5 BALLS

Big Top	\$ 43.00
Merry Widow	39.50
Advance Roll	24.50
Total Roll	24.50
Maryland	79.50
Floating Power	79.50
Marlorie	34.50
Select-a-Card	144.50
Singapore	34.50

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For News About The **New** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

COINMEN YOU KNOW

Milwaukee:

The next meeting of the Wisconsin Phonograph Operators' Association, according to secretary, **Doug Opitz**, will be held October 9 at Rhineland. This meeting should be well attended due to the hypocoed of interest in the possibility of a tax on music receipts by the State treasury.

Opening of the partridge hunting season brought out a lot of nimrods among the coinmen. Up North, looking for his share of the fine-feathered birds, was **Casper Reda**. Also on the hunt, but armed strictly with bow and arrow, was **Ken Wendel**, head man at Pfau Records.

Back from an enjoyable two weeks' vacation, are **Mr. and Mrs. Harold Rohde**. Harold is a route-man for Hastings Distributing Company. . . . Planning a late vacation this year is **Bob McLean**, of Kenosha's M. C. Amusements. Bob made his regular trip in to Milwaukee looking for the latest records at **Toni Molic's** shop on Vliet Street. Another Hastings' record account, relying on Toni's advice, was **Ben Kurek**, South Milwaukee operator.

Also, in Madison, **Wally Hoffman**, of the **Irv Goff** Music firm, reports that both he and Irv find collections on the music boxes at a good level and the demand increasing for shuffle games and shuffleboards. Top nickel-pullers on the boxes, according to Wally, are "Goodnight, Irene," and "Our Lady of Fatima."

Hartford, Conn.:

Some 40 Connecticut coin operators attended a meeting of the Connecticut State Coin Association (CSCA) at Phil and Tom's Restaurant, Waterbury, last week, with **Abe Fish**, of General Amusement Game Company, Hartford, and CSCA president, presiding. Another meeting is slated for Danbury, October 26. . . . The initial Hartford fall meeting of the State-wide group is scheduled for November 2, according to Abe.

Visitors at the Waterbury meeting included **Ed Claffey**, of Seeburg, and **Bob Jones** and **Leon Hatch**, of Redd Distributing Company, West Springfield, Mass., Wurlitzer distributors. Also news at the meeting was the announcement by **Charles Ezzo**, coin operator, that he recently became a grandfather for the first time. His daughter gave birth to a son, and Ezzo was busy passing out cigars to all the operators. . . . **Jack Gordon**, district manager for Atlantic-New York Corporations, Seeburg distributor, was in Hartford to see **Ralph Colucci**, of Seaboard Distributors.

Cincinnati:

The Automatic Phonograph Owners' Association (APOA) will hold its regular monthly meeting Tuesday evening (10) at the Hotel Sheraton Gibson at 9 p.m.

Charles Kanter, president of APOA, has returned from Miami where he attended the funeral of his father who passed away September 27. The members of the association extended Kanter their sympathy.

Pittsburgh:

Vending Service, Inc., a year-old organization with a nut, ice cream, and juice bar vending operation in Greater Pittsburgh has purchased the vending facilities of Automatic Can-o-Juice Company of Brookline, Pa., which has dropped out of the vending field.

Howard C. White, manager, Automatic Merchandising Company, with candy, gum and nut vendors in Allegheny and Beaver counties, is preparing a brochure for new vending prospects.

New York:

Joe Young, Wurlitzer distributor, reports **Ernie Pinalo**, of Rainbow Phonograph, is the first operator in the city to place a 45 r. p. m. Wurlitzer on location. He placed the juke Friday (29). . . . **Hirsh de La Viez**, of the **Hirsh Coin Machine Corporation**, Washington, was in town on biz.

Lew Jaffa, Eastern Electric sales manager, left Wednesday (4) on a coast-to-coast biz junket during which he will visit ops in a dozen or more States. He will be on the road for two or three weeks. . . . **Milt Karnis**, of Empire Music, will soon be handing out cigars again. The Karnises already have a son.

Lou Brown, Covideo topper, reports his plant in full production on the firm's 14-inch coin television unit. Despite the boost in output, he says he still is running behind on orders. . . . **Dave Berkowitz** is mourning the loss of his partner in (See NEW YORK on page 112)

Washington:

Harvey Goldman, of the Capitol Amusements, Inc., reported that Nationwide Novelities, for which he was Maryland, Washington, Virginia and West Virginia distributor, has gone into defense work.

Aaron Goldman, president of the G. B. Macke Company, gave two talks on the industry's Red Feather campaign at the regional NAMA meeting in Buffalo. Goldman, who is chairman of NAMA's public relations committee, told delegates that over 300 members in about 200 cities were participating in the drive thru the use of 25 million match books and 10 million drinking cups, all bearing the red feather imprint. Goldman made a similar report to the NAMA board of directors.

Indianapolis:

Seeburg Shoot the Bear is meeting unusual success at military camps in the State, according to officials at Shaffer Music Company, local distributors. Seeburg's M-100 is in good demand. The floor model had to be disposed of because of shortage of phonographs. . . . **Boyce Smith**, who represents the Oriole Record concern, Chicago, was visiting the trade here. . . . Operators visiting distributors on coin row were, **Byron Evans**, Frankfort; **Phil Swing**, La Fayette Distributors, and **Tom Birch**, Birch Music Company, Muncie. . . . Business and collections are reported good to fair by most operators.

The Janes Music Company set its grand opening for Saturday, October 7. The affair was highly advertised and a large crowd was expected. **Mrs. Blanche Janes**, head of the concern, has returned from the Hawaiian Islands after a month's vacation, with several cans of color film.

Appleton, Wis.:

Among the callers at the Ristaurat, Inc., plant here last week were **J. C. Gendron** and **Al Dischneau**, Range Music Company, a firm which covers the Upper Peninsula of Michigan for Ristaurat. **Joe Cohen**, head of the firm which manufactures the Ristaurat '45, states that Gendron and Dischneau make operator calls in a new plane and therefore get around the territory in short order. Cohen adds that interest in the firm's counter music box now not only includes the 48 States but also, Hawaii, Newfoundland, Puerto Rico and Canada. **H. Bromley**, head of Service Games Company, Hawaii, wrote Cohen that Islanders are even buying the Ristaurat '45 for their homes.

Los Angeles:

Sam Peterson and **Mike Goff** on coin row from their ballwick in Atascadero, Calif. The boys don't get into town much and the jobbers were glad to see them. . . . **Norman Christ**, Lompoc music operator, reports that things are picking up in their vicinity. Camp Cooke is being reactivated, which accounts for the increase in business.

Walter Mehan, of Pacific Venders, in town buying for his operation at Camp Cooke. Mehan, formerly of Washington, recently moved to California to take care of the operation in the military base. . . . **William Volmer** made one of his infrequent trips to the row from his operating base, El Centro. . . . **C. R. Millheizer**, Nevada operator, among those stopping at the jobbing houses along West Pico. He operates in and around Las Vegas. . . . **Carl Johnson** and **Ollie Sutton**, Wurlitzer factory-trained servicemen, have joined the staff of the Laymon company. With **Stan Turner** already there from Southland Distributors, the Wurlitzer gang is re-established.

Joe Garnella, representative of Ray Thomas Company, Columbia Records distributor, making the Pico rounds. He is pushing the new (See LOS ANGELES on page 112)

Twin Cities:

Ray Shaw, operator of the State Amusement Company, Minneapolis, has sold his business to **Joe Perkins** and **Stanley Blumberg**, both Mill City coinmen. The deal reportedly involved \$15,000 in cash. Perkins, who has been in the coin machine business for some time, has been operating shuffleboards almost exclusively here for a couple of years while Blumberg has a mixed operation. Both will contain their separate interests in addition to working together in their new music and pin games operation. . . . **Bill Averback**, manager of Atlas Sales Company, Minneapolis, is adding more five-ball equipment to his operation between golf games.

Mr. and Mrs. Walter J. Hugelback, of New Hampton, Ia., got front-page publicity, with pictures, in their home-town newspaper recently when they presented a juke box to **Father Kelly** of the St. Joseph Grade School at New Hampton. **Father Kelly**, in accepting the gift, said it will go a long way toward entertainment of Catholic teen-agers attending the school and help in the fight against juvenile delinquency.

Philadelphia:

Union Vending Service on North Second Street has been set up by **Sol H. Karpman** and **Jacob Ginsburg**. . . . **Scott-Crosso** adds another independent label to its record distributing department in taking on the Good Time Jazz diskery. . . . **Robert W. Steinhilber** and **Philip E. Edwards** give the town another local wax label in setting up the Americana Records Company. . . . **Martin Young** teams with **Harvey H. Blake** to form the Young Amusement Company in the Northeast section of the city.

A report which recommended that the 15,000 or more parking meters to be installed in various sections of the city be confined to the single head, automatic type was approved last week by the Philadelphia Highway Traffic Board. . . . Wide interest here in the observance of National Popcorn Week, October 22-31, being sparked by **James A. Ryan**, vice-president and director of sales of C. F. Simonin's Sons here. Ryan is chairman of the sixth annual Popcorn Industries convention and exposition to be held at the Stevens Hotel, Chicago, October 25-27.

Chicago:

Frank Mençuri is back from an Eastern tour in the interest of Exhibit Supply's Dale Six Shooter, which features moving targets. . . . First Distributors thru **Wally Finks** reports new and used game activity is moving ahead steadily and that operators are showing increased interest in the firm's premium display. **Joe Kline** plans to make a swing thru the Midwest as soon as the staff catches up on the latest batch of orders.

At Pace Manufacturing, **Gene Bates** is expediting orders for equipment which have been coming in the past few weeks. He is certain fall activity will be encouraging. . . . **Joe Glasberg**, Atlas Novelty Company, says firm's top staffers had a big time at the music operators annual golf party at Bunker Hill. Among those turning in low scores were **Eddie and Morrie Ginsberg**, **Nate Feinstein**, **Harold Schwartz** and **Mort Jacobs**.

Charley Schutz, Coin Amusement Games, was on a premium buying trip in the interest of the big new location the firm recently acquired on the South Side. **Phil Rosenberg** is Schutz's right-hand man at Coin Amusement Games. . . . **Ken Wilson**, injured several months ago when a truck hit him, is back on the job tho not in the best physical condition. Formerly, a coin machine distributor, Wilson now is with the Miniature Train Company, Rensselaer, Ind.

Harold Daily, South Coast Amusement Company, Houston, and **Mike Ziv**, Bell-o-Matic, made the rounds while Daily was in on a buying trip last week. . . . **Roy McGinnis**, president of J. H. Keeney & Company, spent several days in Baltimore where he attended the funeral of **Earl Lipe**, general manager of the Roy McGinnis Corporation, Baltimore, who died suddenly September 29.

Sam Lewis, Chicago Coin Machine Company, is enthusiastic about the two new products just released. They are the shuffle game Pin-Lite and the five-ball, Fighting Irish, which has a football theme. **Ed Levin** has been receiving a steady run of out-of-town visitors. . . . **S. I. Neiman**, public relations director for the National Coin Machine Distributors Association (NCMDA) reports President **Lou Wolcher** is making a recovery from a broken leg.

Mike Spagnola, Automatic Distributing Company, adds his voice (See CHICAGO on page 112)

Vital Statistics

Deaths.

Earl Lipe, general manager, Roy McGinnis Corporation, Baltimore, Friday (27) following a heart attack suffered at the firm's headquarters Tuesday (26). Lipe, who was 59 years old, had been associated with McGinnis for 16 years. He is survived by his widow and a son. Burial was in Baltimore Monday (2).

Joseph Horne, 81, chairman of the board of Yale & Towne Manufacturing Company, Stamford, Conn., in that city Tuesday (3). Horne had been associated with the manufacturing firm for 58 years.

Marriages

Frank Maddox, associated with his father in the Walling Sales & Service Company, Washington, D. C., and **Sue McGee**, also of Washington, in that city recently.

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Coin machine operators favor Herculokeys because of these outstanding features:

CONSTRUCTION—In addition to rugged manufacture and positive locking action, only the Herculokey has the Gear-Tooth keyway... a design that is virtually pick-proof and unlike any keyway now in use. Only the Herculokey key will fit.

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NEW SHUFFLE GAMES
United Twin Rebound
United Single Rebound
(Authentic Scores)
United 4-Player Shuffle Alley
Chicago Coin Pin-It
Chicago Coin Ace Bowler, EP
Chicago Coin Trophy Bowl
Keeney League Bowler.

NEW GAMES
Harvest Time
Fighting Irish
4 Horsemen
Exhibit Playland
Six Shooter

NEW 1-BALLS
WINNER • TURF KING

RECONDITIONED 1 BALLS
Kentucky \$445
Jockey Special 125
Champion 395
Citation 249
Gold Cup 169
Special Entry 169

Premiums..
New & Different!
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CONVERSION FOR CHICAGO COIN
Easy to install—increases collections—immediate delivery. **\$59.50**

GAMES—Ready for Location

Exh. Dale Gun	\$75	Bermude	\$47
Cinderella	49	Sweet Sue	45
Paradise	57	Reinbow	47
Ramona	55	Meisie	47
Banjo	49	Shooting Stars	35
Robin Hood	49	Playboy	37
Tallyho	39	Suspense	49

Reconditioned and Refinished SHUFFLE GAMES

Shuffle Alley 4-10	\$ 95
Shuffle Alley w/disapp. pins	170
Evans Shuffle 10 Striker	125
Gottlieb Bowler	125
Billy Shuffle Bowler	110
Genco Glider	50
Genco Bowling League	95
Chicago Bowling Alley	150
Rock-Ola Shuffle Jungle	165

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'47-M	285	AM1 Model "A"	425
'46-M	350	(blonde)	350
'46-M	285		
Mills Constellation	\$245		

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COINMEN SEE BETTER TIMES

Beer's Return May Hop Up Spirits, Take Hangover Out of Business

CHICAGO, March, 1932—The coin machine trade felt the optimism of general business recovery this week as the whole country reacted to the opening of banks and the business leadership of the President. Coinmen refer to Mr. Roosevelt as a former coin machine man, hence great any one factor, it is reported, not so much that they intend to desert the coin machine business and sell beer, but the fact that more and better locations are anticipated as plans to sell beer rapidly matured.

See **Inside Front Cover** This Issue

Bargain Basement

NEW YORK, Oct. 7.—Thrifty subway riders with a yen for candy are by-passing attended stands in favor of vending machines here. The subway system coin merchandisers are still dispensing candy at a nickel a bar, while stands boosted their price to a uniform 6 cents last week.

Interborough News Company, which currently has about 150 candy machines in the underground locations, is offering the bargains reluctantly. But it sees no alternative to holding the nickel line until such time as candy manufacturers put out more dime bars. It would be too much of a problem to convert to split-nickel operation.

United Begins Production On 4-Player Game

CHICAGO, Oct. 7.—United Manufacturing Company started shipping distributor samples of the Four Player Shuffle Alley game Friday (6). Featuring disappearing pins, rebound action and simplified servicing, the new unit is available in nine-foot lengths.

Equipped for dime play, Four Player Shuffle Alley can handle up to four players. Thus it is possible for the game to take in as much as 40 cents while a four-player match is in progress. Because of the rebound action and the instant action of the game's totalizer, average playing time for a single game is approximately 45 seconds. Scoring on the game is the same as bowling except for strikes and spares which automatically score 30 and 20 respectively.

Advantages of servicing the Four Player Shuffle Alley include the hinged playfield and the accessibility of the game's seven step-up units which are located on the backboard.

Chicago:

(Continued from page 111)

to the growing chorus of "yeas" on dual juke-bowling game operation. Mike speaks from experience during the past several months, during which time he says the ratio of local music operators venturing into, or increasing game operation has been gaining momentum. He opines about 80 per cent of Windy City and suburban operators now include such game equipment in leading shops.

Ralph Sheffield is back from a trip to New York where he attended the premium show at the 71st Regiment Armory. Gil Kitt was supposed to attend with Sheffield but due to the pressure of business was unable to go. Kitt is in charge of the national distribution for the conversion for Chicago Coin's earlier shuffle games. Caroline Weintraub has joined the Empire staff as book-keeper. Stan Levin is scheduled to leave on a road trip thru Illinois and Iowa in his new Buick. Howie Freer reports export orders from Belgium, Switzerland and Tangiers.

Los Angeles:

(Continued from page 111)

Gene Autry disk, "Frosty, the Snow Man." . . . Korla Pandit stopped in at the Leuehagen Record Bar to introduce Mary Solle to his first recording. "I'll Always Be in Love With You." He was accompanied by Abe Diamond, who represents the label on which Pandit is heard, Vita Records. . . . Paul Scott, Cormac recording artist, visited the Leuehagen Bar also. He appeared in the interest of his record, "Tell Me, Tell Me." . . . Charlie Wolsyn, representative of Capital Projectors, New York, in the city to assist in the installation and operation of Midget Movies at the Los Angeles County Fair in Pomona.

Coin Binoc Op Looks West in Expansion Move

NEW YORK, Oct. 7. — See-Well, Inc., manufacturer and operator of seat-attached binoculars for use in theaters, sports arenas and race tracks, are planning a westward expansion following the successful trial of the coin-controlled glasses in several Eastern communities. It was learned this week from Arnold Fink, president.

The firm, organized early this summer, currently has operations running in metropolitan New York, the Philadelphia-Atlantic City and Washington-Baltimore areas and Chicago. It recently set up fledgling operations in San Francisco and Southern California.

The binoculars, four-power units, are chained to steel containers which are fitted to the rear of theater seats. Insertion of a quarter flips up the lid of the container. The glasses may be used thruout the performance without further payment. In race tracks, one of which was covered here by the company this summer, two quarters must be inserted to release the container cover.

Fink, who for several years has operated a large cup vender route here, has offices at 545 Fifth Avenue.

New York:

(Continued from page 111)

Winthrop Music, Joe Rosenbloom, who died recently. . . . Joe Connors, of Connors Automatic, has returned from a vacation in New Hampshire.

Ben Smith, head of the coin machine ad agency bearing his name, was quite a track and grid athlete during his school years. But now he is wrapped up in the career of his 16-year-old son, George, who last week-end played his first game as fullback on the Scarsdale High School football team. Also an expert in more relaxed sports, George is a highly rated member of the school's chess team.

Nash Gordon, business manager of Automatic Music Operators' Association (AMOA), and Dorothy Wolk, office chief, are lining up greeting ads for the org's souvenir journal. Book will be published in time for AMOA's 13th annual dinner-dance, to be held Saturday, October 28, at the Waldorf-Astoria Hotel.

GREAT BUYS IN MUSIC

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Colonial, RC	59.50	Crowns	39.50
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Maestro, 30 Rec. \$79.50
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Victory 9	\$49.50	780's	\$ 99.50
500's	69.50	1015's	79.50
600's	59.50	1100's	479.50

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Record Reviews

(Continued from page 100)

OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST	TUNES	COMMENT	
LABEL AND NO.			
CHILDREN			
THE SANDPIPER-GILBERT MACK (M. Miller Ork) Golden Record R-46 (6'')	Brave Cowboy Bill (Parts I & II)	Tiny two-bit disk couples rhymed tales and songs dealing with rustlers and a rodeo. Rootin'-tootin' production for Wild West addicts.	83--83--83--NS
THE SANDPIPER (M. Miller Ork) Golden Record R-45 (6'')	Little Far Policeman	Little Golden Book title is given a jogy musical setting for tiny tots. Fine follow-up for book buyers.	78--78--78--NS
THE SANDPIPER-ANNE LLOYD (M. Miller Ork) Golden Record R-47 (6'')	The Safety Song	Similar musical bounce here, tho the material is a bit word-heavy. Package should appeal to 'parents.	73--73--73--NS
THE SANDPIPER-ANNE LLOYD (M. Miller Ork) Golden Record R-47 (6'')	Santa Claus Is Comin' to Town	Excellent production of the popular kiddie standard. Big value at two bits.	84--83--85--NS
THE SANDPIPER (M. Miller Ork) Golden Record RD-14	Christmas Song	New lyrics for Gramp's "Country Gardens." Less familiar fare here	76--77-75--NS
THE SANDPIPER (M. Miller Ork) Golden Record RD-14	Santa's Toyshop Song	Appealing title and illustration aren't matched by the material, but should sell.	74--73--75--NS
ANNE LLOYD (M. Miller Ork) Golden Record R-49 (6'')	Santa's Toyshop	Ditto	72--71--73--NS
ANNE LLOYD (M. Miller Ork) Golden Record R-49 (6'')	Over the Rainbow	Sweet, simple, one-chorus rendition of the popular "Wizard of Oz" standard. Top quality recording and packaging.	82--82--82--NS
JIM MacDONALD-THE SANDPIPER (M. Miller Ork) Golden Record RD-13 (6'')	Explosion Polka	Lively, colorful, appealing middle-brow instrumental by J. Scauss has mopey playtime appeal.	75--76--75--NS
M. MILLER ORK Golden Record RD-12 (6'')	Donald Duck Cowboy (Parts I & II)	"Whoopie Ti Yi" and "Home on the Range" are sung by the original D. Duck voice, with aid of some more understandable voices. Slack little platter, in attractive package at the 25-cent tag.	82--80--83--NS
MICHAEL STEWART-THE SANDPIPER (M. Miller Ork) Golden Record R-48 (6'')	Happy Birthday to You (Parts I & II)	Side one of a cute little gag disk has "Happy Birthday" sung by Hickey Moses, Donald Duck, Cinderella and her mice. Flip features Snow White, Sewn Dwarfs, Pluto and Pinocchio. A strong array of Disney stablemates.	80--85--78--NS
THE SANDPIPER (M. Miller Ork) Golden Record R-50 (6'')	Pirate and Sailor Songs	"No Pirates"; "Sailing, Sailing," and the "Sailors' Hornpipe" on a clear, red-blooded disk by excellent male voices and ork. Top mintlist value, at 25 cents.	81--82--80--NS
TEXAS JIM ROBERTSON (Frank Milano) Victor (45) 47-0217	Off To See the Wizard	Lively, bouncy "Wizard of Oz" song has special appeal to tots who know the very popular story. Fine performance and clarity.	82--80--83--NS
CLIFF EDWARDS (Three Beaus and a Peep) (Henri Rene, Cond.) (Frank Milano) Victor (45) 47-0215	Swan's Dance	"Swan Lake" instrumental excerpts is picturesque and rhythmic. Performance by Miller's little symphony is tops.	75--75--75--NS
CLIFF EDWARDS (Three Beaus and a Peep) (Henri Rene, Cond.) (Frank Milano) Victor (45) 47-0214	Cowboy Fun (Parts I & II)	Deep, robust-voiced Jim is the ideal interpreter of cowboy songs for kids. He handles his brief continuity beautifully. Best known cowboy tunes are included, and adult may like Jim's renditions as much as the tots do. Could be a smash. Includes "Home on the Range," "Railroad Corral," "Strawberry Roan," "Get Along Little Dogies," "Old Chisolm Trail," "The Big Corral," "Sagebrush Dance," "The Cowboy's Meditation."	87--88--86--NS
CLIFF EDWARDS (Three Beaus and a Peep) (Henri Rene, Cond.) (Frank Milano) Victor (45) 47-0214	Fun All Day Long (Parts I & II)	"Lazy Mary," "Pease Porridge Hot," "London Bridge," "See-Saw Margery Daw," "Farmer in the Dell," "Where Has My Little Dog Gone?," "Little Jack Horner," "Rain, Rain, Go Away," "Tiskit Itskit," "Little Tommy Tooter," "Twinkle, Twinkle, Little Star," "Brahms' Lullaby." Sure-fire collection of best-known nursery songs, performed in clear, warm style by Edwards—a fine kiddie performer—and bound by slick continuity. Strong record shop item.	84--84--84--NS
CLIFF EDWARDS (Three Beaus and a Peep) (Henri Rene, Cond.) (Frank Milano) Victor (45) 47-0214	Mother Goose Fun (Parts I & II)	"Pat-a-Cake," "Sing a Song of Sixpence," "Old King Cole," "Hi Diddle Diddle," "Old Mother Hubbard," "Muffin Man," "Humpty Dumpty," "Little Bo-Peep," "Little Miss Muffet," "Jack and Jill," "Little Boy Blue," "Mistress Mary," "Cherries Ripe," "Hot Cross Buns." Fully packed little dicking (also available on 78) is full of brisk, familiar, appealing Mother Goose ditties, bound together neatly by an economy of continuity. Okay packaging, and over-all line appeal will help where 51 disks are preferred.	84--84--84--NS
CLIFF EDWARDS (Three Beaus and a Peep) (Henri Rene, Cond.) (Frank Milano) Victor (45) 47-0213	Fun on Old MacDonald's Farm (Parts I & II)	"Old MacDonald Had a Farm," "Ding Dong Bell," "Doo Baa Black Sheep," "Little Robin Red-Breast," "Ride a Cock Horse," "Three Blind Mice," "Fos, You're Stealing My Grey Gander," "Over in the Meadow," "A Jolly Old Sow." Familiar and less-familiar animal songs fit together neatly in Edwards' warm little production. Animal sounds add considerably to the appeal. Strong line staple.	82--83--82--NS
INTERNATIONAL			
LAWRENCE DUCHOW RED RAVEN ORK Victor (45) 51-1174	Beloved, Be Faithful	Up-coming plug gets a Lombardo-ish waltz from the Midwestern brass band favorite, with good pop vees for international and pop boxes.	77--75--77--80
	Cry Baby Polka	Solid, Americanized instrumental polka has a strong beat, and interesting instrumental color, with wah-wah gimmick.	72--72--70--74

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Colonel 69	600R	Commando
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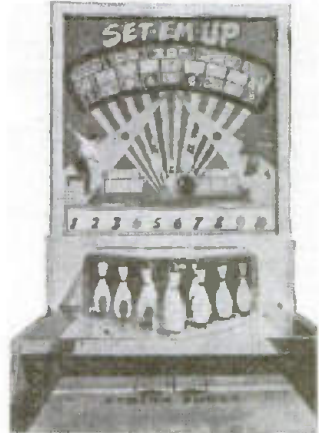
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Trend Develops Into a Pattern As Shuffle Ops Learn Premium Giveaways Can Boost Board \$\$

(Continued from page 110)

ing the merchandise in their major displays. Coven, for example utilized a room off the rear of his large show-rooms for the stuffed toys, juke box banks, etc. Operators visiting the parts department saw the premium displays, but others who did not have reason to go to that section of the offices would have to be told of the line.

Today this picture has changed—changed so much that the exact opposite is the trend. First Distributors, a firm formed earlier this year by Wally Finke and Joe Kline, is an example of what resourceful merchandising of premiums can do to augment the normal income channels of a distributing business.

Finke and Kline first started featuring premiums in a crowded corner of their already over-taxed headquarters about four months ago. While new to their own business, both men had had a lengthy background in the coin machine field, especially in contacting operators. Knowing that their future as distributors depended upon giving ops a complete service, they chose only those items which they felt would be attractive to players—ye! watched the price angle so that an operator could test premiums on location without a large outlay of still-scarce cash.

Their initial display featured clocks, stuffed toys, lamps, a few novelty items, and several seasonal items such as picnic baskets, thermos bottles, etc.

Today the same crowded corner features premiums—but an entire wall in the major showroom area also has been turned over to the display of merchandise. A warehouse has been rented, and a full supply of items is kept on hand so that operators can have immediate delivery on all products. Under the direction of Mel Finke, a constant effort is made to add to the premium line so that an ever-increasing choice is made available to operators.

In addition to the merchandise initially featured, First now includes in its line such products as cameras, kitchen ware, silver services, electric mixers, dishes and even tools.

In the final analysis, there is only one proof that a new business venture is successful, and that is the cash register.

In Minneapolis, a distributor of coin machines added premiums in June. The use of the merchandise items had been successful in some of the Northwestern States earlier in the year, and this rep added the items more as a service to his regular cus-

tomers than as a means of augmenting his income materially.

His report on the grosses are self-explanatory. In July sales reached \$2,098. For August the total jumped to \$7,650, and in September the total was assured of passing the \$13,000 marker. This from a small start just four months ago.

To return to the location, the player, and premiums, the stories which have been told in recent months are almost unbelievable. Operators, using premiums on locations where game play had dipped as much as 50 per cent found within one week that the income had jumped as much as 500 per cent.

There were many ways in which the premium was tested on location. Daily high score for a doll was one of the early tests which proved successful. Then Mike Imig, Yankton, S. D., operator, reported he had used a daily prize of a stuffed toy, camera or lamp, but augmented these prizes with a weekly \$100 watch giveaway for high score. Imig reported play increased immediately with this gimmick, and has continued to show increases steadily.

Even more importantly, however, is the fact that many operators attribute the heavy increase in shuffleboard players, numerically speaking, this season almost solely to premiums. Their arguments are sound in this respect.

"Players who competed in organized leagues last year," reports Herb Perkins, head of Purveyor Shuffleboard Company, and one of the most active reps in the premium field in Chicago, "needed an incentive to resume play this fall. They were even responsible, to a great measure, for bringing in new players to form additional leagues in their own areas. But the casual player, one who is just learning shuffleboard or who has never tried the game, is attracted to the big boards by premiums, then continues to play because he has enjoyed himself. There is no doubt that the premium in many cases is the lure which draws the added dimes from shuffleboard in so many locations today."

Future Business Outlook

There is always the possibility that this premium business will run wild for a few more months, then fade away. But many of the distributors now handling this type of merchandise are inclined to believe that this source of revenue is going to continue for a long time to come. It already has helped the operator—and he has only just begun to get his feet wet in the merchandise field.

Arcades have used premiums for years—operators in isolated cases also have had long experience with these items. That the practice survived in spite of the limited usage is believed to be a sign that once it has become established on a more national basis, it will prove to be a continuing valuable aid to the op, and an important source of revenue to the distributor and jobber.

Electric Lamp Price Rise

CLEVELAND, Oct. 7. — General Electric announced that effective this week, prices of its large lamps will be increased by an average of 6 per cent. Firm pointed out, however, that in spite of the rise, incandescent lamp cost was still an average of 1 per cent lower than in 1940, with fluorescent lamp cost an average of 41 per cent less. Specific raises include increases in the 80-watt lamp from 12 to 14 cents; 100-watt from 15 to 16 cents and the 40-watt fluorescent lamp from \$1 to \$1.05. Increases were made necessary by continued rise in material, labor and transportation costs; the company stated.



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10c.....	159.50
25c.....	175.00
50c.....	275.00
8 DEUCES WILD 5c.....	225.00
10c.....	235.00
25c.....	245.00
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10c.....	160.00
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Chicago Coin Trophy Bowl.....	Write
Chicago Coin Ace Bowler.....	Write
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Double Shuffle.....	\$79.50	Sally.....	\$29.50
Freshie.....	79.50	Baby Face.....	39.50
Aquacade.....	29.50	Robin Hood.....	34.50
St. Louis.....	79.50	Trade Winds.....	34.50
Bullwits & Bows.....	79.50	Ballerina.....	34.50
Tahiti.....	89.50	Serenade.....	39.50
Boston.....	89.50	Trinidad.....	29.50
Golden Gloves.....	99.50	Mardi Gras.....	42.50
Maryland.....	79.50	Wisconsin.....	32.50
Oklahoma.....	69.50	Hot Rods.....	79.50
Summertime.....	29.50	Screwball.....	29.50
Speedway.....	29.50	Bow's Champ.....	49.50

ONE BALL

Champion.....	\$309.50
Citation.....	189.50
Jockey Special.....	64.50

GENERAL DISTRIBUTING

212 N. Broad Ave., New Orleans, La.

KEENEY LEAGUE BOWLER 8' & 9 1/2'

Fastest Scoring 7, 2, 3 or 4 Player
Rebound Bowling Game!

Now Taking Orders!

Come in and See It in Action!
WELL ACCEPT TRADES

SPECIALS!

Chi. Coin Bowling Alley.....	\$100.00
Keeney Pin Boy.....	\$9.00
Conversion for Keeney Pin Boy.....	\$7.50
United Shuffle Alley.....	\$9.00

Available for immediate delivery—
KEENEY ELEC. CO. VENDOR

DAVE LOWY & CO.

Exclusive Distributor for Keeney Products
in the Metropolitan Area and No. N. J.
594 Tenth Ave. NEW YORK, N. Y.
Phone: CHICKERING 4-5100

ENCORE'S X-65

ENDS YOUR 6 X 5 HEADACHES

SEEBURG & WURLITZER
WIRELESS & THREE WIRE
RECEIVERS

- Nothing to wire — JUST PLUG IT IN
- No wires among selectors caused by 6X5 failures
- ENCORE X-65 will OUTLAST the 6X5's
- GUARANTEED 2 YEARS

ENCORE MANUFACTURING CO.
4310 CARNegie AVE. CLEVELAND 3, OHIO
MEAnderson 1-1043

Turning Back the Clock

10 Years Ago This Week

CHICAGO, Oct. 5, 1940. — Top-most topic of conversation among juke box operators was the greatly increased use of their equipment in night clubs and similar entertainment spots. With many of the larger spots switching to juke, after years of using live entertainment exclusively, and many new clubs sprouting up and requesting coin phones, the ops looked for a hefty growth of play volume.

Some of reasons for the spurt in club use revolved around a generally poor summer which forced them to drop relief bands and install juke to fill in the time.

Some of the major clubs using juke were such New York spots as the Beachcomber, the Famous Door, the Torch Club, and Philadelphia bistros such as the Latin Quarter, Delmonico Club and the Hotel Walton's Tropical Bar.

Moe Mandell, president of Northwestern Sales & Service Company, inaugurated a Sell-abration marking the firm's first birthday. Some of the Northwestern bulk models being offered at the time were Model 39, at \$8.45; Model 39 Bell, \$9.95; DeLuxe, \$15.30; Model 33, \$6.40; Model 40, \$5.45, and Tri-Selector, \$30.80.

Mandell's firm, which was Eastern distributor for Northwestern, also offered an imposing list of used equipment, ranging from \$3.25 for Stewart-McGulre 1 and 5-cent venders to \$18 for Northwestern's Tri-Selectors in penny and nickel models.

Allied Wholesaling Corporation in New York announced the affiliation of the George Ponsler organization and its associate companies to give 10 new outlets in the metropolitan area. President of Allied was Bill Alberg, of Brooklyn Amusement Machine Company; Mike Munves was vice-president.

15 Years Ago This Week

CHICAGO, Oct. 5, 1935. — Atlas Novelty Corporation here moved into larger quarters on Western Avenue, a move forced by a fire in the building formerly occupied. With the move, Atlas doubled its floor space and instituted a complete game reconditioning department. The shift in

quarters marked the fourth expansion move in less than a year. A feature of the new office, under the supervision of Eva Ginsburg, were direct telephone wires to several leading local manufacturers.

The Amalgamated and the Greater New York Vending Machine Operators' associations, thru their respective managers Joe Fishman and Saul Kalson, predicted a 4,000 attendance at their annual banquet and dance scheduled for late October in the Manhattan Opera House. Helping to build attendance were visiting operators from other cities, among whom were Fred Mann, president of the Organized Operators of Chicago.

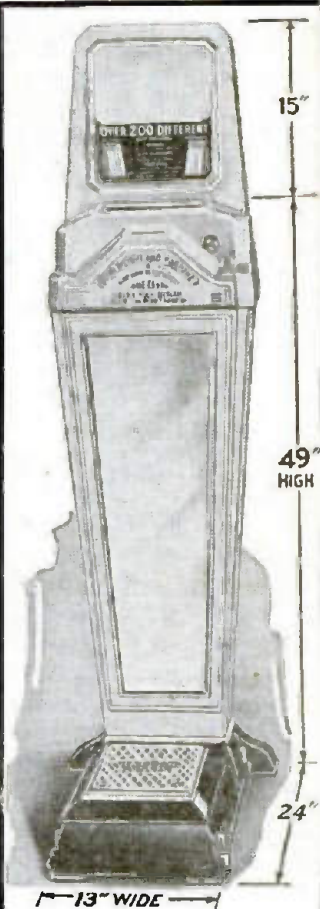
Jimmy Johnson, head of Western Equipment & Supply Company, named Union Novelty Company distributor for Southern Illinois and Missouri. Union was headed by Jack Rosenfeld.

Paul Gerber, member of the Gerber & Glass Distributing Company, celebrated his 20th wedding anniversary. He was toasted by over 400 coin machine people in a special celebration in the Bal Tabarin room of the Hotel Sherman.

A revealing addition to its roster of entertainment was announced by the world's largest sportland and amusement center in New York, Schork & Schaffer. It opened a nudist colony, which was featured as an additional attraction with free admission. The colony consisted of a group of 40, with several acts including acrobatic, wire walking and aerial acts.

General Metal Products Company, St. Louis, introduced a new penny cigarette vender called Smok-a-Tare. Capacity was 100 cigarettes. Mills Novelty Company was reporting good order volume on its one-ball game, Pearl Harbor, priced at \$67.50. Its straight amusement table, Balance Pin Table, was another item taking a bow as an order-getter at \$39.50.

Chicago Coin Machine Company had its own bid for better business on the market; Rapid Transit, a five-ball game at \$39.50. Game employed an overhead ball track, with other track-like ball guides on its play field, to bear out its transportation theme.



WEIGHT, 165 LBS.

\$25 DOWN
Balance \$10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS
\$85.00 IN PENNIES
Invented and Made Only by

WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

PRICES AT LONDON ARE COMING DOWN!

Cleaned!	PHONOGRAPHS AND ACCESSORIES	Checked!	
FILBEN FP-300 (30 Selection).....		\$199.50	
SEEBURG COLONEL.....		69.50	
SEEBURG 8200, 8800, 9800.....		69.50	
ROCK-OLA PLAYMASTER.....		79.50	
MILLS CONSTELLATION.....		224.50	
3 Complete Hostess Systems (units of 10)—MAKE AN OFFER!			
Cleaned!	GAMES	Checked!	
7-Hi Pool Table.....	\$49.50	Puddinhead.....	\$49.50
Cenco Gilder.....	34.50	1-2-3.....	54.50
Cenco Total Roll.....	24.50	Yanks.....	39.50
Cenco Advance Roll.....	\$5 per mach. 24.50	Virginia.....	29.50
Cenco Bing a Roll.....	89.50	Wisconsin.....	29.50
Bally My Roll.....	69.50	Bermuda.....	29.50
Triple Action.....	29.50	Spinball.....	29.50
Trade Winds.....	29.50	Catalina.....	29.50
Mardi Gras.....	29.50	Thrill.....	29.50
Merry Widow.....	34.50	Stormy.....	29.50
Screwball.....	39.50	Sunny.....	29.50
		Humpty Dumpty.....	29.50

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. Division 4-3220 KENWOOD 6612

TRADIO
THE GREATEST NAME IN COIN OPERATED TELEVISION
Write for details
TRAD TELEVISION CORP.
Asbury Park, N. J., Asbury Park 2-7447

For News About **The New Billboard** BEGINNING WITH THE NOVEMBER 4 ISSUE See Inside Front Cover This Issue

CENTRAL OHIO COIN
 "There is no substitute for Quality!"

NEW SHUFFLE GAMES
 UNITED—TWIN REBOUND
 UNITED—SHUFFLE SLUGGER
 KEENEY—LEAGUE BOWLER
 KEENEY—BOWLING PIN
 CHI COIN—TROPHY BOWL
 CHI COIN—ACE BOWLER, Free Play
 UNITED—SINGLE REBOUND

SHUFFLE ALLEYS (Used)
 UNITED—DOUBLE SHUFFLE \$179.50
 UNITED—SHUFFLE ALLEY 89.50
 CENCO—BOWLING LEAGUE 99.50
 CHI. COIN—SHUFFLE BASEBALL 149.50
 KEENEY—TEN PINS 125.50
 COTTLES—BOWLETTE 89.50
 CENCO—GLIDER 100.00

NEW PIN GAMES
 COTTLES—FOUR HORSEMEN
 CENCO—HARVEST TIME

NEW 1-BALLS
 Universal—WINNER
 Bally—TURF KING

1 BALLS (Used)
 CHAMPION \$349.50
 CITATION 229.50
 COLD CUPS 149.50
 SPECIAL ENTRY 69.50
 HOT ROD 259.50
 VICTORY DERRY, C.P. 129.50

KEENEY ELECTRIC CIGARETTE VENDOR WITH CHANGER \$294.50

LATE FLIPPER GAMES
 JUST 21 \$149.50
 BALLERINA 69.50
 KING COLE 59.50
 ALI BABA 59.50
 MELODY 59.50
 ALICE IN WONDERLAND 59.50
 BUILD UP 59.50
 IAMBORRE 59.50
 1-2-3 79.50
 TEMPTATION 79.50
 STAR OF THE WEST 79.50
 TENNESSEE 69.50
 SPINBALL 49.50
 FLOATING POWER 79.50
 SHANGHAI 49.50
 SALLY 89.50
 TRIPLE ACTION 49.50
 BOWLING CHAMP 89.50
 BUCCANEER 69.50
 BLUE SKIES 79.50

SLOTS
 5¢ Blue or Brown Fronts Write
 10¢ Blue or Brown Fronts Write
 25¢ Blue or Brown Fronts Write
 5-10-25¢ Melon Bells Write
 5¢ Black Cherry Write
 10¢ Black Cherry Write
 25¢ Black Cherry Write
 50¢ Black Cherry Write
 50¢ Brown Front Write
 5¢ New Vee Packets Write
 5¢ Milk Q.T. A-1 Write
 5¢ Jennings Standard Chief Write
 10¢ Jennings Standard Chief Write
 25¢ Jennings Standard Chief Write
 5¢ Jennings Deluxe Chief Write
 10¢ Jennings Deluxe Chief Write
 25¢ Jennings Deluxe Chief Write

NEW SAFES
 "DELUXE" LINE
 SINGLE, REVOLV-A-ROUND \$132.00
 DOUBLE, REVOLV-A-ROUND 192.00
 TRIPLE, REVOLV-A-ROUND 288.00
 "UNIVERSAL" LINE
 SINGLE, REVOLV-A-ROUND \$ 87.50
 DOUBLE, REVOLV-A-ROUND 128.50
 SINGLE, BOX STAND 25.00
HEAVY SAFES
 SINGLE, TURNABOUT \$139.00
 DOUBLE, TURNABOUT 275.00
 TRIPLE, TURNABOUT 325.00

Exclusive Distributors
AMI AMI Phonographs
 Central Ohio and West Virginia

MUSIC
 WURLITZER 1015 \$269.50
 WURLITZER 850 100.00
 WURLITZER 41 COUNTER 59.50
 SEEBURG 17 246M HIDEAWAY 325.00
 SEEBURG, 1946 295.00

DISAPPEARING PIN CONVERSIONS
 United—SHUFFLE ALLEY
 DELUXE \$ 79.50
 United—SUPER SHUFFLE ALLEY 89.50
 United—DOUBLE SHUFFLE ALLEY 89.50
 Universal—SHUFFLE TOURNAMENT 399.00

WRITE * WIRE * PHONE
 ADAMS 7254
CENTRAL OHIO COIN
 MACHINE EXCHANGE
 525 S. HIGH ST., COLUMBUS 15, OHIO

Calendar for Coinmen

October 10, 24—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
 October 11, 25—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
 October 12—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
 October 12, 19, 26—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
 October 12—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
 October 17—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
 October 17—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
 October 18—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, N. Y.
 October 23—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
 October 25-27—Sixth Annual Popcorn Industries Convention and Exposition, Stevens Hotel, Chicago.
 October 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
 October 28—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
 October 26—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
 October 30-November 2—American Bottlers of Carbonated Beverages (ABCB), annual convention, exhibit, Civic Auditorium, San Francisco.
 October 31—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
 October 31—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
 November 1—Coin Machine Operators' Association of Harris County (CMOABC), monthly meeting, Chamber of Commerce Building, Houston.
 November 2—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.
 November 2—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.
 November 2—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.
 November 6—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
 November 12-15—National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer House, Chicago.
 November 13—California Music Guild (CMG), monthly meeting, 311 Club, Oakland, Calif.
 November 26-29—National Association of Amusement Parks, Pools and Beaches (NAAPPB), annual convention and trade show, Hotel Sherman, Chicago.
 (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Map Coin Game Test in Store

NEW YORK, Oct. 7.—Kiddie reaction to coin-operated arcade games in department stores will be tested in a program pacted by Max Gruberg, park operator, and the Ben Franklin store chain. About 30 to 35 games will be used during the test, which

will be held in a Ben Franklin Washington outlet. Program begins Saturday (14) and will run thru Easter. Equipment used will be penny and nickel movie machines, as well as amusement devices of several types. Gruberg also will place a number of kiddie rides in the store. Should the test prove profitable, management has indicated it will purchase the units, take over the operation and establish similar juvenile arcades in other stores of the chain.

SLOT MACHINES

HEADQUARTERS for all models of Mills Bell Machines
 BOUGHT SOLD AND EXCHANGED
 * SEE OUR FLOOR DISPLAY NOW!

free buyers guide for operators

RECONDITIONED PIN GAMES

READY FOR LOCATION

Bowling League \$ 12.50	Just 21 \$ 87.80	St. Louis \$99.50
Delcor 149.50	Major League 29.50	Tampico 79.50
Golden Gloves 109.50	Rip Snorter 164.80	Telecard 69.50
Grand Award 51.50	Star Series 167.50	Utah 99.50
Holiday 64.50		

BOWLING GAMES

Bowling \$ 84.50	91' United Shuffle Alley without lites \$45.00
9' United Double Shuffle 145.00	91' Rock-Ole Shuffle Line without lites 67.50
9 1/2' KeeneY Pin Boy without lites \$77.50	

CONSOLES

Single Bonus Super Bell \$125.00	Baker's Pacers, P.O. \$242.50
Twin Bonus Super Bell, 5¢/3¢ 185.00	Wild Bell—KeeneY—FP & PO, 5¢/3¢ 135.00
Mills 3 Balls, 1941 69.50	Mills Duplex, 5¢/25¢, P.O. 185.00
Gold Nugget, 5¢/5¢, FP & PO \$147.50	

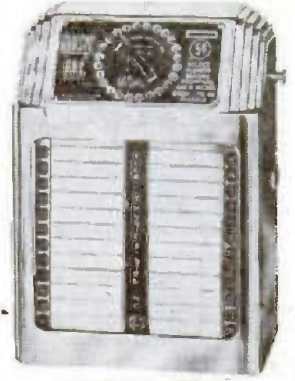
NOW DELIVERING NEW EQUIPMENT

KeeneY League Bowler, Bally Turf King, Universal Winner, Harvest Time, 4 Horsemen, KeeneY Electric Cigarette Vendor, Mills Wild Deuce, Mills "21" Ball, Mills Blue Ball, Mills Black Beauty, Mills Bonus Bell, Downey-Johnson Coin Counter

ROY MCGINNIS CO.

3011 MARYLAND AVE. BALTIMORE 10, MD. PHONE BELMONT 1000

BETTER BUYS
BUCKLEY WALL and BAR BOXES



\$19.50
BUCKLEY MFG. CO.
 4223 W. Lake Street Chicago 24, Illinois

SPECIALS!

SWINGIN' MONK	CHICKEN SAM
\$109.50	\$89.50

TERMS: 1/3 Deposit, Balance C. O. O.

WANTED
 Razor Blade Vending Machines

Coinex CORPORATION
 1346 Roscoe St. CHICAGO 13
 GRaceland 2-0317

OUTSTANDING VALUES

REBUILT SHUFFLEBOARDS
 18" and 22", with maple or masonite tops \$95
 United Shuffle Alley with fly-away pins, rebuilt—8" \$125
 Chicago Coin 2-Player Baseball (floor sample)—8" \$125
 Exhibit 2-Player Hockey (floor sample)—4" \$125

Shuffleboard Specialists
 4615 S. State St., Chicago, Ill.

ALL MDSE. IN A-1 CONDITION FOR IMMEDIATE OPERATION

CONSOLES
 Bally Clover Bell
 Bally Spot Bell
 Bally Multi Bell
 Bally Triple Bell
 Bally Reserve Bell
 Bally Double Up
 Bally Deluxe Draw Bell
 Bally Regular Draw Bell
 KeeneY Super Bonus, Singlas & Twins
 New & Used Mills Balls
 Wurlitzer 110 and 1015

WRITE—WIRE—PHONE
GENERAL COIN MACHINE CO.
 222 N. 9th St. 1404 Darry St.
 Phila. 7, Pa. Harrisburg, Pa.
 WALnut 3-4372 Phone 4-1051

PRICES REDUCED

Columbus Vendors—Used
 TRI-MOR—3 machines on pedestal \$15.00
 BI-MOR—3 machines on pedestal 12.50
 Regular Price—Tri-Mor, \$45.00
 Bi-Mor, \$34.00

W. B. DISTRIBUTORS, Inc.
 1012 MARKET ST., ST. LOUIS, MISSOURI

Allied Coin Set To Move in Nov.

CHICAGO, Oct. 7. — Allied Coin Machine Company will move to 766 Milwaukee Avenue, Chicago, November 1, owners Vic Weiss and Bill Knapp announced this week. Firm will have a special operators' showing of equipment plus open house festivities after the move is completed.

Weiss stated the new address will give Allied Coin extra space needed to display its shuffle games, five-balls and the Whiz Bowl conversion for United's Shuffle Alley and Bally's Shuffle Bowler. It also offers added facilities for the firm's repair shops.

Announce Set-Up On Silent Sales, Hirsh-Mason Corp.

(Continued from page 98)

These are provided by the operator. The Hirsh offices were recently remodeled and several lines, including needles and plastics, were expanded. Also the Hirsh-Mason firm will be associated with the Koepfel Distributing Company, New York, owned by Herman and Harry Koepfel.

Hires Staff

To handle the Silent Sales route, de La Viez hired the Silent Sales staff of nine route men. About 10 more men may be added in the near future, he said. Mason will spend most of his time on the road in connection with the sales and distributing end of the company.

Silent Sales Plans

Silent Sales System will continue three phases of its business, reported Byram. These are the Maryland routes, the wholesale novelty division, and the sales division.

The sale, involving over \$100,000, was decided upon to enable Silent Sales to concentrate its efforts in a narrower field of operations. The sale followed a previous move taken about six months ago when he disposed of his Baltimore routes for the same reason.

Current Silent Sales plans include the building of a new Washington office at 4808 Rhode Island Avenue, N. E. It probably will be ready for occupancy at the end of October, at which time the Bladensburg and Anne Arundel, Md., offices will be moved.

Silent Sales owns Capitol Novelty, a wholesale operation handling premiums, punchboards, etc., distributes new music and pinball machines in the Washington area and sells used equipment thruout the country.

Silent Sales also operates several arcades in the Washington-Baltimore area, Byram pointed out. The firm is leasing the building that housed its Washington offices, including the Fun Palace Arcade there. The address is 1771 Columbia Road, N. W.

1951 Shuffle Outlook Bright; Ops Major Factor in Field

(Continued from page 110)

number of new manufacturers; the inability of many locations to handle shuffleboard as a straight business enterprise in itself; a lack of promotion to build player incentive in the form of leagues and tournaments, and the absence of long-range planning.

In the spring of 1948, there were but four table shuffleboard producers. The following spring, upwards of 100 were building boards. While many of the so-called new plants comprised but a small building, a couple of cabinet makers, plus a dynamic one-man sales staff, they were important enough to eventually have an influence on the trade as a whole. While at first boards sold as fast as they were completed, the growing competition gradually brought prices down. Sooner than many had expected the profit margin was squeezed and some firms, about to collapse financially, were glad to sell their remaining wares at whatever price the traffic would bid.

Fortunately, several veteran coin machine operators plus a whole new crop of shuffleboard operating firms were established in the field by this

time and were able to maintain interest in the sport. Both of these groups has found that many locations, which were primarily interested in owning their own equipment, were still vitally interested, but preferred operators servicing and maintaining the boards. In many instances it eventually led to operators putting in their own equipment and setting up the usual contract agreement on the division of profits.

Locations found that there were many advantages to having operator owned boards. The operator was better equipped to devote all his time to maintainin the boards, a feature demanded by players as they became more adept; the operator bore the expenses (refinishing, pucks, waxes, and related supplies); the operator could organize several stops into one or more leagues, and finally since the operator was fully dependent on board play for his income he would devote some of his time to promoting interest in each location, thru premiums, cash awards and tournaments.

Signposts

Thus as the game goes into its third full year in coin locations, the operator is being counted upon to lead the game to greater heights than any of its previous seasons. Signposts pointing to this are springing up in various sections. These include the activity already taking place in several parts of Michigan, spearheaded by the Detroit Shuffleboard Association (DSA) which is co-operating with the Table Shuffleboard Association of America (TSAA) under the leadership of Fred Chiopan, DA executive director and TASS president, and the comprehensive plans outlined by American Shuffleboard League, Inc. (ASLI), for 1949-'50 which may even surpass last season's in 16 key States and the heavy league schedules already under way in Wisconsin, Illinois, Ohio, New Jersey, New York, Utah and Idaho.

LA PORTE LEAGUE BOWS

(Continued from page 110)

type of cash award. The first place prize is \$150. With the split season arrangement it is possible for different teams to win first place in round one and two. After round one is completed in December, all teams start from scratch following the holiday recess. If two different teams win the separate rounds, a play-off will be held.

Teams in the loop include Three Star Tavern, Monroe Hotel, Kaninski's Cafe, Wally's Bar, Roulé's Cafe, Rudy's Tavern, Redamak's Tavern, Smith's Tavern, Last Round-Up, Stevenson's Tavern, The Pub, and Krycka's Tavern.

PUCK PATTEN

(Continued from page 110)

pleted on the first floor and renovation of the second floor will start shortly. Tom McNeill, Purveyor roadman, is also on the move, covering ops in Indiana and Wisconsin.

First Distributors headquarters have been packed with Midwestern operators of shuffleboards in the past few weeks, all seeking new premiums for use with their boards, report Wally Finke and Joe Kline, firm partners. They report that clocks, lamps, cameras and more expensive household wares are in great demand these days.

WHEELING, W. Va., Oct. 7.—Attractions, Inc., of Wheeling, has obtained a charter from the secretary of state to operate amusements. Authorized capital stock is \$5,000; paid in, \$1,000. The incorporators were A. R. McCutcheon, Bess Krapa and Ellen Groves, all of Wheeling.



\$139.50

BRAND NEW ROL-A-TOPS 5c-10c-25c PLAY

Above Prices F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St. CHICAGO 44, ILL.

Est. 1889. Tel. COLUMBUS 1-3773 Cable Address: WATLINGITE Chicago

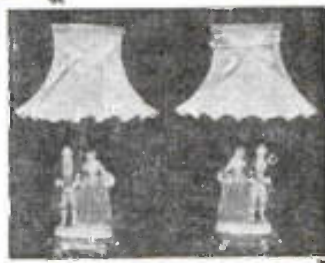
NEW CLOSE-OUT!

Bowlers, in factory sealed cases. \$135.00

IN STOCK!

Keeney Electric Cigarette Machine NEW SHUFFLE ALLEYS, IN CRATES—WRITE.

Lehigh Specialty Co. 826 N. Broad St. Philadelphia 26, Pa. Poplar 5-3299



Figurine

Boudoir Lamps

Outstanding for beauty and popularity. With charming imported figurines. Metal bases finished in gold. Acetate shades. 15" tall. Retail for \$10.

Packed 7 pr. to carton

No. 2350 only \$5.00 pair Dozens of others! Write for information!

FIRST IN PREMIUMS

16 PC. DISH SET—LADY DUBARRY pattern. 4 plates, 4 cups, 4 saucers, 4 dessert plates. All in attractive display box. No. 5850 \$4.95

26 PC. SILVERWARE SET—Genuine Silver-plate. Guaranteed. In leatherette pocket. Gorgeous! Why pay more? No. 5511 \$5.35

5 PC. CUTLERY SET—With Cleaver. Attractively boxed. No. 5655 \$2.35

16 PC. CUTLERY SET—Display Box. Immediate delivery. No. 5716 \$6.50

EVERSHARP PEN & PENCIL SET—NOT ball point. \$10.50 price tag. Terrific value! No. 7570 \$3.95

ONE BALLS

New Bally TURF KING—Immediate Delivery. Reconditioned Bally CITATION \$225 Bally GOLD CUP \$119

SHUFFLE GAMES

Reconditioned! Resurfaced! Guaranteed! Universal SUPER TWIN BOWLER \$255 Universal SHUFFLE ALLEY EXPRESS \$199 Keeney KING PIN \$179 Universal TWIN BOWLER \$148 Keeney ABC Bowler \$135 Gottlieb BOWLETTE \$85 Keeney PIN BOY \$75 Williams TWIN SHUFFLE \$75 Nation Wide BASEBALL \$69

MUSIC New RISTAUERAT, 45' RPM—White Fibren PHONOGRAPHS, Perfect.—\$175.

FIRST Distributors

Dickens 2-0500 1748 W. North Ave. Chicago 22, Ill.

EVERY PIECE GUARANTEED

ONE BALLS		CONSOLES	
BALLY TURF KINGS	Write \$349.50	KEENEY 5 & 25; BONUS SUPER BELL	\$199.50
BALLY CHAMPIONS	1349.50	BALLY DOUBLE UPS	179.50
BALLY CITATIONS	199.50	EVANS COALTOWN	Write
BALLY GOLD CUPS	104.50	EVANS BANTAILS (COMB.)	477 189.50
BALLY JOCKEY SPECIAL	74.50	MILL'S JUMBO PARADE, F.P.	29.50
BALLY SPECIAL ENTRY	54.50	JENNINGS SILVER MOON, F.P.	24.50
SHUFFLE ALLEYS		FIVE BALLS	
UNITED SHUFFLE ALLEY (W.C.)	\$ 79.50	GOTTLIEB SHARPSHOOTER	\$109.50
UNITED SUPER SHUFFLE ALLEY	109.50	GOTTLIEB JUST 21	79.50
ROCKOLA SHUFFLE LANE	64.50	UNITED MONTERREY	44.50
CENCO BOWLING LEAGUE (W.C.)	74.50	CHICAGO COIN BOWLING CHAMP	99.50
C.C. BOWLING ALLEY (W.C.)	124.50	UNITED MOON GLOW	74.50
GOTTLIEB BOWLETTE	89.50	BALLY CARNIVAL	49.50

ONE-THIRD DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT

PARKER DISTRIBUTING COMPANY

311 8TH AVENUE, SOUTH NASHVILLE, TENNESSEE PHONE 4-0194-42-1231

For News About The Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Exhibit's Sensational DALE SIX SHOOTER

With Sharpshooter and Ticket Vendor

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- Exhibit DALE GUNS 75
- Williams STAR SERIES 175
- Wurlitzer 1015 295
- Wurlitzer 1108 625
- Seaburg 100 Write
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SHUFFLE GAMES

Priced below any competition

- | | | |
|------------------------------------------|-------------------------------------------------|----------------------------------------------|
| United Shuffle Alley . . . 50 | Williams Twin Shuffle . . 75 | United Shuffle Alley Express \$195 |
| Genco Bowling League . . 50 | United Super Shuffle . . 115 | Bally Speed Bowler . . . 225 |
| Jolly Shuffle Bowler . . . 60 | United Shuffle Alley with Fly-Away Pins . . 115 | Chicago Coin Bowling Classic 225 |
| Chicago Coin Bowling Alley 125 | Williams Deluxe Bowler 120 | United Super Twin Bowler 225 |
| Genco Oltler 35 | | |
| Williams Bowler 75 | | |

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 - SPOT BELL 325
 - TRIPLE BELL 725
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 - TWIN BONUS SUPER BELL 245
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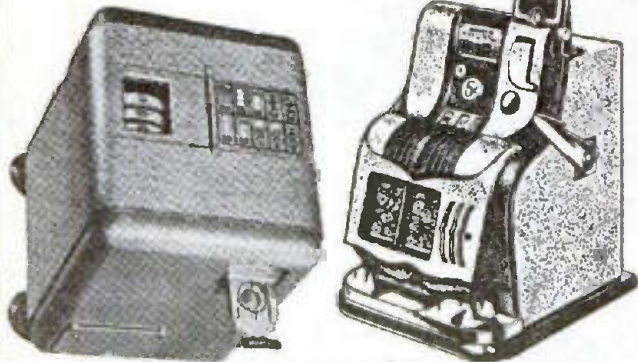
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For News About The **New** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE
See Inside Front Cover This Issue

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TOPS IN PROFITS FOR YOU!**

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WURLITZER	Draw Ball 95.00	THESE MACHINES MUST GO!
850 5 95.00	Big Game 30.00	United Shuffle Alley ... 44.00
750 180.00	Club Ball 30.00	Rock-Ola Shuffle Lane ... 35.00
600 40.00	Mi-Mind 50.00	Williams Twin 35.00
616 40.00	Late Evans Racer 295.00	Genco Bowling League ... 35.00
61 & 71 80.00	Keeney Bonus Super ... 135.00	Keeney Pin Boy 50.00
	Ball, 36 225.00	Bally Bowler 60.00
	Super Ball, 5/104 ... 40.00	Speed Bowler 265.00
	Track Time 40.00	
	Fast Time 40.00	
SEEBURG	ONE BALLS	ARCADE
100 Record (new) Write	Champion Write	Star Series \$165.00
146-A \$285.00	Photo Finish Write	All Stars 100.00
146-B 95.00	Gold Cup \$119.00	Exhibit Beer Gun 375.00
Hilones 80.00	Jockey Special 85.00	Quarner Back 85.00
Lotomes 60.00	Special Entry 65.00	Atom Jets (NEW) 125.00
Vogue 40.00	Victory Special 35.00	Panorama 150.00
Envoys 50.00		7 Hi Belgium Pool Table 45.00
Concert Master 80.00		

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Packard Wall Boxes, Arrow Bells, Bally Hi-Hands, Bally Shuffle Champ, One Balls, Eurekas, Photo Finish, Late Five Balls, Brand New Five Ball Closours, Seeburg 100 Selectomatic and All Models Used Phonograph, Camos, Shuffle-Alloys and Consoles.

**NEW MACHINES
IN STOCK**

Bally Turf King
Bally Shuffle Champ
United Shuffle Alley Rebound
United 4-Player Shuffle Alley
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Chicago Coin Fighting Irish
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Chicago Coin Ace Bowler
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Genco Harvest Time
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- United SHUFFLE ALLEY DELUXE (with lifting pins)..... 115.00
- Williams TWIN SHUFFLE..... 72.50
- Universal TWIN BOWLER.... 117.50
- California SHUFFLE PINS..... 30.00
- Bally SPEED BOWLER..... 200.00
- Genco BOWLING LEAGUE.... 42.50
- Keeney TWIN DUCK PINS. floor sample..... 225.00

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Gottlieb Just 21	109.00
Gottlieb Bowlers	75.00
United Shuffle Alley	70.00
Starburst	59.00
Bally Carnival	45.00
Baseball (2 Players), Ft. Samp	89.00
Climatic Adjusters (6 to set)	16.50
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Hot Rod—New	119.00
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Score Pads for Shuffleboards, 8x12	
Frames, Fed 100 Sheets	59.80 Up
Shuffleboards (plus crating)	59.80 Up

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"Red" Grange Scores With Pinball Game

CHICAGO, Dec. 1954.—All the rumors about a prominent sports figure being connected with a new football pin table were proved true this week when Pacific Amusement Manufacturing Company announced that Red Grange had designed the game.

Grange, long an game enthusiast, decided to use football pin table. See **Inside Front Cover** This Issue

ST. PAUL MINN. OMAHA NEB.

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UNITED SINGLE REBOUND
KEENEY 4 PLAYER LEAGUE BOWLER
KEENEY DOUBLE BOWLER

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SWING UP CONVERSIONS	
For United Shuffle Alley	\$79.50
For United Super Shuffle Alley	79.50
For United Double Shuffle Alley	84.50
Bally Bowler	\$89.50
KeeneY Pin Boy	89.50
Chicago Coin Bowler	72.50

CONSOLES

NEW AND USED CLOVER BELLS—WRITE

USED:	KeeneY Triple, 5-10-25	\$350.00
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Deluxe Draw Balls 149.50	Evans Races, E.P., P.O.	250.00
Bally My Hands	Evans Bangtail	245.00
Bally Triple Bell	Arrow Bell	245.00
Bally Wild Lamon	Track Odds, D.O.	300.00
Bally Reserve Ball	Mills Jumbo Parade	25.00
Bally Double Up	Face Saratoga	25.00
KeeneY Bonus Super Bell	Mills 4 Balls	50.00
KeeneY Bonus Twin, 5-25	Mills 3 Balls	60.00

5 BALL PIN GAMES

Cenco Harvest Time	Write
United Arizona	Write
New Williams Lucky Innings	\$190.00
New Cenco Canada	190.00

PHONOS

1018 Wurlitzer	595.00	Packard Midwayway	595.00
1088 Wurlitzer	335.00	AMI Hi Boy	50.00
858 Wurlitzer	995.00	Singing Towers	30.00
758 Wurlitzer	149.50	Seeburg 8800, R.C.	99.50
800 Wurlitzer	110.00	Seeburg 9800 Lo Tone	99.50
416 Lite-Up	40.00	Seeburg Colonel, R.C.	98.00
26 Wurlitzer	60.00	Seeburg Maestro	65.00
Model 41	75.00	Rock-Ola Master	66.00
Model 71	75.00	Rock-Ola Super	45.00
Model 41	65.00	Rock-Ola Commando	50.00
Model 41	60.00	Glamour Tone Column	50.00
Mills Throne	50.00	5 Wurlitzer Dial Wall Box	3.00
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United 2 Player Express, 8 ft.	\$225.00
United Single Express, 8 ft.	225.00
United Single Express, 9 1/2 ft.	225.00
KeeneY A. B. C. Bowler, 8 or 9 1/2 ft.	175.00
KeeneY Pin Boy	200.00
Williams Deluxe Bowler, 8 ft.	225.00
Williams Twin Bowler, 9 1/2 ft.	175.00
Williams Single Bowler, 9 1/2 ft.	150.00
Chicago Coin Baseball, 8 ft.	125.00
Williams Flying Discs	125.00

BALLY 1950 TURF KINGS, FREE PLAY

Used 1 Ball F.P.	\$395.00
Bally Champions	295.00
Bally Clations	365.00
Univ. Photo Finish	160.00
Bally Gold Cup	95.00
Bally Jockey Special	75.00
Bally Special Entry	75.00

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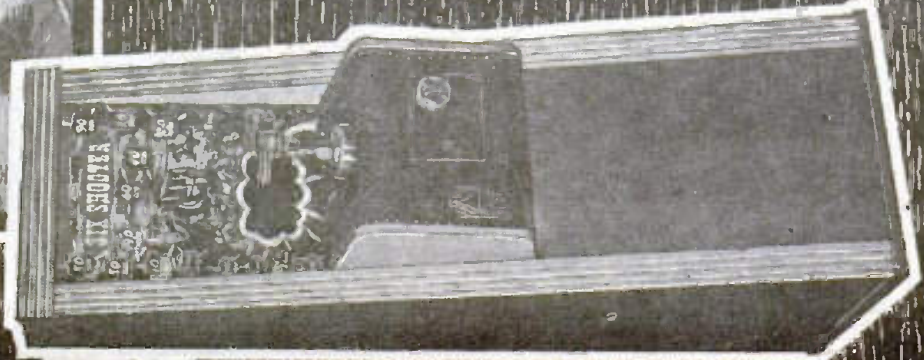
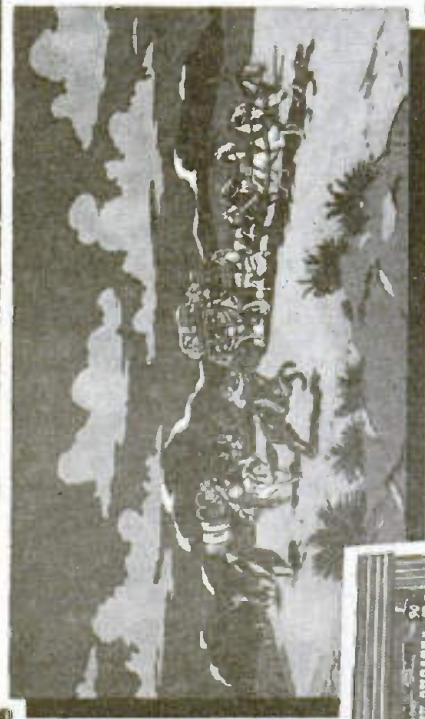
For News About The New Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE See Inside Front Cover This Issue

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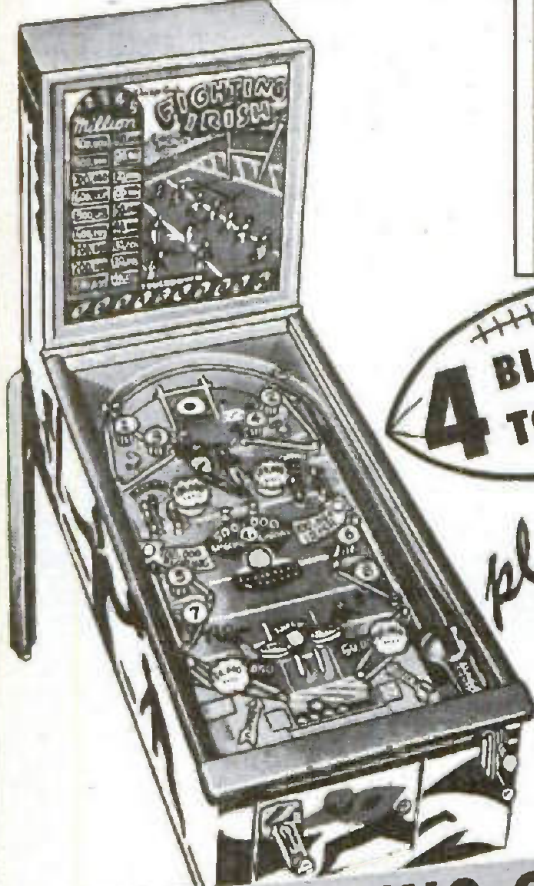


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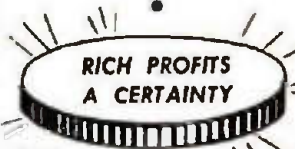
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Bally TURF KING

GETS RECORD-SMASHING PLAY

from All Types of Players!

★ I PLAY FOR BETTER ODDS

★ PURSE OR SHOW SCORES WIN IS MY MEAT

U GIVE ME MORE SELECTIONS

♣ I GO FOR DOUBLE SCORES

WE CONSERVATIVES PLAY ALL ADVANTAGES

U I'M WILD ABOUT WILD HOLES

WAVE THAT FEATURE FLAG FOR ME



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offers attractions to every type of player... the passer-by who plays a couple of nickels now and then... and the dyed-in-the-wool pinball fan who enjoys lengthy sessions of exciting play. And TURF KING permits each player to test his judgment before the final skill-test of shooting the ball. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history. Get your share... get TURF KING now.

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SHUFFLE ALLEY REBOUND



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1 ^{10¢} OR 2 ^{20¢} CAN PLAY

20-30 SCORING

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FOR EASY SERVICE

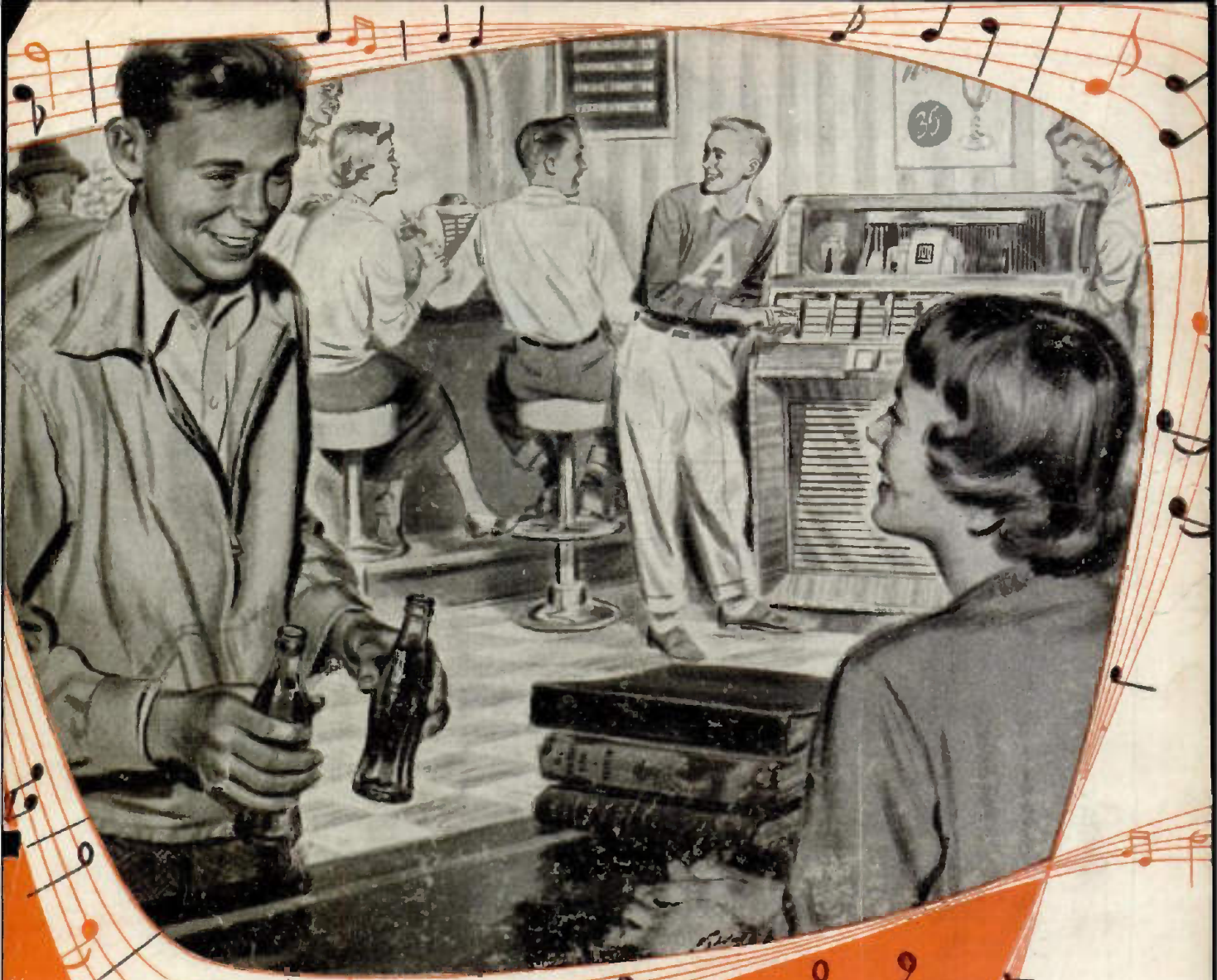
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