

The Billboard

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TV Inspires New Romances Between Radio-Film Firms

WHAT PRICE COMIC'S VOTE?

NEW YORK, Sept. 22.—An actor approached Jackie Bright, defeated candidate for the presidency of the American Guild of Variety Artists, prior to the election, with: "Jackie—you're my pal, I think you'd make AGVA a good president. But I can't vote for you. I gotta vote for Georgie Price." Bright asked why.

"Why? I gotta do the decent thing. After all I'm doing Georgie's whole act!"

Capitol Stars Set for Tours

HOLLYWOOD, Sept. 22.—Capitol Records will try its hand at launching on the road p.a. packages composed of its own artists for the purpose of stimulating record sales, introducing new artists and generally building good will with public and dealers for the label and its artists. Capitol's *Candle of Western and Country Music*, booked by Music Corporation of America, will get its trial run on the Coast next month, and if proven

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TV Impresses Germans, AMG Asks for More

Arenas Crowded in Demonstrations of Jumbo RCA Screens

BERLIN, Sept. 22.—So impressed is the American Military Government here with the propaganda effectiveness of the Radio Corporation of America television demonstrations, which have been running for the past few months, that they have prevailed upon RCA to leave the installations intact at least until the end of this month. Insiders in AMG believe there is a possibility that some arrangement may be worked out to leave the operation and equipment here permanently.

Big obstacle to such a plan is the heavy commitments RCA has for the equipment back in the United States. Equipment consists of two theater-screen size installations, plus about 25 20-

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SO YOU WANNA LEAD A HEARSE, SAMMY KAYE?

NEW YORK, Sept. 22.—Sammy Kaye may have booked himself for a nervous breakdown this fall, what with starting a weekly TV show here and a 26-city cross-country band tour at the same time. Kaye's commitment to his video sponsor Listerine for a live telecast, means the band leaders will have to hop a plane every week to be back here on Saturday.

In a move to sharpen up his old "So You Want to Lead a Band" format for TV, Kaye plans to feature kids from 6 to 12 on one airer and husband-and-wife teams on another, both on a monthly basis. Meanwhile Kaye's radio sponsor, Sylvania, is set to hype his *Sunda*, *Serenade* show this fall by giving away 250,000 batons to fans during the band's road trek.

Youth Movement Sweeps Records

NEW YORK, Sept. 22.—A turnover in hit-making artists is reaching its peak in the disk industry and is sparking a most extensive search for new talent. Not in a decade has youth taken such a fast grip on the hit lists. This fact has made so considerable an impact upon the disk makers that the most conspicuous portion of their time and budgets currently is dedicated to the development of new blood.

Leaders in the youth movement, from the standpoint of current best sellers, at this point are the Columbia, RCA Victor and Capitol diskeries. Columbia, in one year, has built into formidable hit makers such talents as Tony Bennett, Rosemary Clooney and Guy Mitchell. Victor has built Mario Lanza, April Stevens, and Eddie Fisher. Capitol's Les Paul-Mary Ford team weren't even in a busi-

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Compo, Lux Tie-In; MBS-MGM, Likewise

Exhibitors and Local Stations; Nets, Producers All Working Out Deals

NEW YORK, Sept. 22.—An odd important and thoroughly wholesome effect of television's impact on the film and radio industries is taking ever-clearer shape. This is the situation which finds films battling to build the box-office back to peak proportions, utilizing radio to an ever-increasing degree, via paid time and tie-ups to help sell the "movies are better than ever" theme.

On three fronts this week and last the development was brought into sharp focus:

(1) As an example of film industry utilization of paid-for radio time on a local level, the current Cincinnati situation is a standout. In the Ohio city, 35 independent movie exhibitors, representing 70 per cent of the town's houses, have purchased 10 1/2 hours of time on WCPO, AM & FM (along with 5 1/2 hours on the outlet's video station) to promote theater attendance.

Basic idea is a "Who am I?" contest. Clues to identity of a film personality will be given on the shows, with entry blanks available

at theaters. In addition to supplying the identification of the personality, entrants must complete the slogan: "I go to my neighborhood theater because..." There will be 12 weekly contests, with winners announced each Monday. If winners are in the theaters on Monday, they will receive a jackpot prize in addition to one of the

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CBS Shaky on Sinatra Time

NEW YORK, Sept. 22.—The status of the hour-long Frank Sinatra TV show on the Columbia Broadcasting System was regarded as subject to change this week-end, as Curtis Publishing Company was virtually set to bankroll a new stanza via the Du Mont web in the 8:30 to 9 p.m. Tuesday time. This would mean that, with Milton Berle being aired on a heavy number of outlets from 8 to 9, and

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Theaters Line Up For Gridcast Sked

NEW YORK, Sept. 22.—Theater television's football coverage will tee off next Saturday (29) with lensing of the Notre Dame-Indiana fray from South Bend, Ind., and will be shown by a full line-up of Eastern as well as Midwestern houses. The following week, October 6, the Princeton-Navy game, at Annapolis, will be carried by Eastern houses only. These deals were set by Theater Network Television, Inc., which handles the attractions carried by the Eastern houses. Midwestern deals are set by United Paramount Theaters, which is combining with TNT for over-all coverage of the initial game.

UPT this week also concluded arrangements with Notre Dame to pick up two other games, should they be desired. These are the tilts with Purdue (October 27) and Iowa (November 24). The only other Notre Dame home game is that against Southern Methodist on October 13, which is to be carried by broadcast TV as part of the Westinghouse schedule on the National Broadcasting Company. UPT will carry no game at all in

Midwestern houses on October 6, because it feels there is no outstanding regional attraction and because of opposition from the World Series, which will be on at that time.

Week-to-Week

Games after the first two weeks will be selected on a week-to-week basis, depending upon which seems to be the top attraction. TNT this week held the first meeting of its advisory committee, which determines the organization and selection of games, and which

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SAFARI IN MICROGROOVE

African Veld Yields Hot Wax; U.S. Disk Stars Are Popular

NEW YORK, Sept. 22.—American-a & r men don't know when they're well off. Take Charley Green. Put him on the African Veld—or even the Transvaal. He'll never come up with *Sweet Violets*. Or throw Mitch Miller in a tent with three Bantus and no harpsichord. What comes out won't be *Come On-A My House*, and Jim Conkling would say this is no way to run a record business.

But in South Africa the record men are doing just this kind of thing. Recording teams are making safaris into the bush, negoti-

ating with tribal chiefs and etching in immortal wax the music of primitive peoples who speak 160 languages. According to Alec Delmont, a director of Gallo (Africa), Ltd., exclusive distributors for British and American Decca, South Africa is being developed into a disk market and long range plans, both of a commercial and cultural nature, have been blue-printed for the entire African Continent which has a population of 160,000,000. South Africa itself contains some 8,000,000 people, of whom 1,500,000 are Europeans,

speaking either English or Afrikaans. The remainder are natives. Gallo, in addition to distributing Decca, also manufactures its own Gallotone label, using Afrikaans and native material.

Music Fading

According to Delmont, the folk music of these natives is rapidly disappearing, owing to European influence. There's no notation for the music (a seven-tone scale) and the only way of preserving it is via these recording treks into

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A SWIG OF HADACOL

All Need That in Big Show Folderoo

NEW YORK, Sept. 22.—The Hadacol folderoo has started a chain of events that has the American Guild of Variety Artists, William Morris, and Music Corporation of America lashing out in all directions, with charges and counter-charges being made by all concerned.

Senator Dudley J. LeBlanc notified AGVA by letter as recently as Friday (21) that, having sold the entire company including all

the assets to Dr. Maxwell Maltz, LeBlanc was no longer responsible for contracts.

An unidentified voice at Maltz's office said that the Roby-Maltz Foundation had nothing to do with LeBlanc's debts or obligations. The voice also refused to identify the purpose of the foundation or discuss its plans. A Maxwell Maltz once backed *The Ladder*, a legit show.

Meanwhile, estimates about how much dough is owed to acts range from \$75,000 to \$200,000. In

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Benny to Do Four TV Shows on Coast

NEW YORK, Sept. 22.—Jack Benny will do four TV shows from the Coast this year, the first probably to be November 4 over the Columbia Broadcasting System TV web. He will be slotted in the 30 minutes now occupied by *This Is Show Business* Sunday nights, 7:30-8 p.m.

Benny's belief is still that while he has to do a weekly show on radio he is not able to work regularly on TV. Indications are that Lucky Strike Cigarettes, his AM-TV sponsor, is not too happy with his decision, but Benny's contract runs thru the middle of 1952. After that time, the advertiser will re-evaluate his place in the company's future plans.

French Video to Adopt CBS Color

PARIS, Sept. 22.—French TV will go color via Columbia Broadcasting System's field sequential system. This was seen in the reaction of French radio officials to the five-day demonstration of CBS color held here recently.

Billboard Backstage

By JOE CSIDA

The nice thing about having a few readers who take the time to drop you a note every once in a while is that at 4 o'clock of a Saturday morning, when your eyes are falling out of your head and you haven't got an idea in the world for a piece, you pull out a few letters and, bang, you've got a column. Take it away, nice people:

Phil Regan was scheduled to star in the Monday night show of the Veterans of Foreign Wars at the 71st Armory. However Regan couldn't leave Hollywood in time for the show, so Estelle Moss, former Phil Spitalny and Radio City Music Hall soprano, was the 'dark horse.' She turned out to be a winner for the VFW crowd, and especially Admiral Lovett thought her singing terrific. Highlight was her beautiful rendition of *The Lord's Prayer*. We in the VFW are grateful to Miss Moss for making our show a success and would appreciate your giving her a 'Vote of Thanks' in your column.

"Sincerely,
"Joe O'Connell
"VFW HQ, Hotel Astor, New York"
Here's the vote, Estelle. Thanks.

"Just read your Backstage and was very thrilled. It's the first time anyone ever got the facts so

right except for one thing. The day I sang for you I was scared stiff. Hope to see you soon.
"Private Eddie Fisher."

You were the most relaxed, scared kid I ever saw. Eddie. Glad you liked the column.

"I'm back again. My 'Vocabulary Guide' will include a listing for Dagmar, and I thought you would like to know about this.

"Dagmar is entered under her outstanding characteristics. (Some characteristics, and out-standing they are.) You will find her in the Guide under 'Bosom, woman known for prominent... Decolletage, excessively low—personified... and 'Chestiness personified.' I also have her under the less provocative leads of 'malapropism' and 'caceopy.' But the best of them all is the phrase 'to out-Dagmar Dagmar.' This has precedent in the classic phrase 'to out-Herod Herod.' To out-Dagmar means, of course, to outdo her in decolletage and bosominess—not a mean feat.

"At that, Dagmar did not come in without a conflict, for vying with her for admission (there isn't room for all of them) were such aphrodisiacs as Jane Russell, Faye Emerson, and rejuvenating Eloise. After due consideration, it was

decided that none of these did actually out-Dagmar Dagmar, and Dag won by a comfortable line of cleavage.

"J. E. Schmidt, M.D.
"Baltimore, Md."
Nice to hear from you again, Doc. Dag will be delighted.

"I read your Sinatra story in the September 15th Backstage. I think it is one of the most engrossing and enlightening stories on a performer that I've ever read. You hit the nail on the head with a keen observation.

"Cordially,
"Columbia Pictures Corporation
"New York."
Thank, Al. Cooking up a couple more like the Sinatra piece, and I hope you like 'em as well.

And while I'm answering some of the mail, I'd like to sneak in a quick thank you to Rocky Clark, radio editor of *The Bridgeport Post*, for reprinting in full our editorial on Senator Benton in his (Clark's) interesting *The Listening Post* column. We're happy to have been able to get our sentiments across to Rocky's many readers in the Senator's home State.

Halley Relies On Video to Win N. Y. Office

NEW YORK, Sept. 22.—Rudolph Halley, who was turned into a national figure overnight via TV's lensing of the Kefauver hearings, is placing major reliance upon that medium in his campaign for presidency of the New York city council in the November 6 election. He is using a weekly 15-minute show via WJZ-TV, with varying formats from week to week, as the mainstay. In addition, of course, he fronts a weekly network whodunit, *Crime Syndicate*, which bowed at 8 p.m. Tuesday this week via the Columbia Broadcasting System.

Because of the fact that he is a national celebrity, altho running in a local election, Halley is being invited to make appearances on numerous radio and TV stanzas, not as a candidate but as a personality. These appearances are becoming ever-more frequent now, with a heavy schedule being worked out.

One of the major reasons Halley's political advisers are permitting him to make these appearances, despite the rigors of a strenuous campaign, is the effectiveness of video in projecting a personality, as was demonstrated via Halley's initial tele showings during the Kefauver hearings. This is considered particularly important by the brain trust now, because Halley's major opponent, Democratic incumbent Joseph T. Sharkey, will be serving as acting mayor, due to Mayor Impellitteri's decision to visit Italy during the campaign. The position, of course, carries with it considerable publicity potentials.

Last Sunday night (16), for example, as part of Halley's TV skep, he appeared as a panel member on *Author Meets the Critic*, on WNBC. (Continued on page 5)

New Tariffs Aid Showbiz

WASHINGTON, Sept. 22.—The amusement industry will soon be feeling favorable effects from a broad series of tariff concessions which have been coming into piecemeal operation the last several months under the Torquay pact between the United States and 17 other nations. The concessions, according to Commerce Department experts here, will set off a swell in U. S. exports of phonograph sets and parts, radio and TV sets, and a vast assortment of other entertainment industry products.

In a swap for lower tariffs on the five items, the U. S. A. dropped its duties on several products under negotiations made at Torquay, England, last fall. All but seven nations represented at Torquay have signed the trade agreements, and the others are expected to sign by the October 21 deadline or will be granted an extension of a month or two. Among the major tariff concessions granted to the U. S. and affecting sections of the amusement industry are:

- (1) Phonograph sets, phonograph parts, TV and radio sets. Concessions are now in effect with the Dominican Republic. Further (Continued on page 26)

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Paris Peek

By ANNE MICHAELS

PARIS, Sept. 22.—The city is beginning to come alive again. Theaters are opening, with only a few legitimate houses now closed, and by the end of the month Paris should have shed its summer lethargy. Films that are relatively new are coming to the Champs-Elysees cinemas, and such oldies as the 1940 Dorothy Lamour *Typhoon*, which was billed as a "new" adventure story, are disappearing from the streets.

After playing since spring, *All About Eve* has been withdrawn, altho its rival *Sunset Boulevard* still manages to pop up around town in its original version. A rarity, for once a film leaves the Champs-Elysees it is usually seen only in dubbed version. About the best English talking film in town is the British *The Browning Version*, with a superb performance from Michael Redgrave.

"Big Show" in Town; New Plays Opening . . .

Tullulah Bankhead is in town for her broadcast of the *Big Show*. With her on the program will be Gracie Fields, Joan Fontaine, Fred Allen, Portland Hoffa, and Meredith Willson conducting a 44-piece orchestra. The first play at Jouvett's Athenaeum will be the Saint Etienne Actors Group presentation of a Japanese No play, *Kagekiyo*.

Millionairess Mary Cray is here watching the *Comedie Francaise's* production of *Phedre*, with the idea of doing a New York presentation starring Katharine Cornell. . . . Josephine Baker is keeping everyone guessing as to what her plans really are. After all her talk of retirement, she has been asked by Henri Varna to star in the *Merry Widow*, and it seems as if she has said, "Yes." . . . At the Palais de Chaillot this month are the Indian dancers of Mrinaline Sarabhi.

Paris Film World Busy With Active Schedules . . .

To publicize the film *Pas-AMsterdam* which he has composed the music for, Kees Manders pushed a wheelbarrow (they are supposed to be lucky in Holland) from Amsterdam to Paris. . . . The film of Paulette Goddard's travels thru Europe, which was guided thru production by Anita Loos, is due for an American release soon. The title is *Adventures of Paulette*. . . . Latest film fan club in Paris has Dumas' Camille as their patron saint. . . . Jean-Pierre Aumont is back at work on his latest film, *Lure*, two days after the funeral of wife Maria Montez.

Danielle Delorme is studying her English for the role of Nora in the Ella Dazan's production of *Ibsen's Dolls House*. Laurence Olivier is slated for the male lead. . . . Pierre Fresney will do a film of *Only Napoleon*, with himself as an indifferent Napoleon and wife Yvonne Printemps playing the affectionate Josephine.

Charles Trenet opens last week at the Etoile Theater in his one-man show, after having been away on tour in Britain, Spain, Italy, Portugal, Turkey and the Americas. He sang 20 songs. . . . Jose Ferrer is due in Paris September 29 with a date to meet Maurice Rostand, son of Edmond Rostand, writer of *Cyrano*, which won Ferrer his "Oscar."

Free OPS Controls In 4 Service Areas

WASHINGTON, Sept. 22.—Four services provided by the music and amusement world are now free from price control, as a result of a government order this week. Music copyright payments were de-controlled by the Office of Stabilization except where charges are passed on to the consumer buying any item under price control.

OPS also freed public relations counselors; managers of actors, actresses, or athletes; non-profit social and recreational clubs and associations; and grants of rights under patents and trademarks.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 22.—Chairman Wayne Coy of the Federal Communications Commission will be in the winner's corner when the Senate Interstate and Foreign Commerce Committee resolves his quarrel with the Justice Department over anti-crime legislation. At a hearing this week, the committee listened sympathetically to Coy's latest plea to scrap a Justice Department-backed provision saddling the FCC with licensing race tipster services along with broadcast stations. Flushing angrily over a Justice spokesman's charge that the FCC was trying to "shirk responsibilities," Coy shouted: "It's a lie." While spectators' brows were still elevated, Coy added: "Usually we're accused of trying to exercise too much responsibility."

CBS, RCA Still Fight On Color-TV Front . . .

The Potomac stage is set for the next major battle on color-TV, even tho a petition from Radio Corporation of America for an official demonstration of its latest color isn't expected at FCC for

another couple of months. All the makings of a warm-up appeared in skirmishes here this week between the Columbia Broadcasting System and RCA. On the day before RCA extended its latest color field tests by radio relay and coaxial cable from New York to D. C., Prexy Adrian Murphy of CBS' Laboratories Division used a Washington Ad Club luncheon as a platform to warn against dual color standards. His head-table listeners included the FCC commissioners, General David Sarnoff, RCA board chairman, in town next day for the extended field tests, gaily pronounced them a whopping success.

Taxes Still Look Good, Richards Communique . . .

Senate Finance Committee is sticking to its relatively mild program on amusement excises despite President Truman's plea this week for stiffer taxes generally. . . . Zenith Corporation will ask FCC in next couple of weeks for approval of phonevision. The Fair Television Practices Com-

mittee, battling box-office and subscription TV, will counter by asking FCC for a chance to appear against phonevision. Statement filed by Mrs. G. A. Richards this week on program policy is viewed by FCC's legal department as ducking the question as to whether the three Richards stations have dropped alleged news-slanting policy which former employees had accused her late husband of establishing. FCC General Counsel will ask commissioners to insist on more specific information from Richards' widow. . . . Factory shipments of 117,862 fell 42,000 short of previous month's. TV sets in D. C. homes by year's end will pass 300,000. "Mug" Richardson, Arthur Godfrey's former girl Friday, has quietly dropped out as producer of a TV show here over CBS outlet WTOP. . . . FCC's job of thawing the TV freeze was lightened a wee bit when Allen B. Du Mont Laboratories, Inc., served notice this week that it won't answer any of the 125 statements filed with FCC against Du Mont. Said the opposition is apparently "inspired" by strictly local, rather than nationwide benefits.

Picture Business

By LEE ZHITO

HOLLYWOOD, Sept. 22.—Climate-conscious Hollywood had even hotter issues than the blistering heat wave to discuss as the House Un-American Activities Committee opened its hearing on Red infiltration into movieland. A mere handful of filmdom's people had ever strayed into the Red camp. Therefore, the unfolding of these hearings in the movie capital's midst and the facts unearthed shocked and amazed the film colony. What once were controversial headlines and heresay gossip now took form before Hollywood's TV eye, and filmsters could see and hear as some of their own fellows related tales believed possible only in fiction.

For the most part, the story pieced together out of the procession of testifying witnesses was, happily, a story of failure. It was a chilling tale as if out of one of Hollywood's own fantastic scripts which told of a foreign power seeking to invade this country thru the minds of its people by taking over its motion picture industry. It's a story of failure for it shows how Hollywood itself awakened to the threat from within and threw off the menacing shackles before they could become too binding.

Each of the co-operative witnesses told how he was lured into the Red gang in an effort to gain an outlet for his liberal leanings.

Each thought he was joining to befriend his fellowman. Each was told he was fostering a movement that would offer even more freedom than could be achieved by the American system. But each, repentant and bitter, told how he or she finally broke with the party when he discovered that the group that promised freedom was actually leading its members in the opposite direction.

Sam Goldwyn, who from time to time, likes to get on the stump and give the industry and public at large a piece of his fertile mind, this week aimed a two-way blast at fellow moviemakers who fear TV via a story in *Collier's* bearing his by-line and a talk on the Mutual net's *Newsreel*. Goldwyn, furthermore, provided all who are interested with his predictions of things to come. You can read *Collier's* for yourself, but if you missed the radio talk, here is a direct quote:

"Hollywood is the greatest center in the world for the creation of mass entertainment. From time to time its leadership has been challenged, but never seriously threatened.

"The reason no other center or medium can jeopardize Hollywood's supremacy is the fact that, on the whole, we still make the best pictures in the world—when we set our minds to it. And when we do, people flock to the

theaters. No motion picture maker has to complain today about poor attendance, about television, about bad weather that keeps people from theaters, about good weather that keeps people from theaters, or about any kind of competition when he has a good picture to show the public.

"For many years I have advocated that the way to keep our leadership was to concentrate on quality instead of quantity.

"Hollywood is on that track today—better pictures instead of more pictures—and as long as we stay on that track, we have nothing whatsoever to worry about.

"Television will never replace the theater as the basic medium for the showing of motion pictures to the public. The American people are not going to be confined to their homes for recreation and amusement.

"However, I predict that within five, or at the most 10 years, we will see a combination of theater and home showing of motion pictures for admission. Approximately 23,000,000 people, on the average, see a Class A picture in the United States today. That leaves a great audience potential of 130,000,000 people, many of whom, I believe, will be reached in the future thru home box-office television, without, however, interfering with theater showing of motion pictures."

Red Infiltration Shown in Hollywood

Some Hide Behind Bill of Rights, But Co-Operative Witnesses Rip the Curtain

HOLLYWOOD, Sept. 22.—The iron-curtain of silence enshrouding Red infiltration into American movies lifted somewhat this week in the face of patient but relentless probing by a subcommittee of the House Un-American Activities Committee. Committee, headed by Chairman John S. Wood, heard approximately 30 witnesses of the 40 persons subpoenaed to testify. Hearings here are expected to end on schedule by Tuesday or Wednesday (25-26).

Parade of witnesses revealed the expected hard core group who sought refuge in the First and Fifth constitutional amendments and refused to testify concerning their alleged association with groups, listed as subversive, but also included persons who spoke freely of their past, explaining how they were sucked into the Red ranks, their activities while there, and how and why they broke with the party-liners.

According to combined testimony of the various "friendly" witnesses, Reds had a twofold purpose in their Hollywood infiltration: (1) To grab control of the various unions; (2) to siphon sucker money from the film colony for the Kremlin's coffers.

Berkeley Volunteers

Outstanding among the friendly witnesses was screen writer Martin Berkeley, who, despite anonymous threats, appeared voluntarily to trace for the investigating committee the course of Communist party activities here as he knew them. Berkeley listed for the committee 152 persons he said he knew were Communist party members between 1936 and 1943. Berkeley, termed by some as star witness in the hearings, admitted he had been a member of the Communist party but testified that he had been fighting Communism for the past eight years following his break with the party.

According to Berkeley, prime objectives of the party was to organize the screen writers, to oust George Brown and Willie Bioff (prexy and biz agent) from the International Alliance of Theatrical Stage Employees, to hand screen extras into a major union, to similarly organize screen directors, to publish a daily labor sheet dealing with the screen unions and to seek national expansion of the Hollywood-born Anti-Nazi League.

As to money milked from Hollywood's "fattened cows," and why so many so eagerly contributed, Berkeley explained:

"I have never seen a financial report of a front organization, and I don't believe the Bureau of Internal Revenue has. I have been asked on a number of occasions to estimate how much money was raised thru these organizations.

"I don't think anyone could say,

A vast, enormous sum of money has been raised here for the Communist party in the name of the Anti-Nazi League, the committee to aid lettuce workers and all sorts of committees.

Millions for Reds

"That money never got where it was supposed to go. But millions of dollars found their way to the party coffers in this way.

"In addition to party members, there was a bloc of angels who were non-party members. One man I know of gave \$400 a week to the party. This sort of sucker money was from people who gave on good faith at a time when the Communist party was the only vocal enemy of the Nazis."

In answer to a question by subcommittee counsel Frank S. Tavenner as to the party's plans to control content of pictures, Berkeley said he did not believe Red activity aimed at that as a foremost objective. Berkeley dated his Red affiliation to a 1936 meeting at the Patrick Henry Club in New York City when a stage director friend, Lester Puller, took him, knowing his anti-Nazi, pro-labor, anti-Fascist leanings. Berkeley said he played ping-pong at the first gathering, but returned the following meet. Thru the organization, he said, he met William Browder, brother of deposed Commie chief Earl Browder; Jim Thompson, relative of Isadore Schneider, named earlier as an alleged Red follower; V. J. Jerome, founder of New York's Screen Readers' Guild, and Herbert Klein, editor of *New Theater* mag. Upon arriving here in 1937, Berkeley said he was introduced to Director Frank Tuttle at whose home he attended a meeting where approximately 50 attended and heard their host speak on Trotskyism.

Jerome's Job

"What was Jerome's job in Hollywood?" Tavenner asked.

"He was sent to Hollywood to organize the talent group and to assist in ousting Browne and Bioff," Berkeley said.

"He got a lot of financial support from people who had been angels of the party for years. If he hadn't done such a good job we wouldn't be here today."

Screen writer John Howard Lawson was described by the witness as the Communist party's top man in Hollywood since the withdrawal of Jerome from the local scene. Screen-radio scripter was also among the co-operative witnesses, tracing his five-year affiliation with the Reds. According to Leon Townsend, the Commies recruited approximately 50 members within the ranks of Screen Actors' Guild. Prior to SAG elections and meetings, Townsend said, this nucleus of Commies would hold separate gatherings during which they discussed ways and means of inflicting party influence upon the course of the guild. Townsend explained his reason for joining the party because he thought it was an avenue toward correcting social inequalities which he felt existed in this country. Publicist Bill Blowitz was called, and he also testified freely, explaining he joined the party as a means of seeking an outlet for his liberal views, but broke abruptly with the Reds when he differed with the party line concerning the 1945 studio strike.

Highlight Reviews

TELEVISION

Brash Berle, Still Pulling Big, Beats Brains to Barbecue Brats

By JOE CSIDA

Berle is back unchanged. Which is to say that the comic has lost none of his abundant energy, brashness and unquestionable talent at machine-gun style fun-making. Nor has he lost his tendency to overdo things, and to lean slightly in the direction of bad taste. Working in *Star Theater's* well-established and successful format, Milton made a tactical error with his Chas. Addams-type comedy-horror skit in which a witch-like fem played wife to Berle's moron monster-husband. Dead body falling out of closet—Dracula, Frankenstein, Wolf-man, etc. quartets—refer-

ences to two-headed offspring—all the standard trappings of this hoary hunk of horror-humor were present, and it was rib-tickling enough. But if Miltie wants to build his Uncle stature with the kiddies, as he has strived so valiantly to do, he'll have to cut down on this kind of comedy. At least three parents whose kids saw this show told this reviewer the children were frightened by it. And even in cases where the kids approved, as many would, conscientious parents would resent junior's being subjected to the skit.

Berle displayed his usual lack of restraint in his use of Eddie Fisher in G. K. uniform. Milton waved the flag so hard in this one, the living room was likely to blow away. Fisher is a fine boy, a credit to his uniform, and an exceptionally talented singer. To put him thru a maudlin production routine about the folks at home is simply a cheap form of merchandising patriotism, which this viewer continues to find nauseating. This charge is made with a full awareness that Berle has gotten away with the same type of thing for a long time, and

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NIGHT CLUB

Merriel Abbott's "Shooting High" Hits Mark With Palmer House Show

By JOHNNY SIPPTEL

Merriel Abbott exploded a bombshell with her latest revue, *Shooting High*, that threatens to shake the foundations of the act booking business.

Aided by top cohorts in the production, Miss Abbott has produced a condensed 45-minute musical that tops anything yet done in this new field of nitery production since the Hotel Sherman broke the ice with the *College Inn Story* in 1949. Not only is this the costliest presentation, but the money has been well spent to get a finished product. If the show had a big name or two or Stem caliber and a really good basic hit song, it would be ready for a Broadway bow.

Miss Abbott has for the past four months been making an attempt to eliminate, except for occasional runs, the use of top-salaried headliners in this flagship Hilton Hotel Show, which cost as much as a top headliner and two supporting acts, is far better entertainment than any such bill she's used previously. If the show proves a draw during its three-month run (a record stay in recent years for the hotel), she plans to try to prepare similar packages, using good standard acts, welded into a solid revue. Miss Abbott is basing her conjecture on the fact that she started ice shows as a trial at the Hotel Stevens here over two years ago

and they've paid off a consistent dividend ever since.

Reports of the current Palmer House show were so good that several weeks ago Miss Abbott made a deal with Tony Sennes, whereby Sennes will pick the show up in 30 days for three months of additional touring. Miss Abbott told *The Billboard* that she hopes to continue packages, such as this for the Palmer House and perhaps other Hilton rooms, except for an occasional headliner she'll use, to pace a year of shows at the various rooms.

The Palmer House musical has a youthful cast that gives it a wonderful effervescence thruout.

(Continued on page 50)

TV: PUBLIC SERVICE

Coast Thrills to Red Probe After KTTV Crashes Committee Threshold

By LEE ZHITO

Power of public interest, convenience and necessity was seen in full force last week when it threw its might behind TV and pried open the door of the House Un-American Activities Committee's Hollywood hearings on red infiltration into pictures, thereby providing the Southern California video audience for the first time anywhere an on-the-spot live TV pick-up of the congressional probers in action. The committee had turned thumbs down on TV during the earlier Washington proceedings. Reason was simple: foes of the investigation were blasting the committee as it was, accusing it of conducting a publicity-seeking circus. To admit tele, commit-

tee members reasoned, would only add fuel to the blaze.

Prior to start of the local hearings, conducted by a subcommittee of the main congressional committee headquartered in Washington three local stations (KTLA, KTTV, KECA-TV) sought permission to televise the sessions, but were turned down for the same reason as Washington's telemen. KTTV's General Manager Dick Moore hounded committee members for a possible reversal of their stand. Thrice the TV question was voted down.

At a last-minute meeting Monday (17) prior to start of the hearings, KTTV Special Events Director Bob Breckner was granted

permission to place cameras in the Federal Building but not in the hearing chamber. KTTV's lenses were allowed in the hearing room only during adjournments. Station agreed not to question witnesses prior to their testifying and to conduct itself in a manner that would not interfere in anyway with the hearing. One camera was stationed at the entrance of the Federal Building, covering the picket line which marched in protest of the hearings. Another was placed outside the hearing room on the building's fifth floor.

In addition, KTTV was permitted to air audio reports di-

(Continued on page 55)

RECORDS

Bergman's Talent Points Prognosis Of Healthy "Horoscope" for Victor

By JOE CSIDA

The tendency to type-cast talent rears its unwise head occasionally in the music-record business just as it does in films, TV and other showbiz branches. For 20 years or more, Dewey Bergman suffered this taint. As a result of his long association with Guy Lombardo, he was quite sharply stamped as a rinky-tinky-type writer, arranger and all around music man. Upcoming soon, however (about how soon, more later) is a new RCA Victor album the music for which was composed and arranged by Bergman, and the performance of which was conducted by him. This album, called *Your Horoscope*, should dispel previous notions

about limitations of Bergman's talent.

To begin with, the idea which is also his, represents something new and fresh in packaged disks, yet has the soundest kind of commercial basis. It takes the 12 signs of the Zodiac, from Aries thru Pisces, and presents a musical theme descriptive of the characteristics of persons born under each sign in turn. Preceding each of the themes is a brief narration, describing in words (written by Bergman) the individual's horoscope. Obviously the script and tunes cover every person, and if the circulation of syndicated horoscope newspaper columns, maga-

zines, et al is a criterion, there is a vast interest in this nonsense.

Promotion possibilities suggest themselves rather screamingly. For example, any disk jockey could build a unique daily spot with high listener potential by playing the portion of the album side covering a current date, with a little introduction to the effect that: "If today is your birthday, here is a musical interpretation of what you're like."

Talented Execution

But perhaps more important than the intrinsic promotion and commercial values of the idea is

(Continued on page 48)

The Billboard
The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson
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OFF TO JAIL UPON REQUEST

NEW YORK, Sept. 22.—Tony Bennett, currently at the Paramount Theater here, will make a special personal appearance next week in response to a written request from the inmates of the Federal House of Detention. The boys have asked that he sing his hit disk, *Cold, Cold Heart*.

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**NOTHING'S WRONG WITH YOUR
BOX OFFICE THAT THESE
WSM ATTRACTIONS CAN'T CURE!**



With the whole nation humming to music Nashville-style... with magazines like Colliers, Time, New York Times Magazine noting at length and in amazement that American music has a new capital... with thousands of Juke boxes and millions of records pouring out the songs and fame of these fabulous Grand Ole Opry favorites....

They offer the biggest box office hypo ever available to the promoter or theater owner. And - they're booking now for personal appearances all over the U. S. A. If you want your share of the sure fire profits they can create, better write, wire or phone now.

WSM ARTIST SERVICE BUREAU

JAMES DENNY

Borden's Cans Radio for TV Spots & Webs

NEW YORK, Sept. 22.—Reports this week were that Borden's had canceled all of its spot radio throughout the country. Locally, the client axed Allyn Edwards on WOR here. In all, it is estimated that about 25 different local shows will be dropped on various stations in the hinterlands.

Borden's is expected to move into spot TV and network TV in a big way. The client's instant coffee division now sponsors *T-Men in Action* on the National Broadcasting Company's video network thru Doherty, Clifford and Shenfield.

The move was not unexpected because TV's rapid growth has made it necessary for the advertiser to move rapidly into the video picture. Borden's, however, has not decided whether or not it will go after the children's or the adults' market. The company presently slants much of its advertising to appeal to adults, but some of its executives feel the emphasis is in the wrong quarter because of its many children's products. Young & Rubicam is the agency for the cancelled radio shows.

E.T. EXEC

Governor on 36 Stations In Michigan

DETROIT, Sept. 22.—A weekly recorded commentary on State political affairs by Gov. G. Mennen Williams is being carried currently by 36 stations in the State, with WDET as the Detroit outlet. Williams has stirred considerable controversy in communications circles by his weekly program and a weekly column written for newspapers in the State. The questions posed by a chief executive appearing as columnist were aired recently in the newspaper trade press.

In his newspaper column for the current week, Williams indicated an unexpected confidence in the impartiality of the press, by noting that this column "is a good time to express my personal thanks to the radio stations" carrying his talks. "Like the newspapers which print this column, they may disagree with some of my viewpoints, but they believe in giving the people all sides of the question." An accompanying note to editors suggested that they "cut the list of radio stations to delete those not in your area."

Canada Dry Buys ABC-TV Gourmet Show

NEW YORK, Sept. 22.—Canada Dry this week bought the 7:15 to 7:30 p.m. slot on alternate Tuesdays on WJZ-TV, New York, for a new show, titled *Dining Out With Dana*. Program features Robert Dana, gourmet of *The New York World-Telegram and Sun*, who will discuss the menus of a different eatery each program, will interview characters from the place, and also have a performing act on.

Agency is J. M. Mathes. Show is a Foley & Gordon package. Producer will be Robert Moore. Tee-off date is October 16.

Pair of Execs Resign BAB

NEW YORK, Sept. 22.—William Dignam and Hugh Higgins resigned their executive posts with Broadcast Advertising Bureau yesterday. Dignam was assistant to BAB President Bill Ryan, while Higgins was director.

Reason for the moves were disagreement over basic policy decisions. The resignations are effective October 15.

AFL TEAMSTERS LIKE FOOTBALL

PHILADELPHIA, Sept. 22.—What is believed to be the first time, locally at least, that a labor union is buying radio time for the presentation of airings with popular rather than public service appeal, is the buy on independent WPEN by AFL's Teamsters' Joint Council. John Backus, president of the council, signed for the labor union to sponsor WPEN's local broadcasts of the Notre Dame football games this fall.

Dorso Quits United Tele

NEW YORK, Sept. 22.—Dick Dorso, exec veepee in charge of national sales for United Television Programs, has resigned from the company. His interest was bought out by Gerald King, Edward Petry and Milton Blink, the remaining majority stockholders.

The duties of the former sales head have been split between Blink and Aaron Beckwith, recently appointed director of sales. Dorso has not made a decision as to his new affiliation.

Sinatra Time on CBS-TV Is Shaky

Spot Opposite Berle May Vanish Due to Commercial Shows on ABC, Du Mont

Continued from page 1

with the American Broadcasting Company's *Charlie Wild* show clearing most of the remaining stations in the 8 to 8:30 period, addition of a commercial show on Du Mont from 8:30 to 9 would close up the majority of markets available to Sinatra and CBS.

CBS, which has been planning to air an elaborate Sinatra revue from Hollywood as the major competition to Berle, thus far has not secured a sponsor. Stations offered commercial shows from ABC and Du Mont thus will readily pact to air those shows rather than a CBS sustainer, whatever

HALF A LOAF

WWJ's TV Will Split Hockey Game

DETROIT, Sept. 22.—A program compromise that intended to satisfy devotees of general nighttime shows and sports fans is being tried by WWJ-TV here. Late period hockey coverage this season, starting with the first Red Wings game, October 11, will be carried. Agreement was made with the Olympia management to juggle intermission times, so that the hockey third period will start promptly at 10 p.m., and the telecast will cover the entire third and final periods only.

Similar scheduling may be adopted for the hockey play-offs at the end of the season, depending on reaction to the new schedule. This allows the station to carry all network programs up to 10 p.m., and still provide half a hockey game. Entire schedule of 35 games was sold to Stroh Brewing Company for the third year.

S. Allen Set in New CBS Slot

NEW YORK, Sept. 22.—The Columbia Broadcasting System's TV web will move Steve Allen into its 3-4 p.m. daytime strip shortly. Allen is now on CBS-TV 12:45-1:30 across the board.

The CBS-TV decision ends its search for an artist to fill this important slot and is evidence of the web's faith in the bespectacled entertainer. Both Jo Stafford and Dennis Day refused the slot.

TV Inspires New Romances Between Radio-Film Firms

Continued from page 1

regular prizes, which include an Admiral console and range, refrigerator, automatic washer, mink coat, diamond ring, and 40 Gruen watches.

(2) Outstanding instance of a tie-up film-radio promotion, calculated to be a big hypo to both media, is the *Lux Radio Theater* presentation Monday (24) via the Columbia Broadcasting System, of the picture industry's *Movietime*, U. S. A. campaign. On this show, Lux will present scenes from seven top upcoming pictures with stars of the films doing the scenes.

Films and players are: MGM's *American in Paris*, with Gene Kelly and Leslie Caron; Warner's *Distant Drums*, with Gary Cooper; Columbia's *Saturday's Hero*, with John Derek and Donna Reed; Paramount's *Here Comes the Groom*, with Bing Crosby; Universal's *Thunder on the Hill* with Claudette Colbert and Anne Blyth; Twentieth Century's *Pride of St. Louis*; and Republic's *Wild Blue Yonder*, with Wendell Corey.

Unanimity of the industry in the urgency for utilizing radio to

aid filmdom's drive, of course, is demonstrated by the fact that the Lux deal and the whole *Movietime*, U. S. A. promotion is an activity of the films' Council of Motion Picture Organizations.

Mutual and MGM

(3) Possibly the most dramatic of all demonstrations of the manner in which radio and films are joining hands to buck video's inroads is the Mutual Broadcasting System-Metro-Goldwyn-Mayer programming deal. Deal calls for MGM Radio Attractions

to supply Mutual web programming for the 8-9 p.m. Monday thru Friday and the Saturday 8:30-9:30 slots. While shows are not set they will obviously utilize, and be designed to promote MGM film properties like Gene Kelly, Jane Powell, Fred Astaire, Vera Ellen, Mario Lanza, Debbie Reynolds, Ava Gardner, Howard Keel, Kathryn Grayson, Esther Williams, Peter Lawford, Van Johnson, June Allyson, Monica Lewis, Ann Miller, Clark Gable, Lana Turner, etc.

WMGM's Bert Lebar and Ray Katz leave for the Coast Monday (24) and Thursday (27) respectively so that the MGM film braintrusters may give them instructions as to which stars they wish pushed via the Mutual deal, and to what degree. MGM utilizes its WMGM Radio Attractions in the same manner it does its MGM Record Company, i.e., primarily as an exploitation device for its films and players, and secondarily an exploitation device that earns a little money too. Mutual deal merely represents the first time the film moguls have figured a radio promotion angle which makes solid sense on a network level, as well as via local station syndication.

Motivation notwithstanding, however, the Mutual-MGM deal will assuredly give Mutual and its percolators a strong programming shot in the arm, which must redound strongly to the benefit of radio over-all, and at the same time help the filmers struggle thru their days of readjustments.

More radio-film deals of varying degrees of importance and in diverse forms figure to develop in the months to come.

Top CBC Show Set Over ABC

NEW YORK, Sept. 22.—The Canadian Broadcasting Corporation's most elaborate radio dramatic series, *Stage 52*, this week was skedded for airing in this country via the American Broadcasting Company. Because it is a non-commercial property in Canada, it will air in a similar arrangement here, but is expected to be a big prestige item for ABC, since it utilizes ambitious production and important properties.

Program will be placed in the 6:30 to 7:30 p.m. period on Sundays. It replaces Q.E.D. and *Hollywood Playroom*.

Lela Hadley Quits Kagran for Tour

NEW YORK, Sept. 22.—Lela Hadley, public relations director of Kagran Corporation (Martinstone), resigns that past next month and embarks on a year's tour of the Orient under free-lance assignment for a group of U. S. magazines. The fem flack and ex-merchandising manager for Al Capp, will cover India, China and Siam during the trek. Mrs. Hadley's 7-year-old son will accompany her.

No replacement has been set for the Kagran public relations post, and the firm will probably farm out the account to Jamian Advertising & Publicity Agency here.

Speed Production on Dual Mono-Col. Tube

NEW YORK, Sept. 22.—Paramount Pictures Corporation is in negotiation with some half dozen TV receiver manufacturers to use the new Paramount color tube in their sets. Deals have been in the works for about a month, and are expected to be closed momentarily. Such outfits as use the tube will market their sets ready to receive the Columbia Broadcasting System color shows as well as all monochrome programs, but with no provision to pick up the Radio Corporation of America color system at this time.

Obvious reason for this arrangement, according to Paul Raibourn, Paramount veepee in charge of TV, is that Columbia has the only approved commercial color system at this time. Slight modification and additional equipment will be needed to get RCA color, if and when it gets Federal Communications Commission approval.

Prices on receivers using the Paramount tube, which was developed by atomic scientist Ernest O. Lawrence, will be only 10 to 20 per cent above the prices charged by the same manufacturers for current black and white sets and present owners of sets can convert to color, Raibourn said, simply by replacing their picture tube with the Paramount model and adding an adapter for about \$20. However, Paramount tubes will be made at first only in two sizes: 16 inch and 22 inch. It is equally effective in larger sizes, said Raibourn, but they will not be made now.

Prices of tubes themselves will be little higher than their monochrome counterparts, said Raibourn. A 16-inch color tube may cost about \$30 more, he indicated. Tube manufacture will be licensed out to other manufacturers, he said, altho Paramount's

subsidiary, Chromatic Television Laboratories, will have two plants going, one in Diablo, Calif., and the other in Stamford, Conn. Full production will begin in about four weeks, with output estimated by Raibourn at about 1,000 to 2,000 tubes weekly. Paramount also will issue some receivers under its own name, but these will be secured complete except for tube from an established manufacturer.

Executives of RCA, Columbia and Du Mont indicated that if preliminary claims for the tube hold up under examination, it could prove a major item in speeding up the development of color tele. This is particularly true of the CBS system, which would be able to eliminate the cumbersome and expensive color wheel now necessary with the mechanical system.

GRAVEL-THROAT CELEB

Halley All Over TV As Kefauver Heritage

Continued from page 2

The book under discussion was *This Is Costello*. Halley's handlers are sifting thru other invitations to pick the best slots. Radio wise, he was slated to appear last night on WCBS as panelist on Bill Leonard's *New York Story*, in a discussion of the Harry Gross case.

Comment by the daily press on Halley's own campaign show, which bowed on WJZ-TV last Monday at 7 p.m. stressed the visual devices utilized, including

films of the Kefauver hearings, reproduction of newspaper articles, and photos of underworld characters whom he said were linked to his opponents. Ralph Bellamy opened and closed the show. Next week, Halley is using a quiz and panel format, with participants including Ed and Pegeen Fitzgerald, Arlene Francis and Mrs. Fiorella LaGuardia. Nat Rudich is handling Halley's TV work for the campaign.

East, Midwest Theaters Line Up For Notre Dame-Indiana TV Kick-Off

• Continued from page 1

set the first two dates. The committee consists of reps from colleges including Army, Navy, Columbia, Yale, Princeton, Penn State and the National Collegiate Athletic Association and from theater circuits including UPT, Warners, Guild Enterprises, Comerford Circuit, American Theaters and

Walter Reade Theaters. Nathan L. Halpern, president of TNT, heads the committee.

A total of 13 Eastern colleges now are signed to participate in the TNT program. This week, six more were added, including Army, Penn State, North Carolina, Maryland, Colgate and Boston University. Set earlier were Navy, Princeton, Pitt, Yale, Fordham, Columbia and Dartmouth.

The number of houses to carry the first two tilts is not set yet, with negotiations still going on.

Pic Series Bow A La Hollywood At WLW-T, Cincy

CINCINNATI, Sept. 22 — A Hollywood-style premiere, with Burgess Meredith as guest of honor, will be staged by WLW-T here October 1, as a kick-off to a series of first-run TV films in its three-city area. John T. Murphy, director of TV operations for Crosley Broadcasting Corporation, in announcing plans for the novel TV premiere, said that Meredith would be in Cincinnati for the opening night of *Family Theater* on WLW-T, when his starring film, *G. I. Joe*, in which he played the role of Ernie Pyle, is shown over WLW-T, Cincinnati; WLW-D, Dayton, O., and WLW-C, Columbus, O.

Premiere will go on at 11:10 p.m., EST, with leading civic, industrial, newspaper and television personalities passing before the WLW-T cameras in the lobby at Crosley Square to be interviewed along with Meredith before the showing of the film. Intermission interviews will replace the customary commercials on the opening night of *Family Theater*.

According to Murphy, *Family Theater* will become a regular seven-day-a-week feature of WLW-T's late-evening schedule, featuring film names and movies of the *G. I. Joe* caliber in the 11:10 p.m., slot. Meredith will appear as guest on a number of WLW-T shows during his stay in Cincy.

17 Movies Sked Sandy-Pep Bout

NEW YORK, Sept. 22.—Wednesday's (26), featherweight title fight between Sandy Saddler and Willie Pep has been set to be televised by 17 theaters in 13 cities by Theater Network Television. Bout will take place at the Polo Grounds, New York, so no local house will carry the event.

Four new houses in three new cities join the line-up, making this the biggest theater TV event yet. New houses and cities are the Michigan, Detroit; Radio City, Minneapolis; and Capitol, Binghamton, N. Y. The Stanley is a new house added in Pittsburgh, which city has had theater TV.

Berle, Texaco In Pact Talks

NEW YORK, Sept. 22.—Milton Berle is due to begin preliminary contract renewal talks with representatives of the Kudner Agency and his sponsor, Texaco, within the next 90 days, and best guess is that a new three-year pact will be offered him. Berle's current contract, which runs out after this season, was for three years with renewal and step-up clauses at the end of each season, a feature the new pact is likely to retain.

Berle's present contract is believed to have called for \$10,000 a week for the first year, \$11,500 the second and \$15,000 for the present season. Competent traders believe the new deal to be offered Uncle Miltie will suggest \$17,500 a week for next year, \$20,000 for the year after, and \$25,000 the third year. There seems almost no likelihood that Berle and Texaco will part company after this season. Altho Berle has a long-term pact calling for exclusivity with the National Broadcasting Company, he negotiates directly with the client for his contract terms.

Philly Paper Skeds Bally Via Gridcasts

PHILADELPHIA, Sept. 22.—The *Philadelphia Inquirer*, morning newspaper which owns WFIL, will take over the sponsorship of the University of Pennsylvania's football season on its own station and will carry the play-by-plays for the nine-game season, starting September 29, to promote its more than 100 Sunday features and comics. During the course of the football season, commercial air copy will cover plugs for all of the newspaper's features.

Apart from the newspaper promotion, *Inquirer* feels that with the NCAA restrictions on the televising of the college football games, a real service is afforded the fans by means of the radio play-by-plays. Apart from the newspaper, WFIL is doing an all-out promotional job to attract a top Saturday afternoon radio audience for the game broadcasts.

BAB ADDS MEMBERS

But Control of Webs Is Big Problem Now

NEW YORK, Sept. 22.—On the heels of acquiring networks as members, Broadcast Advertising Bureau this week added a rating service and two station rep firms to its roster. These are The Pulse, and the Free & Peters and Robert Meeker Associates, station repers. Big question now staring BAB prexy Bill Ryan in the face is: How much control will the webs exert in determining BAB's future activities?

With BAB getting an infusion of \$172,000 from the addition of the webs and their o & o stations to membership, it's an open secret that the trade is anticipating some policy shifting. In the past, with 900 station members, including some 125 of the top station facilities in the country, BAB has been servicing heavily on the basis of local problems. But it is well known that the networks seldom if ever put cash into a project in which they get no voice, and the question now is, how much voice will they have in BAB, and what form will it take.

Industry observers hope that BAB will not fall into a network vs. station battle such as is shaping up on other fronts, and believe that Ryan's basic problem is to set up a balance of power and of effort. The webs, for their part, may

ALCOA Mulls 'See It' Stanza

NEW YORK, Sept. 22.—The Aluminum Corporation of America, an advertiser assiduously wooed by radio for many years without results, is on the verge of going into TV with *See It Now*, on the Columbia Broadcasting System's TV network. *See It* is the video counterpart of CBS's *Hear It Now* and features Ed Murrow. The web, however, is awaiting ALCOA's nod before going ahead with production of the new show which is to cost about \$25,000 weekly without time charges. Show will probably be slotted on Sunday afternoons.

Only New York theater lined up to date is the Embassy newsreel house on 50th Street near Radio City. The Paramount here will not carry the events because they would conflict with the stage bills, but three UPT houses in Chicago, and one each in Detroit and Minneapolis are set.

CONTEST

'Mama' Pitted Vs. 'Goldb'gs' Is Real Test

NEW YORK, Sept. 22.—Anchor Hocking, at the week-end, was on the verge of signing with the National Broadcasting Company for sponsorship of *The Goldbergs* TV show. Stanza is being placed in the 8 p.m. Friday slot. This will give its former sponsor, General Foods, the unique opportunity to discover how wise it was to drop the show, since *Goldbergs* now will buck GF's *Mama* show, which airs via the Columbia Broadcasting System.

The 8 p.m. Friday time became available when Miles Laboratories, which just dropped *Quiz Kids* from that period, decided to move over to the 7:30 Saturday period, where it will share sponsorship with Manhattan Soap of *One Man's Family*. Anchor Hocking formerly sponsored *Broadway Open House* from 11 p.m. to midnight across the board via NBC-TV. Its agency is Weintraub.

take some steps to ensure some return on their investment by appointing individuals to represent them on the BAB exec list, whose duties primarily would be to serve as custodians of their membership payments and watchdogs over BAB's activities to ensure sufficient attention to network affairs.

Fantasy Aired On CBS Sked

NEW YORK, Sept. 22.—The Columbia Broadcasting System has slotted its new adult science fiction video series, *Out There*, in the Sunday night 6-6:30 spot. The science fiction show, the second of its type on TV, will cost a client about \$15,000 weekly.

Once a later time slot opens up, the program may be shifted into it because it is geared for adult attention. Present time slot is the only one open on CBS-TV network in a prime period.

COLORCAST SCHEDULE

18 Hours Per Week Is CBS Goal by November

NEW YORK, Sept. 22.—By mid-November the Columbia Broadcasting System will be carrying about 18 hours of color television per week. The current CBS-TV color shows are *Mike and Buf*, a half-hour 9:30-10 a.m. strip, and the *Mel Torme* show, 4:30-5 p.m., across-the-board stanza. *Mike and Buf* go to an hour strip on October 15, moving up a half hour.

In the works are a Bill and Cora Baird puppet show, featuring organist and calypso player Mildred Alexander, which begins October 15, 5:30-5:45 p.m. as a strip and goes to a half-hour strip in November; the CBS-TV color football presentations starting Saturday, September 29, for nine weeks to be surrounded by a half-hour

ANNIVERSARY SONG, A LA WJR

DETROIT, Sept. 22.—Taking a lesson from the long-lived popularity of radio shows commemorating birthday celebrations of youngsters, WJR is starting a new show aimed to produce the same result among older listeners who want to forget their birthdays. *Anniversary Time*, the new program made its debut Tuesday (18), to run twice a week at 4:45 p.m. Usual homey dedication of organ numbers to couples celebrating their anniversaries will be followed, with a daily floral award for the best letter. Program was sold to the Standard Federal Savings & Loan Association thru Denman & Baker Agency.

Ad Research Group to Add Radio and TV

NEW YORK, Sept. 22.—The Advertising Research Foundation, next Wednesday (26), is slated to reorganize itself to permit participation on an equal basis by advertisers, agencies and media, and may extend its work beyond printed media into radio and television. ARF has been jointly sponsored by the Association of Advertising Agencies. Revision of the by-laws was sketched to be announced at the 42d annual meeting of ANA.

The change will permit firms from the fields of advertising, agencies and media, to individually join ARF as participating members. ANA and AAA immediately will become charter subscribers. Expansion of ARF's functions, such as conducting and research studies of general interest to its subscribers, opens the door for the outfit to look into AM and TV broadcasting for the first time. Other functions will include reviewing and appraising media research reports for members exclusively; making general advisory facilities available to media subscribers; supervise and validate media studies, as at present, and perform other functions to further scientific practices in advertising and marketing via fostering research.

AT&T Seeks New Relay OK

WASHINGTON, Sept. 22.—American Telephone and Telegraph Company last week applied for Federal Communication Commission permission for a \$6,000,000 extension of its nation-wide TV coax-microwave system. This latest application calls for the first extension of the system into Texas and Oklahoma. Completion date is set for February, 1953.

AT&T's project for completing its \$40,000,000 nationwide system includes a proposed relay station in Dallas, Tex., with a transmitter to send TV into Fort Worth. A TV channel will also go to Tulsa, via a transmitter in Oklahoma City. The system will be linked with the East thru Kansas City, Missouri.

Sale of WSB-TV Reaffirmed in FCC Decision

WASHINGTON, Sept. 22.—Federal Communications Commission yesterday (21) affirmed its earlier approval of Atlanta Newspapers, Inc.'s, sale of WSB-TV in Atlanta, to Broadcasting, Inc., for \$525,000. Georgia Institute of Technology and E. D. Rivers, Jr., son of the former governor of Georgia, had challenged the qualifications of the two firms contracting the sale on the grounds they had perpetuated a deal and failed to disclose to FCC all the facts in the transaction. The FCC yesterday also denied petitions filed by Georgia Tech and Rivers seeking to hold up the sale on the basis of their charges.

Indefinite Charges?

In answer to Rivers' charge that Joseph L. Morris, a stockholder in Broadcasting, Inc., failed to disclose a financial interest in Atlanta Newspapers, the FCC said that it does not find the delinquencies warrant disapproval of the WSB-TV sale, since failure to report Morris' interests "was based on an inadvertence and a lack of understanding." Rivers also had stated that the station could have been sold by Atlanta Newspapers for a far larger sum than \$525,000. FCC did not directly answer this statement. The Commission did say, however, that Rivers' charges of "multiple ownership" by certain persons of both Atlanta Newspapers and Broadcasting were "particularly vague and indefinite."

Both Rivers and Georgia Tech had hoped to secure control of the WSB-TV facilities when FCC sanctioned the merger of the Atlanta Constitution and *The Atlanta Journal* into Atlanta Newspapers if the latter firm relinquish either one of the two TV stations would own as a result of the merger. Rivers and Tech charged that FCC approval of WSB-TV's sale denied them TV facilities without a hearing.

Y&R Set for TV 'Claudia' Show

NEW YORK, Sept. 22.—General Foods, thru Young & Rubicam, this week virtually settled basic outstanding differences which had held up its pacting of the Rose Franken *Claudia* material for a TV series. Deal is expected to be finalized momentarily, with the show likely going into the 9:30 a.m. Monday slot on Columbia Broadcasting System, replacing *It's News to Me*.

The sponsor originally had offered Miss Franken a sum of about \$500,000 for outright purchase of TV rights to her material, but the deal was nixed because of the big tax bite. Result is that a continuing deal is being worked out, wherein Miss Franken will write and supervise, with her husband, William Meloney, directing, and Carol Irwin producing. Program probably will be done via film, shot in Hollywood.

3 Areas Book Fashion Show

NEW YORK, Sept. 22.—Fashion Previews, newly acquired by United Television Programs last week, already has been sold in three markets.

The 12-minute show brings the latest fashion trends to females and has tie-ins with 11 national magazines which make their material available for the program. Top designers will be showcased.

Chi to Originate 'Saga' Yarn Series

NEW YORK, Sept. 22.—Packager Wilbur Stark this week sold new radio adventure-action series to the American Broadcasting Company for Chicago origination. The stanza, titled *The Big Hand*, goes into the 8 p.m. Monday period starting October 1, and will replace the Dan Duryea show, *Man From Hamden*. Program will be based on material from *Saga* magazine.

Sat. Eve. Post Eyes Du Mont, Buys Vs. Berle

NEW YORK, Sept. 22.—The Saturday Evening Post this week was on the verge of buying the Tuesday 8-8:30 p.m. slot on the Du Mont network, opposite Milton Berle and his Texaco Star Theater. The show to be programmed is *The Big Issue* which, because it will feature discussion on a question of vital importance, is expected to attract an audience of a different nature from its competition.

The Post made its TV network debut this summer with a second version of *Meet the Press*, in the same time slot but on the National Broadcasting Company TV web. Batten, Barton, Durstine & Osborn is the agency.

McAndrews to Plug So. Cal's Growing Marts

HOLLYWOOD, Sept. 22.—The mounting importance of Southern California radio will be the purpose of a mission to New York next week by Bob McAndrews, managing director of Southern California Broadcasters' Association. McAndrews, to be hosted at a Broadcast Advertising Bureau party in New York Monday (24), will, by means of a presentation, attempt to explain Southern California's growth both as a market and a radio-listening center.

McAndrews will tell Eastern-based time buyers that Southern California is too often seen as a playground but not visualized as a big mass market of six million persons and deserving of consideration as a mass consumer center rather than a glamor spot. He will argue that since the area is spread out and constantly on the move, radio is the logical ad media. Other impressive figures include the area's high per capita car ownership and auto radio ownership, both the nation's highest.

Pepsi Would Shift Emerson

NEW YORK, Sept. 22.—Pepsi-Cola is searching for a new time slot for its Faye Emerson show on the Columbia Broadcasting System's TV network. Unhappy with present ratings and signed to a long-term deal with Miss Emerson, the client finds the opposition, Saturday, 9-9:30 p.m., the first half hour of *The Show of Shows*, too difficult to handle.

Feeling is that Miss Emerson would do better earlier in the week. Problem is complicated by the shortage of prime time slots on the major networks and the lack of station clearances.

W. Oliver Gets Coast TV Post

HOLLYWOOD, Sept. 22.—Wayne Oliver will replace Peter Prouse as Television Authority's West Coast exec. Oliver is a former TVA and American Federation of Radio Artists field rep. Prouse resigned to join Jack Douglas Productions, tele show packaging concern, in an exec capacity. Prouse, as TVA's first Coast exec, is credited with bringing the area's seven outlets into the union fold by signing basic contracts with the stations.

Ruppert May Drop 'Camera'

NEW YORK, Sept. 22.—Ruppert Beer, which has been sponsoring Alan Funt's *Candid Camera* package via WJZ-TV, New York, this week was reported preparing to drop the show. The client is seeking a new stanza for airing in four eastern cities.

Biow is the agency.

SEX, MONK, OINK-OINK

NEW YORK, Sept. 22.—A new TV puppet series, *Barnyardville Varieties*, which features a hen, bull, monkey and a sexy blond pig tagged Shirley Swine, may be heading toward developing a Dagmar for the kiddies.

In a move to formulate future merchandising plans, Producers Cleveland Huffman and Billy Hood screened their pilot film before several kid audiences recently and asked them to name their favorite character. The kids picked the "dark horse" and wanted Shirley as a plaything. Consequently Shirley's part is being built up. The gal now has a public service song solo in every 15-minute film, and the producers are negotiating with Ford Motors to have Shirley warble a regularly scheduled public service jingle on the Ford video hour.

R&R Planning "Town" Switch

HOLLYWOOD, Sept. 22.—Ruthrauff & Ryan is reportedly considering switching its *Big Town* show to TV film. Marshall Grant, of R&R's tele department, and Bill Tuttle, agency's radio-TV topper, are currently here looking into filming costs.

If deal is concluded, Hollywood TV filmers will have snared another big show plum from the live side of the tele fence.

CITATION

WJMA High Rated for Pubservice

ORANGE, Va., Sept. 22.—Local station WJMA has chalked up an impressive public service record since its inception here in the fall of 1949. The station, currently campaigning for higher teacher pay, previously settled a 20 year wrangle about building a new consolidated high school, by letting townfolks listen in at the Board of Supervisors' meets. Forced to vote on the air, the board turned tail and gave Orange County a \$1,000,000 school.

In the religious field, WJMA, one of the few stations which refuse beer and wine advertising, donates all of its church air time. One of its outstanding religious airers is *The Pastor's Study*, which features on-the-air advice to listeners, via phone, by the Rev. William Francis Burke. The unrehearsed, non-sectarian show avoids "theological language" and controversial issues about the merits of various religions.

Extend RCA Color Tests to Wash.

NEW YORK, Sept. 22.—Radio Corporation of America color TV field tests this week were extended via radio relay and coaxial cable from here to Washington for special showings to top RCA brass, including David Sarnoff, president of the board of the company.

Execs Race to Finalize NBC's Fall Radio Sked

NEW YORK, Sept. 22.—The National Broadcasting Company this week-end was striving to finalize its fall radio schedule, with Tuesday (25) as deadline. Executive veepee Charles R. Denny has been supervising the planning, along with Mitch Benson and Les Harris, and Denny is skedded to leave town Wednesday morning. At the week-end most of the schedule had been completed with the exception of the Friday and Saturday line-ups, mainly sustaining, and the late evening sustaining slots on Sunday, Monday and Thursday.

Veepee and general sales manager John K. Herbert estimated that \$5,000,000 worth of radio business was inked within a 48-hour period this week. Deals included Philip Morris for the Eddie Cantor show (Sunday, 9 p.m.); General Foods, Roy Rogers show (Friday, 8 p.m.); Colgate's switch of *Strike It Rich* from the Columbia Broadcasting System (11 to 11:30 a.m. across the board) and *King's Row* (11:30 to 11:45 a.m.); and the Tandem sale to Liggett & Meyers and Whitehall Pharmacal.

The schedule now shapes up this way: Sundays, from 6:30 to 8, *The Big Show*, followed by Phil Harris, *Theater Guild* and Eddie Cantor. The 10 to 11 p.m. period is still unset. Mondays, the musical show sked as currently airing, with 10 to 11 still unset. Tuesdays are SRO commercial, including *Cavalcade*, *Hollywood Theater*, Bob Hope, *Fibber McGee*, *Big*

Town and *Philip Morris Playhouse*.

Wednesdays have *Halls of Ivy* at 8, followed by *Great Gildersleeve*, *Groucho Marx*, *Big Story*, the new Bill Gargan whodunit (*Barrie Ryan*), and *Meredith Willson*. Thursdays, *Father Knows Best* at 8 p.m., *Mr. Keen, Dragnet*, *Counterspy* and *Hit Parade*, with 10:30 to 11 unset. Saturdays, nothing set except *Gran' Ole Opry* from 9:30 to 10.

Sked Eloise Show on Eight Spot Outlets

NEW YORK, Sept. 22.—Doeskin Products will have its *Eloise Salutes the Stars*, a 15 minute show, on an eight station spot network this season via kine. Program which originally debuted on WPIX here is also being shown on WKBD, Chicago; WBZ, Boston; WXEL, Cleveland; WCPO, Cincinnati; KTTV, Los Angeles; WAAM, Baltimore; KSD, St. Louis and WABD, New York. Federal is the agency.

It is the second WPIX show to be seen on kine in other cities. *Howard Clothes' Powerhouse of Sports* is also shown in Philadelphia, Syracuse, Boston, Chicago, Providence and Minneapolis.



TO SAVE YOUNG LIVES

To encourage safety among the young people of Lancaster and surrounding communities WGAL-TV presents a safety program every Saturday. The two featured programs, "Safety on the Highways" and "Meet Your Guardians of Safety" are scheduled on alternate Saturdays in cooperation with the Lancaster Automobile Club.

An incident that happened on the "Safety on the Highways" show indicates the large audience these programs enjoy. Recently, Sgt. Herman A. Reis of the Columbia, Pennsylvania sub-station of the Pennsylvania State Police began his program with a story about a little girl who had been seriously injured when she was struck by a truck a few days before. He mentioned that she was in a Sunbury, Pennsylvania hospital and was very much in need of cheering up. Within a few days, little Elizabeth Beatty had received more than twelve hundred cards from viewers throughout Eastern Pennsylvania who had heard her story.

WGAL-TV presents this public service program as one of many in its constant endeavor to render outstanding service to the people of the communities it serves.

WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station • Clair R. McCollough, President



Represented by

ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles



NBC-AFFILIATE



Cheered by the 1200 cards she received as a result of this one program, Elizabeth Beatty manages a great big smile.

THE SUMMER SCOREBOARD

'A 'n' A' First for Beer; Emerson, Soft Drinks

NEW YORK, Sept. 22.—Amos 'n' Andy was the top network TV show sponsored by a brewery, according to the Videodex National Report for the first week in August. Among shows with soft-drink sponsorship during that same hot-weather period, Faye Emerson's *Wonderful Town* ran neck-and-neck with the Canada Dry segment of *Super Circus*. Guests on Miss Emerson's show the week the ratings were taken were Mildred Bailey, Lanny Ross and Ella Rains.

Among the beer sponsors, four

Rank	Sponsor	*Agency	Program	Net and Time	Videodex Rating	Homes Reached (000's)	No. of Cities
1.	Blatz	WW	Amos 'n' Andy	CBS Thurs. 8:30-9	24.0	2800	46
2.	Schlitz	Y&R	Film Firsts	CBS Fri. 9-10	17.5	1911	46
3.	Anheuser Busch	D'A	Budweiser Summer Theater	CBS Sat. 8-9	15.1	1597	45
4.	Pabst	W&L	Blue Ribbon Bouts	CBS Wed. 10-11	9.1	1023	46
5.	Brewing Corp. of America	B&B	Carlting's Takes You to the Races	NBC Sat. 4-4:30	2.9	209	23

Beer Sponsors

Rank	Sponsor	*Agency	Program	Net and Time	Videodex Rating	Homes Reached (000's)	No. of Cities
1.	Pepsi Cola	Blow	Wonderful Town	CBS Sat. 7-9:30	11.9	1468	50
2.	Canada Dry	JMM	Super Circus	ABC Sun. 5-5:30	11.3	1191	32
3.	Coca Cola	Esty	Hands of Destiny	DuM Tues. 9-9:30	7.0	348	10

Soft Drink Sponsors

*The names of advertising agencies for which abbreviations are used above are as follows:

B&B—Benton & Bowles
D'A—D'Arcy
JMM—J. M. Mathes
W&L—Warwick & Legler
WW—William Weintraub
Y&R—Young & Rubicam

Two Shows Set By ABC to Air Via TC Relay

NEW YORK, Sept. 22.—The American Broadcasting Company this week set two TV shows to originate in Hollywood for airing via the transcontinental relay facilities. These are *Frosty Frolics*, a filmed ice show, which goes into the 8 to 9 p.m. Wednesday period (EST) for the American Vitamin Association. *Life With Linkletter* also will originate on the Coast, starting either November 9 or 16.

New York ABC shows getting the T.C. treatment include the Paul Whiteman Revue, *Celanese Theater*, *Stop the Music* and *Paul Whiteman TV Teen Club*, as indicated on the complete allocations chart published in last week's issue of *The Billboard*.

Shift Show to Suit Unionists

DETROIT, Sept. 22.—The union-sponsored *Meet the UAW-CIO* on WWJ-TV is being moved to a Sunday afternoon spot to meet the demand of sponsor-listeners—members of the United Automobile Workers—who work the late shifts and have been unable to catch their own show during the previous evening schedule. Programs will be at 3:15 p.m. Sundays, starting September 30.

Distribution of set ownership and listening habits are strong among industrial workers, according to figures compiled by the UAW's radio department—with 65 per cent of all UAW members now having video sets in their homes. UAW also reports that "among set owners, 90 per cent view the UAW telecast regularly." Program takes up different phases of intra-union activity; using both live and film presentations.

ABC to Carry Celanese Show

NEW YORK, Sept. 22.—The *Billboard* last week erroneously reported that the *Celanese Theater* was to be programed on the National Broadcasting Company's TV network. It will be seen on the American Broadcasting Company's TV facilities in the Wednesday 10-11 p.m. slot.

Turell Eyes Can. TV-Film

NEW YORK, Sept. 22.—Saul Turell, prexy of Sterling Television, TV film distribution outfit here, meets with execs of the National Film Board of Canada next week to map out a plan for Canadian TV film production in the 16mm. field.

At the present time, the Board's annual production output is primarily aimed at the 35mm. movie market. Altho Sterling has exclusive U. S. TV distribution rights on all their films, deal is only effective at expiration of movie runs here. Under the new setup, the Film Board would produce movies especially for TV.

The government-owned Canadian movie firm produces about 200 documentary films a year with 40 per cent in color. Latter include the board's prize-winning impressionistic musical shorts. Columbia Broadcasting System has used some of the Canadian technicolor shorts on their current color telecasts.

Earl Ebi Back To JWT Agency

HOLLYWOOD, Sept. 22.—Earl Ebi, who last year snipped his seven-year-old ties with J. Walter Thompson to go into TV packaging with Mannie Manheim, will return to the agency as successor to Fred Mackaye as *Lux Radio Theater* director. Ebi recently joined Warwick & Legler's radio-TV department following exit from the indie TV packaging field and now quits W&L chores to return to JWT.

Ernie Stern ABC's Trade Press Head

NEW YORK, Sept. 22.—Ernie Stern this week was named trade news editor of the American Broadcasting Company's press department. Stern's old post of chief will be filled by Tom Fitzsimmons, who has been night editor of *Radio Daily* for the past 10 years.

Switch is effective Monday (24). Stern will report to Art Donegan, web press chief.

JAX HOT BUT TROUBLE IS IT'S NOT BERLE-ING

JACKSONVILLE, Fla., Sept. 22.—The lone TV station here, WMBR-TV has been flooded with protests this week because it is not carrying the Milton Berle show this season as it has in the past. The station, an affiliate of the Columbia Broadcasting System, is carrying CBS-TV shows as an intermediary peg on the one-lane cable which feeds Atlanta and Birmingham, latter also having a CBS affiliate. Result is the National Broadcasting Company's radio affiliate here, WJAX, this week had a statement read over the air and issued to the local press, disclaiming blame for the situation, and stating it has had an application filed for a TV license for three years, with approval pending when the freeze is lifted.

Jene Finally Firms Pact for Dixon ABC Show

NEW YORK, Sept. 22.—Jene Home Permanent this week finally made up its mind, and its off-again, on-again deal to bankroll the Paul Dixon TV show now is on again, presumably for sure. Jene has been dickering with the American Broadcasting Company for the Cincinnati disk jockey over a period of several weeks, had the show apparently wrapped up twice, only to have the deals collapse because of time difficulties and because Dixon was unwilling to give up his 60 minute sustaining show for the 30 minute commercial airer.

However, the latest, and conclusive, deal has Dixon going into the 10 to 10:30 p.m. Thursday slot starting September 27. Agency is Sherwin Robert Rodgers and Associates of Chicago.

Detroit Offers Radio Bally Kit

DETROIT, Sept. 22.—Promotional material being used in the co-operative campaign of local radio stations to do an institutional publicity job for radio was made available for stations in other cities this week.

A complete kit of material is being offered, including advertising mats and art for the slogan "Wherever you go, There's Radio." Stickers for mailing pieces, copy for commercials, samples of the car and bus cards, and a general outline of the way material is being used here.

Scope of the local campaign was broadened with the appointment of two new media committee—Joyce Chapman, of WJBK, to handle direct mail, and Ernie Holder, of WEXL, community newspapers and suburban retail contracts.

TV Seg Plugs Theatrical Pix

HOLLYWOOD, Sept. 22.—New wrinkle in theatrical pix exploitation via TV while providing tele with screen celebs will be tried in a new half-hour videocine series, *Hollywood at Work*, which will show the behind the scenes activities in producing given films. Tie-ins will be made directly with producers of the theatrical films being back-staged in this manner. Each telefilm also will contain scenes from the theatrical film in question.

First in the series will be a TV film using *United Artists' Blood and Sin*. Tele film will include scenes using film's author Ben Hecht (who will script the TV pic as well), and cast of Edward G. Robinson, Marsha Hunt, Eddie Albert, Billy Gray and Sid Kuller.

CBS Loses TV 'Strike It Rich'; Mulls Alternate

NEW YORK, Sept. 22.—Colgate this week notified the Columbia Broadcasting System that it is giving up its 9-9:30 Wednesday evening video slot on the network shortly. Thus with evening TV version of *Strike It Rich* moving off the web the advertiser will have no more TV time on CBS-TV. The radio edition of the show, a half hour strip, switches over to the National Broadcasting Company, to be followed there soon by the daytime video version of *Strike It Rich*, now on CBS-TV three times a week but which will probably be extended to five times weekly at NBC-TV.

CBS-TV can dispose of its vacant night time slot in two ways: It can sell the spot to Johnson's Wax, now on the web alternate weeks, and thereby grant the wishes of the client to be programmed regularly; or it can peddle it to any client wishing to buy *My Friend Irma*, a CBS-TV package formerly under option to Colgate. There are only 19 stations cleared at CBS-TV for the Wednesday half hour.

The TV version of *Strike It Rich* will probably be slotted in the Wednesday 3-3:30 time period on NBC-TV. Colgate will move its *Miss Susan* video soaper, now in the 3-3:15 slot, up to an earlier hour and has already purchased the 3:15-3:30 time on the same network.

AGVA Execs to Lead Fight Vs. TVA Autonomy

NEW YORK, Sept. 22.—The battle against autonomy of Television Authority as an individual union is expected to be the chief issue taken up by the American Guild of Variety Artists' national board, scheduled to meet in Chicago October 16 to 18, according to Georgie Price, president elect.

Price emphasized that he would use all efforts to reawaken the drive for a one-card union. At present TVA is a trusteeship operating under the sponsorship of all the talent unions except American Federation of Musicians. Recently TVA made a pitch for a dues set-up and is expected to formalize its claim to autonomy in its forthcoming convention, date for which has yet to be set.

Among the other things AGVA's board will take up is installing its newly elected officers. These will be Georgie Price, president; Gypsy Rose Lee (New York) first vice president; Jack Gwynne (Chicago) second vice president; Russell Evans (Los Angeles) third vice president; Rex Weber (Los Angeles) treasurer and Manny Tyler, recording secretary.

New board members elected were Al Aldrich, Pittsburgh; Joe Campo, Philadelphia; Don Francisco, New York; Jack Gilford, New York; Irving Grossman, New York; Pat Kelly, Providence; Tom Martin, Chicago; Lenny Paige, Buffalo; Rajah Raboid, Miami Beach; Larry Rio, Los Angeles; Harry Rose, Los Angeles; Karl Wallenda, Detroit; Murray White, New York and Dave Workman, Kansas City.

Simon Signs WBKB Paper

CHICAGO, Sept. 22.—Ernie Simon, top local disk jockey who last week gave notice that he was quitting his lucrative shows to sign a radio and TV contract with WOR, New York, reserved his field this week. He signed a contract with Balaban & Katz, owner of WBKB, for exclusive work for them in television.

Simon had been set to take over the *Chez Show* from the *Chez Patee* on WMAQ. When he served notice, WMAQ brought in Jack Eigen from New York. Eigen appears to be set for a long stand. Martha Lynn Dean and Al Parker will take over Simon's d. j. shows on WJJD, and Simon will continue his sidewalk interviews on WBKB, and is planning new programs.

PROMOTE FIRST VIDEO FAN MAG

NEW YORK, Sept. 22.—Setting a paradoxical promotion pattern, Ideal Publishing Corporation here, movie fan mag outfit, is pushing its new TV Star Parade publication, largely via radio and its three flicker books, *Parade*, which hit the stands for the first time this week, is touted as the first "purely fan magazine" type video publication (no radio).

In addition to plugging the new mag in all of its movie books and touting it through letters to thousands of movie fan club secretaries, Ideal incorporated a sizable pitch for the new 84 page picture book in a 15 minute script for *Your Movie Life Hollywood Roundup*, a special movie news service which Ideal supplies to 100 radio stations.

Ideal is also pushing the mag on TV itself, of course, and, this week, received gratis plugs on all four networks, including the Gobby *Haves Show*, *Perry Como*; *Cavalcade of Bands* and *Buster Crabbe*. Flacks are advised that pictures are used on exclusive basis only.

Trad Rushes Production on 9 More Units

NEW YORK, Sept. 22.—Trad Television Inc., New Jersey, is rushing production on nine more of its new low-priced theater TV units for movie magnate Walter Reade, and expects to have some of the sets installed in time for the *Saddler-Pep* bout September 28. Trad's first unit was installed at Reade's St. James Theater, Asbury Park, N. J., earlier this month for the Turpin-Robinson fight.

Low price of the instantaneous projection model (between \$7,000 and \$8,000) is made possible via the firm's plan to produce the units on a fairly high quantity basis. Trad expects to have 100 units on the market by the end of the year, and has already lined up all the materials necessary for this operation.

According to Victor Trad, the system's outstanding asset is the fact that a standby unit is included in the purchase price, thus insuring theater owners against the mechanical breakdown. In line with this, Trad will also provide regular servicing, either thru a franchise to a theater service outfit, or thru Trad's own service department. Latter makes check-ups on the hundreds of Trad-owned TV sets in bars and grills every three weeks.

Drug Firm Buys "Father-Crime"

NEW YORK, Sept. 22.—The Wilbur Stark television package, *Crime With Father*, this week was sold to Block Drug Company after only three weeks as a sustainer on the American Broadcasting Company. Show was Charlie Underhill's initial effort since joining ABC, and its immediate success is chalked up as a swift achievement on Underhill's part. Larry Menkin is scripter.

Stanza airs Fridays at 9 p.m. Business was placed thru Cecil & Presbrey and will plug Ammident, Minipoo Shampoo, Pyclope Brushes and other Block products.

PITCHMAN TO VIDEO DEEJAY

NEW YORK, Sept. 22.—Something new in video disk jockeys is due Saturday (29), when pitchman Bob Bryar turns platter pro over WOR-TV here. New series, tagged *TV Tunes*, will feature Screen Gems, Inc.'s new music-for-viewing films, with backing supplied by top pop recording artists. Bryar will double on the spot participation commercials. Series is produced by Harold Kaye and directed by Bill Demarest and Alex Courtney. Agency is Dorland. Show is slotted from 11 to 11:15 p.m. every Saturday and Sunday night.

WLW

700 ON YOUR DIAL

THE NATION'S

MOST

MERCHANDISE-ABLE

STATION

Ted, Bob Weems Kick Off Film Outfit for TV

CHICAGO, Sept. 22.—A new TV film venture was started this week in Nashville by the Weems brothers, when Ted, the band-leader, and Bob, for years an executive with GAC here, banded together to set up Filmettes, Inc. Starting October 8, the brothers begin a 15-per-week shooting schedule on two-to-three-minute variety shorts. In addition to a heavy schedule of musical names and semi-names, the new outfit intends to cut a number of variety acts, ranging from name comedians to top novelty acts. This would mark the first time that these acts have been TV-filmed as open-end packages, for previous packages have stuck to the musical motif. Bob made a deal late in the week with Milt Blenk, of United Television Features, to handle the filmettes nationally as sales agency. Shooting on the first series begins October 8, with first delivery of the finished 16mm. product to UTF by November 5. Art Scofield, Nashville photo studio chief, who has done TV work for WSM, Nashville, is a partner in the firm, and he and Bob Weems will handle shooting and production in the Scofield Studios at 2511 West End Avenue. Studio is fully equipped for sound and film. While no price has been announced, the Weems intend to produce a low-budget high quality product. They feel that by selecting Nashville as a shooting site, they will be able to cut more economically. Owen Bradley, Coral recording artist, who is on staff at WSM, will double as musical director for the firm.

Sponsor Looks For Cheaper TV

NEW YORK, Sept. 22.—Mohawk Carpet, which recently canceled its tri-weekly 15-minute show on the National Broadcasting Company's TV network, expects to return to TV, but on a much less ambitious scale. Client found that the program was costing an estimated \$2,000,000 a year for time and talent, a diet too rich for it. Mohawk's gross, which was in the vicinity of \$80,000,000 in 1950, partially as the result of its TV advertising, is also expected to drop to around \$60,000,000 in 1951 for two reasons: shortages of materials for rugs, and less spending from the public. The client, therefore, may buy a cheap half-hour video package to be programed in selected markets.

K & E Acquires Mennen Acc't Lost by Jones

NEW YORK, Sept. 22.—Kenyon & Eckhardt this week acquired the Mennen account, one of the blue ribbon advertisers available for grabs after the Duane Jones debacle. Account, formerly with Jones, moved out when many of his top executives bolted the agency and Jones released his clients. Mennen now has *Twenty Questions* on Du Mont which Kenyon & Eckhardt will start to service shortly.

'Quiz Kids' to CBS, AM & TV

NEW YORK, Sept. 22.—The Lou Cowan packages, *Quiz Kids*, have been acquired by the Columbia Broadcasting System for AM and TV, and pending deals for sponsorship are expected to be concluded shortly. The TV version just was dropped by Miles Laboratories, which had the 8 p.m. Friday slot on the National Broadcasting Company. Show is expected to get a Sunday afternoon period on CBS-TV. No definite time period was assigned to the AM version at the week-end.

Cincy Star, Ruth Lyons, To Visit NBC

CINCINNATI, Sept. 22.—Ruth Lyons, Cincinnati radio and television star, will have a busy schedule while the guest of National Broadcasting Company in New York September 22 to 25, with personal appearances on national television shows and special press luncheons lined up. On Monday, September 24, Miss Lyons will be introduced to New York newspapermen at "21." That day she will also make an appearance on the Bert Parks show over the NBC-TV network, as well as on WNBT's *Tex and Jinx* show that evening. Tuesday Miss Lyons will be introduced to magazine editors. This will be followed by appearances on the Bill Goodwin show, and on WNBT's Nick Kenny show. Tentative arrangements call for an appearance by Miss Lyons on the Kate Smith show, *Howdy Doodie* and *Vacation Wonderland*, depending on rehearsal times for the various shows.

WANNA DOG? ASK DELAND

DETROIT, Sept. 22.—Jim DeLand, who does a vocal show to his own piano on WJR, swamped the Leader-Dog League for the Blind when he appealed for dogs suited for leader work. Result was the speedy offer of hounds of varied breeds—so many that the League ran out of crates and kennels to hold them.

CBS Peddling Miner TV Opus

NEW YORK, Sept. 22.—The Columbia Broadcasting System is now showing a kine of a new network TV package, *An Affair of State*, which is being produced by Worthington Miner, head man of *Studio One*. The drama deals with top level secret service activities in foreign lands.

Color Gridcasts to Be Peddled Singly by CBS

NEW YORK, Sept. 22.—The Columbia Broadcasting System this week decided to try to sell its color football video presentations to advertisers on a weekly basis rather than sell the entire series of nine games to one client. There has not been enough sponsor interest in color football to warrant the hope that one bankroller would pick up the entire tab, but several sponsors would like to buy one football game. Singly the cost is \$9,000 for time and talent.

people will watch each set so that an estimated audience of 10,000 viewers will be seeing color football thru the CBS-TV color network.

Ken-Eck Names Lewis as Prexy

NEW YORK, Sept. 22.—William B. Lewis this week was named president of Kenyon & Eckhardt. He replaces Dwight Mills, who was moved up to become chairman of the agency's executive committee, a position not previously filled. Lewis, at the age of 43, becomes one of the youngest presidents of a major advertising agency. He has been with Kenyon & Eckhardt since 1944, when he came in as vicepee in charge of radio and TV.



AN OLD CINCINNATI CUSTOM...

WCPO AND WCPO-TV

TAKE FIRST RATINGS AGAIN!

WCPO-TV is first -- 7 days a week -- day and night!

- with 6 of the top 10 once-a-week shows!
- with 7 of the top 10 multi-weekly shows!

MORE TOP SHOWS than the combined Total of the other Cincinnati TV stations

AUG. 1951, PULSE TELEREPORT	WCPO-TV	STATION "A"	STATION "B"
average rating	47.1	24.6	28.3

WCPO-AM is first -- says Hooper, June-July, 1951!

	WCPO	NETWORK STATION "A"	NETWORK STATION "B"	NETWORK STATION "C"	STATION "D"
Total Rated Time Periods	26.1	25.2	21.7	8.7	12.2
Mon.-Fri. 8 AM-12 N	24.1	24.1	17.9	14.3	10.7
Sunday 12 N-6 PM	62.7	6.7	11.2	3.0	9.0
Sun.-Sat. Eve 6 PM-10:30 PM	24.1	25.9	23.2	9.8	13.4
Mon.-Fri. 12 N-6 PM	21.3	29.5	24.6	5.7	12.3

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Television—Radio Reviews

Kate Smith Evening Hour

TELEVISION — Reviewed Wednesday (19) 8-9 p.m., EDT. Sponsored by Congoleum-Nairn, Norge Division of Borg-Warner Corporation and Reynolds Metals Company, via National Broadcasting Company TV, New York. Producer, Ted Collins. Associate Producer, Barry Wood. Director, Greg Garrison. Writers: Dorothy Daje, Ed Brainard, Mel Diamond, Bill Jacobson. Choreographer, John Butler. Vocal group director, Jack Allison. Cast: Kate Smith, Ted Collins, Paul Lukas, William Bendix, Ann Thomas, Kay Thompson and the Williams Brothers, Stuart Morgan Adagio Dancers. Announcer, Bob Warren. Music Director, Harry Sosnik. Music conductor for Miss Smith, Jack Miller.

Preem performance of the Kate Smith Evening Hour was strong on talent, but woefully weak on sound production values. NBC obviously spent a lot of long green to support Miss Smith's new video venture, which makes it even more difficult to understand why the program was burdened with sloppy camera work, distracting sets and unimaginative direction.

Kate Smith already has established herself in daytime TV as a strong attraction, whose warm video personality needs very little elaboration in the way of extra production on her vocals. Like Godfrey (her Columbia Broadcasting System TV competition now), the canary sells herself on the basis of being completely natural—simplicity itself.

There was nothing simple about the way she was presented Wednesday night. In the tradition of George M. Cohan, the show opened with a sure-fire, applause-getter, a close-up of the American flag backed by a thunderous version of *God Bless America*; followed by a close-up of (guess who) Ted Collins. Miss Smith didn't make an appearance until the middle of the first production number, and the impact of that entrance was marred by surrounding her with a complicated water front setting, a corps of slinky dancers (a la *Slaughter on 10th Avenue*), the wrong song for an opener (*Blues in the Night*) and bad mike placement. The poor girl inadvertently looked as tho she were doing a take-off on the title of guest Paul Lukas' current musical. The ballet itself was a complete loss.

Allowed to Sing

Fortunately she was allowed to sing one number, *Because of You*, in front of a plain backdrop, and the results were wholly satisfying. As an emcee Miss Smith always has been tops in the field, but here again (with one bright exception) she shared all the introduction chores with Collins, whose hands-in-his-pockets routine was camera distraction. It's a tribute to Miss Smith's undeniable artistry that she still managed to come over as a warm likeable performer, reasonably in command of the situation, even when forced to wander around a dance floor warbling *The Loveliest Night of the Year* while the ballet kicked its heels in her face.

The show was strong on drama, with Paul Lukas turning in a beautifully shaded portrayal of the tragic deaf composer Beethoven and William Bendix converting a so-so comedy script about baseball into a riot, via his own sock timing and delivery. Ann Thomas, as the tardy wife, gave Bendix a fine assist. Incidentally, production on the Lukas drama was superior to the rest of the show.

Kay Thompson and the Williams Brothers weren't as lucky, since their routines rely mainly on split-second timing, a factor that evidently didn't figure in the program's camera direction or mike placement. Consequently the group's smart precision hoofing was hampered by bad lensing, which often cut one or two of the quintet right out of sight. Their chi-chi lyrics were often lost entirely in the melee. However, their songs probably suffered a bit from censorship.

Commercials for both half hours were in the conventional video sales pattern and quite acceptable in that category. Congoleum-Nairn rugs which sponsored the first 30 minutes, featured a soft spoken, refreshingly restrained spiel by a telegenic blonde. Norge contributed a convincing sales talk for its electric dish washing machine. June Bundy.

Paul Winchell

TELEVISION—Reviewed Monday (17), 8-8:30 p.m. EDT. Sponsored by the Speidel Corporation via National Broadcasting Company TV thru Sullivan, Stauffer, Colwell & Bayles. Producer, Louis G. Cowan in association with Alfred L. Hollander. Executive producer, Sherman Marks. Director, Harold Eisenstein. TV director, Larry Lockwood. Camera, Dave Crandall. Writers, Paul Winchell, J. Franklin Jones and Bud Burton. Cast: Paul Winchell and Jerry Mahoney, Dorothy Claire, Hilda Vaughn. Announcer: Ted Brown.

The metamorphosis of *What's My Name?* has been interesting. In the prewar radio broadcasting days, the early 1940's, it was a good quiz show, first run by Arlene Frances and later by others. It came along when quiz shows were at their peak, and it fitted neatly into that phase of the AM broadcasting picture. The TV version is a hybrid. It's a quiz show, all right. It's also something of a variety show. It presents both the lure of the jackpot and the appeal of old-time vaude. It's all these things, and sometimes it is bewildering. It surely is ingenious, notably the manner in which the quiz questions are fashioned into tasteful production scenes.

But when everything is considered, it is Winchell and his dummy, Jerry Mahoney, who carry the show. Technically, Winchell is an excellent ventriloquist, as he would have to be to do well on TV. But no ventriloquist ever reached a top position thru technique alone. For full development, the performer needs clever script work; he must also have an imaginative flair for characterization via the dummy, and he requires a thoro sense of showmanship. Winchell has these, and when he's doing a song thru with Mahoney, or a barber scene with Mahoney and actress Hilda Vaughn, he scores solidly as a variety artist.

The jackpot of 800 bucks, the \$100 bonds for those who answer correctly, and \$25 for those who don't, are added attractions. But what really spices the program is a vent turn which would have been first-class in big-time vaude. That's how far *What's My Name?* has traveled since the old AM days.

Speidel's watch band plugs are effective and in good taste. Paul Ackerman.

New York Close-Up

TELEVISION — Reviewed Wednesday (19), 6:30-6:55 p.m., EDT. Sponsored by Pacific Mills thru J. Walter Thompson Company, via WNET. Producer, Kay Elliot. Director, Bill Harbach. Cast: Tex McCrary and Jinx Falkenburg, guests.

This is a tight little show, giving New York viewers glimpses into different types of occupations via interviews with outstanding personalities in those fields. Thus, the program presented an insight into the book publishing field, with McCrary interviewing Charles Duell, of the publishing firm of Duell, Sloan and Pierce. Later, another close-up gave the viewers a brief looksee at a phase of the theatrical world. For this one, Jinx interviewed Rouben Mamoullian, noted director, who told interesting anecdotes in connection with his work on *Carousel*, *Oklahoma!*, various films, etc.

Tex and Jinx, by this time, have the interview format down pat. The technique is facile, and their manner with guests radiates dignity and interest. A change of pace is obtained by way of a quick close-up of outstanding local news developments, done by McCrary. On this show there also was some fashion modeling by Jinx.

Contour Sheets, a product of Pacific Mills, are plugged on the show. The commercials are, in effect, promotional tie-ins with the department stores selling the product. Jinx, for instance, is seen talking to a saleswoman at B. Altman's. Saleslady displays the sheets, shows the mitred, contour edges which facilitates the making up of a bed and presumably provides for better sleeping. The conversation between Jinx and the saleslady permits easy presentation of all advantages of the product, such as washability, etc.

No scriptwriter on this show, and the ad lib style seems a happy one. Paul Ackerman.

CAPSULE COMMENT

Carnation Contented Hour, CBS, Sunday (16), 9:30-10 p.m. EDT. Here is a bunch of old pros (cast, production-direction, scripting and announcing) which delivers a show that's easily calculated to stand off video and other competition. (See full review this issue.)

Crime Syndicate (TV), CBS-TV, Tuesday (18), 9-9:30 p.m. EDT. Tho Rudolph Halley is reportedly donating part of his fee to "crime-busting charities," there is something uncomfortable about his appearing as a narrating adjunct to what is nothing more than a good action thriller. The loss of dignity is even more pointed by the commercials, which keep reminding the public that Halley is really there to sell Schick razors, not to arouse a fighting public opinion. (See full review in this issue.)

Dance To Fame Contest (TV), WOR-TV, New York, Sunday (16), 10:30-11 p.m. EDT. The program obviously is a real cheapie, purpose of which is to find the top terp team in each of four dance classifications. Obviously canned music was utilized, and camera work during the terping sequences was shoddy. There seems little prospect of this ever becoming a program of really general interest. (See full review this issue.)

Plainclothesman (TV), Du Mont, Sunday (16), 9:30-10 p.m. EDT. Generally speaking, this stanza adds up to acceptable pulp whodunit fare, TV style. It is typical of the genre, the plots usually containing few surprises. Camera work and direction were okay, but some members of the cast had an unfortunate tendency to stammer and blow their lines. (See full review this issue.)

Turns Hollywood Theater (Radio), NBC, Tuesday (18), 8:30-9 p.m. EDT. Barbara Stanwyck's reading of the principal role of *Winter Holiday* was a tour de force. The script, however, was not of a caliber to set the show in the top notch. (See full review this issue.)

Songs for Sale (TV) CBS-TV, Sunday (16), 10-11 p.m. EDT. Steve Allen continues to spark this stanza with often amazingly funny ad lib interviews with the amateur writers whose offerings supply show's musical content. Sarah Vaughan and Alan Dale turned in excellent performances, making the non-pro tunes sound much better than they were. The panel this trip was Morey Amsterdam, Sigmund Spaeth and publisher Bobby Mellin. One of the weaknesses of the show is the reluctance of the panel members, generally, to criticize the tunes, constructively or otherwise. Mellin took one tune apart in a most constructive manner, prefacing his critique by tossing in an important point for the would-be Berlins to keep in mind: That most writers, pro or otherwise, benefit from thoughtful work on their cleffings by conscientious publishers. Hence, if even the pros take constructive criticism, the amateurs should certainly welcome it. If Allen made this a standard part of his preface, he might get more legitimate and interesting commentary from future panelists.

The Nelly Golette Show (TV), WOR-TV, Tuesday (18), 8:30-8:45 p.m. EDT. Miss Golette, a painfully vivacious French import, offers 15 minutes of songs in a delivery so classically Gallic that it might be a clever satirist's summation of the salient features of Piaf, Francois, Baker, et al. Outside of the super-smarties who inhabit the frenchified East Side bistros, it's hard to envision much of a TV audience for la Golette, who, we suspect, would do very nicely in just such a live setting. (See full review in this issue.)

The Challenge of the Yukon (Radio) Mutual, Thursday (13), 5-5:30 p.m. EDT. Neither script nor its reading were as taut as kiddie adventures usually are. (See full review in this issue.)

EDITORIAL

Of Suicide, Spooks, Sex

It is perfectly understandable that in their enthusiasm to open up something new, different, fresh, startling or exciting, top video show producers, stars and agency men may over-reach themselves. But TV programing censorship threats of the Benton proposal and any number of lesser examples current are so real and constant that extreme caution must be exercised. This is particularly true of the big shows.

In the past week at least three such shows featured items which could easily stir the ire of the blueses, and perhaps with some justification. The Olsen and Johnson All Star Revue stanza on NBC built a Kellogg commercial around an extremely questionable suicide scene; the Milton Berle Texaco show on NBC featured a hokum horror sequence, calculated to scare sensitive moppets, and Westinghouse's Studio One's pivotal plot twist on CBS was a completely Freudian situation. All three shows are reviewed in full in this issue.

Efforts to produce adult drama, a fresh approach to a commercial or a boff comedy bit are laudable, to be sure. But watch it, gents. The Benton bunch can stir up a storm with considerably less provocation.

The Mel Torme Show

COLOR TELEVISION — Reviewed Tuesday (18), 4:30-5 p.m. EDT. Presented by the Columbia Broadcasting System. Producer, Bob Bach. Director, Ben Magnez. Emcee-vocalist, Mel Torme. Music, Red Norvo Trio conducted by Al Pellegrino. Talent: Peggy King, Ellen Martin and Monsieur Crayon.

The Columbia Broadcasting System, by placing a black and white receiver next to a color set for its demonstration of CBS-TV color via the Mel Torme Show, strikingly illustrated the vast difference that chromatic video can make to a show. On black and white, the program was a pallid concoction of entertainment. But on color, even those acts which were far from strong were materially benefited by costuming, backgrounds and the infinite details available to the eye.

Torme himself, a spotty performer, whose vocalizing is so personalized that there are no in-betweens as to the reactions he creates, was fairly effective. His *Them There Eyes*, with his usual fuzzy tones, was a good opener. Ellen Martin, songwriter Hugh Martin's sister, who is a dancer and a choreographer, is an ambitious miss. Judging, however, from her choreography of *Poppa Don't Preach To Me*, youngster had better leave the creation of terping patterns to more experienced hands. Number, danced practically on top of the camera, was loaded with arm and upper body movement.

Songstress Peggy King, a looker, interpreted *Some One To Watch Over Me* in a slow moony style which must have brought tears to barflies. Gal has a voice, but more individuality in her style would be a help. One of the better aspects of the program was dynamic Kaye Ballard singing her comic *You, You Fabulous You*, a novelty tune replete with interpretations of the more-mannered movie fems. Equally strong was Monsieur Crayon and his drawings which would look better to televiewers without Torme standing in front of them.

The program closed with Torme and Buddy Rich having themselves a ball a la Crosby and Astaire, in competitive vocalizing, dancing and drumming. Rich won the contest.

Music was well-handled by the Red Norvo Trio, conducted by Al Pellegrino.

Over-all, the program's positive aspects plus its color made the 30 minutes fly quickly. Leon Morse.

Sinfonietta

RADIO — Reviewed Thursday (20), 8-8:30 p.m. EDT. Sustaining via WOR-Mutual, New York. Producer, Jack Irish. Announcer, John Scott. Conductor, Sylvan Levin.

After a five-year absence, the WOR Sinfonietta, a small house symphony orchestra, returned to the air to fill a key mid-week evening segment. Conducted by the WOR's musical director, Sylvan Levin, the orchestra plowed thru four short longhair selections in acceptable fashion. Selections, leaning heavily on modern compositions, are easily digested items designed for relaxing listening while sipping the after-dinner brandy. A show of this sort, particularly at this hour of the evening, can hardly figure to accumulate more than a moderate audience. Even such a discerning audience would probably prefer a wax session of top grade performance and orchestras to the thin and matter-of-fact job provided by this house ork. Hal Webman

Plainclothesman

TELEVISION—Reviewed Sunday (16), 9:30-10 p.m. Sponsored by Edgeworth and Holiday tobaccos via Du Mont thru Warwick & Legler. Producer, John L. Clark. Director, William Marceau. Writer, Gil Braun. Cast: Ken Lynch, Jack Orrison, James Bender, Brook Byron, Evelyn Seibold, Hal Studer, Roc Rogers, Mason Curry.

Generally speaking, this stanza adds up to acceptable pulp whodunit fare, TV style. It is a typical of the genre, the plots usually containing few surprises. The show continues to feature an unseen hero, the plainclothes detective played by Ken Lynch, whose voice carries the role surprisingly well. Jack Orrison, in the part of Sergeant Brady, the unseen lieutenant's good right arm, bears the brunt of the emoting, in a gruff, matter-of-fact way.

Acceptable Potboiler

Last week's stanza, dealing with a publisher who knocks off his editor to protect his son, was unlikely to win any popularity awards among the frail humans who earn a buck from a magazine post, but otherwise was a generally acceptable potboiler. Camera work and direction were similarly okay, but some members of the cast had an unfortunate tendency to stammer and blow their lines.

Commercials utilized, one integrated bit, wherein the two heroes, taking time off their sleuthing for a meal, debated the merits of the two products plugged, one plumping for Edgeworth and the other for Holiday tobacco. It is noteworthy, however, that neither spoke in derogatory terms of the other's choice. Later in the show there was a straight pitch for Holiday cigarettes. Sam Chase.

The Challenge of the Yukon

RADIO — Reviewed Thursday (13), 5-5:30 p.m. Sponsored by Quaker Oats Company thru Sherman & Marquette via Mutual Broadcasting System. Packaged by George W. Trendle. Producer, Charles D. Livingstone. Director, Fred Flowerday. Cast: Paul Sutton, others.

Yukon, which is going into its second season on Mutual, is a kid series recounting the multifarious good deeds of a Northwest mountie called Sergeant Preston. Real hero, tho, is his dog, King. The hound, of undisclosed breed, is more helped than helpful in tracking down cold-country evil doers.

First yarn on show's return to the air involved an old gal with a criminal past posing as a respectable boarding house keeper in a small town up yonder. With the help of two cronies and her Indian livery boy, she pulls a \$15,000 job off a timid express agent. But the keen dog, with Preston acting as interpreter, soon finds a bucket with which they removed the cash, sniffs down the culprits and then overpowers the harridan when she tries to pull a gun.

Neither script nor its reading were as taut as kiddie adventures usually are. Paul Sutton as the mountie does his role in deep sing song. And the voices of the old lady and the Indian sounded phony. Despite these faults, the show had enough to satisfy the young ones' lust for danger and virtue.

Commercials for Puffed Rice and Wheat were put over by two alternating jovial voices, with the help of the firing of guns from which the cereals are allegedly shot. Show ended with a brief prolog of the next story. Gene Plotnik.

So You Think You Know Music

TELEVISION — Reviewed Thursday (20) 10:30-11 p.m. EDT. Sustaining via WNBC, New York. Producer, Steve Krantz. Director, Howard Davis. Moderator, Henry Morgan. Panel: Skitch Henderson, Claudia Pinza, Graciella Rivera and Steve Lada.

So You Think You Know Music, as viewed on TV featuring Henry Morgan could easily make a well-merited return to oblivion shortly. The property's possibilities were dimly wasted via inept production and treatment. The result was a semi-farcical, fatuous semblance of a musical quiz show that only the most inertia-ridden dialers would have the patience to witness.

The baner of the season was to assign moderating chores to Henry Morgan. This undisciplined comedian whose major talent has been as a satirist used his technique on music, which was and still is recognized as a healthy and desirable form of amusement. Were Morgan to have given his assignment on the show the slightest consideration, he would have realized that the only thing required was for him to ask questions in a pleasant manner. But the irrepressible Morgan had to run on in his own wild and woolly manner, to make pointless and half-baked jokes which, produced laughter only from the panel and, of course, from Morgan, always his own best audience. He had no respect for his questions, for time after time, he gave them away; he had no respect for the panel's ability to answer them either, judging from his snide remarks. He did, however, have a great respect for his girl assistant's beauty, because he constantly harped upon it. It's about time he grew up and stopped being quite so irrepressible. He's wearing long pants now.

Toy Piano, Uke

Strangely enough this program about music didn't feature any kind of orchestra. It did, nevertheless, use a toy piano and a uke and, for background, an organ. No questions were based on identifying songs by their sounds. Instead, telegrams, pictures, pantomimes, glasses and other gimmicks were used. Assuming there were budget problems, records could have easily been used.

The camera concentrated on Morgan and occasionally on his guests, two of whose names he didn't even know. They were Skitch Henderson, Claudia Pinza, Graciella Rivera and, from the audience, Tom Lass.

The program which has had a long and successful radio history was the brain child of Ted Cott, now the general manager of WNBC and WNET, New York. And it still has a video future, but only if handled maturely, with a moderator of stature and some kind of budget.

Leon Morse

Carnation Contented Hour

RADIO — Reviewed Sunday (16), 9:30-10 p.m. EDT. Sponsored by Carnation Milk thru Erwin Wasey via the Columbia Broadcasting Company. Producer-director, Bob Redd. Writer, Albert Hansen. Cast: Tony Martin, Jo Stafford, Victor Young orchestra. Announcer, Jimmy Wallingford.

Here is a bunch of old pros (cast, production-direction, scripting and announcing) which delivers a show that's easily calculated to stand off video and other competition. Selection of material performed by Martin and Miss Stafford, individually and in duet, is particularly adroit, made up of a neat mixture of current pop hits, standards, show tunes, etc. Thus Martin did September Song and Ah, Sweet Mystery of Life, along with his current RCA Victor record sizzler I Get Ideas; Miss Stafford contributed items like Out o' Breath, and the pair did Berlin's You're Just in Love.

Great Artistry

Both Martin and la Stafford were in excellent voice, and sold each number with great artistry. Their intro song cues and general chatter are in the same relaxed vein as the show's music.

The Young ork does a top job of supporting the singers and contributes an occasional clean-cut, exciting instrumental of its own. Veteran Wallingford's commercial pitches are among the most pleasant and easy to take in the broadcast business. An all-around topper.

Joe Csida.

We the People

TELEVISION — Reviewed Friday (21), 8:30-9 p.m. EDT. Sponsored by Gulf Oil, via NBC-TV, N. Y. Producer-emcee: Dan Seymour. Director, Preston Wood. Writer, Adrian Spies. Music: Mrs. Oscar Bradley's orchestra. Guests: Burton's Birds, Louise Seymour, Gilded Cage chorus girls, others.

Literally speaking, this particular We the People program was "strictly for the birds," in that our feathered friends loomed large on the guest agenda. The show itself was smartly paced with bulk of the entertainment on film—a new innovation Dan Seymour dreamed up during the summer to hype the tempo of his fall programming.

In the "human bird" portion of the show, Seymour narrated the story of his visit to the new Broadway night club, The Gilded Cage. Camera followed Seymour and his wife into the nitery, where they viewed a couple of line numbers; then dropped in to interview the chorines in their dressing room. Gals were all telegenic, but their comments sounded rehearsed and lacked spontaneity. Chatter subjects ranged from Greek drama (one fem's favorite backstage reading material); to a three-dates-a-night routine ("before the show, between shows and after the show.") Oddly enough, in the midst of all this pulchritude, Mrs. Seymour, a slim, serene looking brunette, emerged as the best looker.

High spot of the show was a dramatization of George Burton's life story. The man, famous today for his wonderful Burton's Birds, was an invalid for years, as the result of a fall (sustained when he was a rodeo rider) which left him paralyzed from the waist down.

With the patience of the bedridden he spent long hours teaching a pair of lovebirds to do tricks, until finally the reaching and stretching for the cage miraculously pulled his spine back into place and cured the paralysis. Burton played himself in the drama (who else could handle those winged actors!), and brought on his entire troupe at the close to perform their amazing feats.

Heretofore the video version of We the People lacked the full human interest stature of the radio show, because the necessarily static interviews sapped much of the program's color. The new film format, tho, eliminates this flaw, and the results are even more satisfying now than the air broadcasts. Seymour himself is one of the few emcees to come over as a modest man on TV.

Gulf Oil commercials were also on film, and featured chorus warbling of outfit's "For the life of your car go Gulf" jingle.

June Bundy.

Alan Young Show

TELEVISION — Reviewed Thursday (20) 9-9:30 p.m. Sponsored in the East by Esso thru Marschalk and Pratt via Columbia Broadcasting System TV. Producer-director, Ralph Levy. Writers, Nate Monaster, Stanley Shapiro and Alan Young. Cast: Alan Young, Charles Coburn and Polly Bergen.

A series of sketches bridged by sharply produced commercials inaugurated the return of the Young show. Many of the lines were only mildly amusing, but coupled with sight bits, plus a lot of low comedy sequences, the formula proved satisfactory to viewers, and the Esso plugs were good.

The new show was broken up into two sketches. The first, using three actors with Young, started off with the boy (Young) winning the girl in college. Five years later finds the couple living in squalor and poverty existing on Salvation Army handouts. Young is still the cocksure, brash young man. The losing suitor shows up, wealthy and dominating, offering to take the girl away from it all. The snapper is a classic and was acted out for all it was worth.

Charles Coburn

The second sketch showed Young in an optometrist's shop working off the price of his new glasses. Charles Coburn, a near-sighted gent walks in for minor eyeglass repairs which Young takes care of in hilarious fashion. There might be some arguments that near-blindness is hardly a fit subject for slapstick, but Young and Coburn carried it off very well.

The only other guest was Polly Bergen who did a very competent Old Black Magic against a flowered set.

Bill Smith.

CAPSULE COMMENT

Juvenile Jury (TV) NBC-TV, Sunday (16), 3:30-4 p.m. EDT. The show, in many respects, is one of the most amusing on the air in its own off-beat way. It's the kind of show that any grown-up who likes kids will enjoy. (See full review this issue).

Gabby Hayes (TV), NBC-TV, Thursday, 5:15-5:30 p.m. EDT. A Monday thru Friday strip, the Thursday show is called Double Bar M Ranch and sponsored by Peter Paul candy. Very simple format, consisting of brief Western films preceded and followed by the appearance of Gabby, whose chatter leads into the commercial. Gabby, a grizzled old cowhand, really lets himself go, muttering the delights of the product. He's more interesting than the film. (See full review this issue).

Colgate Comedy Hour (Spike Jones) (TV) NBC-TV, Sunday (16), 8-9 p.m. EDT. The music depreciator's return was a tremendous disappointment. Spike will eventually stand or fall in TV on the material with which his funnymen, notably Freddy Morgan and Sir Frederick Gas, are supplied. This time out material was woefully unfunny and failed to exploit the talents of the troupe, either individually or as a whole. (See full review this issue).

All Star Revue (Olsen and Johnson) (TV) NBC, Saturday (15), 8-9 p.m. EDT. Zany audience participation, scouting youthful talent and vaude presentations have all proved their video appeal so the O & J turn on All Star should have no trouble contributing its share to grabbing Saturday night audiences for the sponsors and the web. (See full review this issue).

From the Top (TV), WPIX, Wednesday (19), 8:30-9 p.m. EDT. If the hip music market in New York is big enough, and there are indications it is, this show could easily attract them. It's certainly non-competitive to its mass-appeal opposition on virtually all other stations. (See full review this issue).

Sinfonietta (Radio), WOR-Mutual, Thursday (20), 8-8:30 p.m., EDT. A discerning audience would probably prefer a wax session of top-grade performance and orchestras to the thin and matter-of-fact job provided by this house ork. (See full review this issue).

Live Like a Millionaire (TV) CBS-TV, Friday (21) 10:10-10:30 p.m., EDT. A giveaway show with a gimmick using kids to do a bit and then bring on parents who do acts. A dull presentation marred even more by inept production. (See full review this issue).

New York Close-Up (TV), Wednesday (19), 6:30-6:55 p.m., EDT, WNBC. A tight little show, giving glimpses of different occupations and businesses via interviews with outstanding personalities. Commercials include promotional tie-ins with department stores carrying the product. Tex McCrary and Jinx Falkenburg have facile style. (Full review in this issue).

Time Bomb (Radio), ABC, Wednesday (19), 10:10-10:30 p.m. A poignant presentation of the essentials of Radio Free Europe. "Time Bomb" was an instance of first-class public service.

Mel Torme Show (Color-TV), CBS-TV, Tuesday (18), 4:30-5 p.m. A program with moderate entertainment values materially enhanced because it is produced in color. Torme sings and handles himself well. Outstanding among his supporting acts are Kaye Ballard and Monsieur Crayon. (See full review this issue).

Kate Smith (Radio), WNBC, New York, Tuesday (18), 12:05-12:45 p.m., EDT. New across-the-board series is virtually same disk-and-chatter show the singer previously piloted for Mutual. At one time, Kate Smith was Mutual's biggest money maker, and chances are she'll do equally well in her new spot, in view of her loyal radio following and new audience building stints on TV this fall. (See full review this issue).

Time Bomb

RADIO — Reviewed Wednesday (19), 10:10-10:30 p.m. EDT. Sustaining via American Broadcasting Company. Produced by ABC Public Affairs Department. Director, Scott Farnsworth. Writer, Morton Wishengrad. Narrator, Florence Stanley. Cast: Joe Julian, Joe de Santis, Adelaide Klein, Peter Capell, Les Damon, Raymond Edward Johnson, Danny Ocho and James McCallion.

Radio Free Europe has been in need of more publicity here at home, both for the job it is doing and for the data it obtains on conditions behind the Iron Curtain. Combining the talents of scripter Morton Wishengrad and director Scott Farnsworth, the ABC Public Affairs Department has made a poignant presentation of the essentials in this half-hour documentary, Time Bomb.

It began with a quote from a Soviet tract on propaganda expressing contempt for the truth. To fight lies with facts, Radio Free Europe, an independent agency supported by the Crusade for Freedom, has two radio stations, a 700,000-watt outlet in Munich, and a less powerful one in Frankfurt. A variety of voices were used to give examples of the material emanating from these two stations.

They told of mass deportations, evictions, concentration camps, slave labor and the purchase of children by the State. Names of specific individuals working for the Reds in one way or another were given.

RFE obtains its data from escapees, smuggled letters and other unrevealing sources, it was stated. RFE also beams programs of folk songs, anthems and poems, since sentiment belongs to the truth, the narrator told. And still another recently publicized service of RFE, discussed on the show, was the dropping of pamphlets from balloons.

The show had no music. With the repeated motif, "truth is a time bomb," a steady ticking was used as a bridge. Florence Stanley, the narrator, gave a hard hitting performance. The other readings were flawless, timed and modulated for maximum impact.

Robert Lang, director of RFE, wound up the segment with a statement that they don't know how many listeners RFE has because there are no rating services behind the curtain, and a plea that RFE be expanded since they are bucking a vastly powerful station in the Soviet.

In sum, Time Bomb was first-class public service.

Gene Plotnik.

Versatile Varieties

TELEVISION — Reviewed Friday (21), 9:30-10 p.m., EDT. Sponsored by Bona-Fide Mills, Inc. thru Gibraltar Advertising Agency via ABC network on alternate weeks. Produced by Charles Bazch and Frances Scott. Director, Jay Strong. Staged by Charles Love. Writers, Murray Brody and Charles Lowe. Music, Bernie Sands ork. Star and emcee, Lady Iris Mountbatten.

This musical comedy with moppet cast can hardly be considered strong nighttime video fare, yet it is probable that spotting it on alternate Fridays may attract a family audience since school's out for the week-end. Last season, Versatile Varieties was telecast by the same sponsor during the afternoon time period. In all, the show impresses as a grammar school graduation class effort with the added features of fairly expensive costuming, slightly more professional performers and a society name, Lady Iris Mountbatten, as star. Fact is, tho, the English lady was the least professional of the whole cast—being the only one to fluff lines and clam up with obvious embarrassment.

Premiere show had the moppets going thru their overly camera-conscious paces in a musical comedy format called Grand U. N. Hotel. Production consisted of songs, dances and a tissue thin story set in a hotel with a cast of guests from various countries dressed in native costume and doing numbers related to their supposed national origin. Moral of the effort was that gaiety and laughter could cross national boundaries and result in a happy and peaceful One World.

Some of the youngsters were fairly good in their hoofing and singing. Musical background was thin, special material songs and parody lyrics were a little too amateurish and there were a few camera fluffs. Yet the result was probably pleasant viewing for

Studio One The Angelic Avengers

TELEVISION—Reviewed Monday (17), 10-11 p.m. EDT. Sponsored by Westinghouse thru McCann-Erickson via CBS-TV. Producer, Worthington Miner. Director, Paul Nickell. Story by Pierre Andrezel. TV Adaptation by Worthington Miner. Cast: Mary Sinclair, Maria Riva, Murray Matheson, Richard Purdy, Dorothy Blackburn, Katherine Willard, Bob Martin, Phil Burneff, Edgar Stehli. Commercials, Betty Furness.

This viewer is wholeheartedly in favor of adult drama, and is normally fond of a touch of sex. But adult drama on television must be achieved without leaving itself open to the charge that youngsters (up to and including teen-agers) may be looking in, even at 10 p.m. EDT, and may wonder about some twists of the story. Studio One's fall debut was certainly adult drama, excellently done in every detail. But Avenger's plot hinged strictly on a most Freudian sex situation, which must inevitably have titillated and/or troubled youngsters looking in, and called for some tough explaining on the part of a few parents.

The story, laid in mid-nineteenth century, told of two beautiful babes, left without family, who are employed by a seemingly kindly and righteous old Scottish minister as student-housekeepers. The minister, abetted by his exceedingly unattractive lump of a wife, is actually in the business of selling beautiful babes to presumably lecherous characters in the West Indies. The Freudian overtones are originally emphasized when one of the lovely, unsuspecting lasses asks the minister, during a quiet evening at home, to read a poem eulogizing the charms of the undraped femme form. With lines like "... your breasts like two white doves," the verse, tho not quite Miltonesque, was lyrically descriptive. As he reads the piece the minister's wife leaps to her feet, screaming for him to stop.

And while the point is not necessarily belabored, it is plain that some strange and unsatisfactory doings have gone on for years in the boudoir of Mr. and Mrs. Minister. And the tale's denouement actually is based strictly on the old lady's twisted love life. For as the minister is about to hang the lover of one of the girls, and builds up to the hanging by forcing her via purple exhortations and a waving pistol to embrace the boy friend, his wife shoots the demented parson. This notwithstanding the fact that she has been on the old gent's side without qualification all his life, and merely because he was staging a sizzling pre-hanging love scene.

Tony Miner, being the great video producer and writer he is; Nickell, having turned in an excellent directorial chore; and the performers, under such guidance, delivering jobs ranging from good to tremendous ... all this being true, the above Freudian episodes read more horrifyingly than they were. Excellent taste was abundantly on display in every category. Which makes it all the more a pity that the unnecessary sex gamble was taken.

Purdy a Stand-Out

In the Misses Sinclair and Riva, CBS has itself two physically delectable and talented actresses. But in this play Richard Purdy's performance as the hustling minister was so overwhelmingly outstanding that la Riva and Sinclair, as well as the other players, were overshadowed. If Oscars for TV dramatics were in existence, this viewer would cast a big ballot for Purdy right now.

Betty Furness reads the Westinghouse commercials with her usual frigid and unbending charm and sophistication. We don't want to do Miss F out of a job, but Westinghouse's home appliance pitches would have more solidity if they were delivered by a lady who looked more like a homewife. This viewer can hardly believe that Miss Furness ever goes near a refrigerator, stove or—horrors—a vacuum cleaner.

Studio is one of the, if not the, finest dramatic shows on television. This viewer would hate to see a Legion of Decency or Fat Woman's League jump down its throat for risqué story-telling.

Joe Csida.

many parents and their kids staying up a little late. Sponsor sold its floor tile in two inoffensive spots pitching the product's ability to stand up against flame and its various uses.

Joe Martin.

—London News Chronicle—
They are bursting with vitality and charm — and I love them all.

—Weekly Sporting Review—
THREE of the jolliest gals in town tonight—and today—the Andrews Sisters—Laverne, Patty and Maxene, now repeating their 1948 triumph at the Palladium. They're jolly on stage, they're jolly off. They fairly bubble with fun and welcome—absence of temperament. They're all-comers, and it's "Why? to all"

—The London Graphic—
Sisters made party of it
For an hour they sang solos, duets and trios in the style that has sold 40,000,000 recordings. They are so unspoiled and determined to please that it is impossible not to like them. It was almost a party, and the applause they received was among the biggest handed out by any U.S. stars.

—Manchester Daily Mail—
55 Minutes of Non-stop Fun
THE Andrews Sisters had the audience of 3,000 holding their sides at the King's Hall, Belle Vue, Manchester, last night. Climax of the evening's show was the revival of the song that helped to make them famous in Britain: "I'll be with you in Apple Blossom Time." Their 18-piece orchestra travelled from Blackpool, where they appeared last Sunday, where they were the pianist on whom they nearly all their songs came with them from America. For 55 minutes they worked under arc lights non-stop, and the time passed like 55 seconds.



—Glasgow Bulletin—
HE HAS A PHOTOGRAPH AND 60 RECORDS

Fan Waited 5 Hours As Singers Slent
WHILE the Andrews Sisters slent yesterday their ke...

THE BRITISH

ARE WONDERFUL

PEOPLE!

—Yorkshire Post—
Andrews Sisters again

ING, it seems, can upset the... of the music-hall public. London temperature tonight suggested a steamy tropical... Nevertheless, I found the... packed for the reappearance of two years of the Andrews Sisters. These exuberant artists... close harmony trio from... These exuberant artists... activities have been... I hope this... opatriotic... went the... in with... songs were... me as a... ver, a... a clever... ay give... which the... n at the... an... uch skin... was an... onable London... evening was... tival Garden... "Wooden... Tivoli Am... hagen. The... the Tivoli... outside Scotland...

—Birmingham Evening Despatch—
Andrews Sisters at the Hippodrome
VAL PARNELL, Palladium
"Thanks to the Andrews Sisters, for another wonderful two weeks at the London Palladium."

—London Daily Mirror—
Gifted American Trio
To announce the Andrews Sisters... as queens of rhythm does them... siderably less than justice in that it... fails to take account of the brightest... gift that this trio from America has... to offer. That, most demonstrably, is... their sense and enaction of comedy. Birmingham hearing and savouring it at... the rhythmic Hippodrome last night... was all about it seemed no more than... background to a series of stories not... always rich in themselves, but... touched in these hands of being... and, not infrequently, of buffoonery... These girls, alive, piquant and... elegant, would, one felt, have found... fun in anything. They extracted it... in fullest measure from a song about... Hawaii; they dared in the most... captivating fashion to sing about... Boy, a song once sacred to sentimental... spairity; and, as individuals, they... spared not one another, especially... when two of them sang plaintively of... the waste material they represented... being...

—London Daily M.—
The Andrews Sisters... audience at the... tained for nearly an... such unflagging generosity... one loses count of the endless... that give joy to lovers of close... harmony. Their energy and spirit... are something to marvel at. They... have a whirlwind attack and a... flow of good-natured fooling that... adds to their attraction. Their... colouring may differ but sisterly... unity in harmony and humour is... triumphantly achieved.

—Glasgow Evening News—
ANDREWS TRIO GIVE EMPIRE PATRONS FULL VALUE
Sixty minutes of musical entertainment from those queens of harmony, the Andrews Sisters, give Empire patrons full value for their extra cash this week. The merry Andrews trio cram 16 songs and snatches from past hits into their slick, timed-to-perfection act, wiggle their hips to the rhythm of a 20-piece band which provides the backdrop and even change their costumes half-way through in this pot-pourri of top-grade harmony and top-grade humour. Blond centerpiece Patty dispenses with her sisters for several solos including the popular "Too Young," and in retaliation Masene and LaVerne engage in a clever piece of fooling in which they ask "Why Do They Give The Solos to Patty, When There's So Much of Us Going to Waste?"

—London Daily Mirror—
ANDREWS DON'T DISAPPOINT

America's amazing Andrews Sisters—Platinum Patty, Red-head Laverne and Brunette Maxene—crammed 19 numbers into their opening show at the London Palladium last night—and left the audience shouting for more. The world's star sister act sang, clowned and gagged for an hour in triplicate, trying out T.V. routines for their first American series.

—Radio Times—
Famous song sisters at Blackpool
FROM out of the groove of the gramophone record, at the Opera House, Blackpool, last night, stepped those slick close harmony queens of the turntable, the Andrews Sisters—vivacious blonde Patty, titan-haired LaVerne and brunette Maxene—an attractively costumed trio in black diamond corsage and white tulle skirts. From "Down In the Valley"

—Birmingham Evening Despatch—
AT THE THEATRE
Pep, poise and personality plus...
AT long last the Andrews Sisters have descended upon Birmingham. The impact, judging by the reaction of last night's Hippodrome audience, is considerable. They obviously come as old friends, which remembering their mountainous accumulation of recordings and the string of films...

—Glasgow Evening Times—
SISTERS QUICK TO IMPRESS
With the whole of the second half of the programme to themselves, the Andrews Sisters were quick to impress Glasgow last night.

—Blackpool Evening Gazette—
Famous song sisters at Blackpool
FROM out of the groove of the gramophone record, at the Opera House, Blackpool, last night, stepped those slick close harmony queens of the turntable, the Andrews Sisters—vivacious blonde Patty, titan-haired LaVerne and brunette Maxene—an attractively costumed trio in black diamond corsage and white tulle skirts. From "Down In the Valley"

—Melody Maker—
SINGING AT TOP FORM
The world's finest vocal trio singing at the top of their form in a presentation which never sags for one moment. When their sense of comedy is given full reign we realize how much we miss by merely hearing records. They have brought timing, phrasing, pace and movement to an art not yet reached in this country. That they can...

LATIN CASINO, Philadelphia—September 27th-October 3rd • LATIN QUARTER, Boston—October 14th-20th
"FRANK SINATRA SHOW", (WCBS-TV)—October 9th

—London Sunday Times—
Pleasant Touch of Comedy
"Merry-Andrew" used to be name given to buffoons, zanies, comedians, and the merry Andrews Sisters (Palladium) season their sentimental crooning with a very pleasant touch of comedy; they have a delightfully mournful song telling us that "There's Nothing to Do in Hawaii Except Have the Time of Your Life." A good hardworking midsummer bill is also enlivened by Vic and Adio, the best new tumblers for some years, and...

—London Sunday Times—
WITTY PERFORMANCE
At the Palladium the Andrews Sisters gaily demonstrate their comphonious expertise in a witty performance.

—Scottish Daily Mail—
Few turns have won the audience as quickly as the Andrews Sisters at the Empire, Glasgow, last night. They have rhythm, perfect harmony, humour and, above all, enchanting personalities. Only the National Anthem stopped the audience cheering and whistling. They are better on the stage than on the screen and they themselves enjoy the show.

—London Daily Telegraph—
That combination of artistry and efficiency which is music hall at its best, they completely justified attention. Their act has gained in variety, more on comedy. The fun is in visual and displays a new lightful talent.

—Melody Maker—
SINGING AT TOP FORM
The world's finest vocal trio singing at the top of their form in a presentation which never sags for one moment. When their sense of comedy is given full reign we realize how much we miss by merely hearing records. They have brought timing, phrasing, pace and movement to an art not yet reached in this country. That they can...

SAMBA

Musical Express

FRIDAY, AUGUST 3, 1951

No. 239

PRICE SIXPENCE

YOU BELONG TO MY HEART

ANDREWS SISTERS GREATER THAN EVER

A show on their own

BARRY STORRI, Palladium
"The Andrews Sisters have given us the fastest piece of ticket bookings ever seen in this theatre. Their bill brought in more money in a shorter space of time than any bill we ever played. Despite unusually hot weather they aroused a demand for seats that overwhelmed our box office."

WHEN THE FABULOUS ANDREWS SISTERS WERE HERE THREE YEARS AGO WE SAID THEY WERE SENSATIONAL BUT NOW THEY ARE EVEN GREATER. THEY OPENED AT THE LONDON PALLADIUM THIS WEEK WITH A COMPLETE SHOW OF THEIR OWN. THESE GIRLS ARE SO GOOD, WHETHER SINGING THE FAVORITES THEY HAVE MADE POPULAR ON RECORDS OR IN THE STATES MUST SURELY BE A CERTAINTY. OH THAT WE COULD

New American Comedy Trio

Introducing a new American comedy trio—the Andrews Sisters. Singing isn't the only role in which blond Patty, brunette Maxene, and redhead LaVerne are three smart girls. They received a wild welcome last night as America's queens of rhythm, but their tumultuous applause was earned as much by their flair for fun as the harmonizing for which they're famous. Song skits on Hawaii and the Andrews Sisters—brought out mirth last night to a scene of hilarity.

Melody Maker—Effervescent Andrews!

AT the Palladium on Monday night, the Andrews Sisters opened a two-week season—avowedly for the purpose of trying out material for a U.S. television series. "Trying it on the dog," they call this in the profession. And the dog—in the shape of British Variety audiences—is without question a lucky one. Equally lucky, for that matter, are any "cats" who may drop in. For here we have the world's finest vocal trio singing at the top of their form in a presentation which never sags for one moment. It is Patty's evening, her very soft vibrato which well-remembered "Can't I?" and "If I Were a Rich Man" are so well-remembered.

FRANK LEE, Brunswick-Decca
"Our sales reports are a clear indication of their amazing success in the music halls. Orders for Dimples and Cherry Cheeks made a quick readjustment of our pressing schedule imperative."

A Welcome Return

LONDON PALLADIUM.
Received 6.15 p.m. house July 30.
SINCE their last visit to this house in August, 1948, the famed American harmony trio, The Andrews Sisters have almost completely re-framed their style of presentation and to a large extent now debunk all the things they previously glossed with romanticism, from Hawaii to love's young dream, and in the course of a stint close on an hour's duration and featuring some 20 numbers showed that theirs is a welcome return, particularly now that the comedy element enjoys a greater share of the running time. Blonde Patty has several straight and comedy songs, brunette Maxene and redhead LaVerne, and song the prominence accorded their sister, aided and abetted in each case by the Skyrockets on stage and for their act under the direction of

—Strathern Herald—

Andrews Sisters "Top the Crieff Festival Celebrations" Crowds Throng Streets in Rousing Reception

Andrews Sisters — Patty, Laverne and Maxene—the famous American film, stage and radio singing trio—arrived in Glasgow Tuesday afternoon and were welcomed to the city by a throng of thousands of people. The sisters were met at the airport by a large number of their admirers and were taken to the city center where they were met by a band and a large crowd. The sisters were then taken to the city center where they were met by a band and a large crowd. The sisters were then taken to the city center where they were met by a band and a large crowd.

—Dundee People's Journal—

—Glasgow Record—

Andrews Sisters get the laughs

It's the comedy of their act that gets you. Patty, Maxene and LaVerne Andrews, who made a very successful Glasgow bow last night, introduce plenty of fun. They bring an infectious gaiety to a well-rehearsed harmony act, and are not content to rely on vocals alone. A first night Glasgow Empire audience—who paid one guinea for the best seats—warmed to their singing and comedy, particularly the work of blond, vivacious Patty. Patty is the life and soul of the act, brunette Maxene and redhead LaVerne, the one deadpan and serious, the other ready to laugh at every joke, are the perfect contrast for her clowning.

—London Morning Advertiser—

Andrews Sisters welcomed back to the London stage

BY GEOFFREY TARRAN
NONE of the visitors from America contributing to variety seasons at the Palladium during the past year or two have given me greater enjoyment than the Andrews Sisters. Until I met them I was never very enthusiastic about close harmony. but within a few seconds of their first appearance on this famous stage in 1948 they had swept away all prejudices and added to their life-long admirers.

Personal Management—LOU LEVY
Direction—WM. MORRIS AGENCY, Inc.



The Andrews Sisters, who have beguiled us through many changes of mood—our bist du schon to are hard-working ly the prelude to No sooner had our programme than

ANDREWS HAVE ADDED CLOWNING

But we sure are happy to be back in the good old U.S.A.

Maxene LaVerne

P.S. Love that TV!

—London Sunday Pictorial—

Expert Entertainment

Warm, friendly personality and expert entertainment that deserves its big hand.

...listened and the per of songs given. they stepped confidently Skyrockets Orchestra of black and pink. ed almost, but not it was before. nents, their mastery of the perfection of their timing, and nd asides, but also to the entire absence in their first song indicating pleasure at returning to London to be among old friends again and to meet many new ones, the genuineness of their feelings was strikingly reflected. Only their usual enor

...Patty, the fair and slightly mischievous member of the trio, now takes an even more dominating part in the proceedings, and than is generally guessed. A glorious burlesque on vocal floral fashions written round a peony bush is the more hilarious through her sudden lapses, suggestive of tropical shores rather than gardens, and on her own she deals with heavy sentiment in an extremely effective way. "Don't hold conversation; hold me tight," she sings, pleadingly, and words which could sound banal become a haunting hint of a yearning for

DECCA RECORDS

HIPPODROME, BIRMINGHAM

Variety
That captivating American trio, the Andrews Sisters, bring their lush rhythm to enchant and amuse. They are more than just harmony singers. They have a piquant coquetry and an alert sense of comedy which gives their act a refreshing aura of joie de vivre. The sly wink, the odd grimace and the occasional relapse into the occasional to transmit

Great Fun
ere the girls, "in person," in the most glamorous for 35 minutes they gave us er song and they gave us ut Maxene and LaVerne off her while she they sing "In Eve Must Be A Little Great fun, this sh

Andrews Sisters
...but the Andrews didn't look a bit like "the Brothers! For years now e guffawed at these two their little cheek pinnafores bows, giving us their s of the three sisters. ere were the girls "in per- nee in the most glamor- ses. For 35 minutes they

Colgate Comedy Hour (Spike Jones)

TELEVISION—Reviewed Sunday (16), 8-9 p.m., EDT. Sponsored by Colgate-Palmolive-Peet thru Sherman & Marguette, Ted Bates, and William Esty via National Broadcasting Company-TV. Producer, Ernest D. Glucksman. TV director, Kingman Moore. NBC production supervisor, Samuel Fuller. Associate producer-supervisor, Robert Mason. Writer, Jay Sommers. Cast, Spike Jones and His City Slickers, Helen Grayco, Jan Peerce.

To this viewer, one of the few pro looker-inners who touted Jones' video potential when Spike made his NBC bow last season, the music depreciator's return was a tremendous disappointment. Spike will eventually stand or fall in TV on the material with which his funnymen, notably Freddy Morgan and Sir Frederick Gas, are supplied. This time out the material was woefully unfunny, and failed to exploit the comedy talents of the troupe, either individually or as a whole. Some of the ideas were good, but virtually none of them came off. The Pelican Club take-off on Billingsley's Stork Club show, for example, could have been top satiric comedy. It wasn't. The Foreign Legion episode could have been riotous, but it was much too long and played the El Schlemiel gag ad nauseum. The Hawaiian routine was the only bit which even approached the Slickers' real potential, with a neat surprise blackout in which Skinny Jones joined an acro trio and displayed an unexpected piece of muscle work.

"Boy" Numbers

Helen Grayco's *Mad About the Boy* was a standout change of pace item. It was effectively produced, utilizing excellent mood lighting and a group of male dancers, which neatly complemented Miss Grayco's fine song-selling. Similarly, the boiler-factory atmosphere was nicely halted with a tasteful song and narration job by Jan Peerce on *What Is a Boy?* Here again top-notch production sold the number to the hilt.

For the next time around, Spike would be well-advised to concentrate the greatest comedy writing talent he can find on building material suitable for his Slickers' zany abilities. This one was strictly in the two strikes department. *Joe Csida.*

Tums Hollywood Theater

RADIO — Reviewed Tuesday (18), 8:30-9 p.m. EDT. Sponsored by Lewis-Howe Company thru Dancer - Fitzgerald - Sample via National Broadcasting Company. Producer-director, Jack Johnstone. Script this show, Stuart Jerome. Music, Jeff Alexander and his orchestra. Announcer, Don Wilson. Cast: Barbara Stanwyck, others.

Barbara Stanwyck's reading of the principal role of *Winter Holiday* was a tour de force. In a suspenseful drama of a woman in a snowbound lodge stalked by a prowler, Miss Stanwyck skillfully keyed her performance from the vague suspicion thru growing anxiety to stark rage and terror.

The script she had to work with, however, was not of a caliber to set the show as a whole in the top notch. While it presented a tense and scary circumstance and potent lines for Miss Stanwyck's talent, the script did not in itself build the sense of danger as it might have, nor did it have the kind of healthy twist at the end to leave listeners satisfied. This might

A. L. Alexander's Mediation Board

RADIO — Reviewed Tuesday (18), 2:30-3 p.m. EDT. Sustaining across-the-board via WOR, New York. Producer-director, A. L. Alexander. Moderator, Alexander. Panel, Dr. John Haynes Holmes, Charles Hanson Towne, Arthur Garfield Hayes.

A. L. Alexander's Mediation Board is a rehash of previous Board broadcasts, advantage being problems, via transcription, then fill in listeners on the outcome of each case.

Any program that caters to the morbid curiosity of listeners by letting them tune in on a public airing of human misery, is bound to border on the sensational and this series is no exception. However, Alexander and his board members were kinder than most, on the show caught, (18), and their questioning seldom smacked of the sadism practiced by another advice counselor, who apparently delights in twitting his victims over the air about moral shortcomings.

First case involved an unmarried mother, who had given her baby to a childless couple before its birth. The foster mother claimed that the girl (who had since married) refused to let them adopt the child as promised, and constantly threatened to take the baby away from them entirely. After questioning both parties, the board advised the girl to either take the baby away immediately, or let the couple adopt him legally. The foster mother was obviously in tears thruout and her very sincere sounding sobs must have made rather painful listening for more sensitive dialers.

Second case was less tragic, presenting the plight of a mother who was afraid her young daughter was ruining her life by refusing to socialize. Daughter's side of it was that mother constantly nagged and her associates at work were not the kind she wanted for friends. Panel condemned mother's nagging and told the girl she was a snob.

In his brief follow-up on each case, Alexander said that the first young woman decided to take her baby and the couple was now making a satisfactory adjustment to the loss. The second case, was solved when the anti-social young lady went into nursing.

This authentic variation on soap opera is bound to hold a strong fascination for many, so the series should fare well listenerwise. *June Bundy.*

have been derived from a throw-back identification of the prowler, but he remained anonymous to the end.

Come the Cops

The wind-up had the lady and her small son trapped in a darkened bedroom, while the potential killer mounted the stairs and approached the door. It was the perfect set up for "tag, you're it," but the police arrived in the nick of time.

The script did draw an effective contrast to the prevailing horror in the character of the little boy. Because he suffered asthmatic attacks whenever he got excited, his mother had to conceal her own fright from him thruout.

The show kicked off a series of Coast originations that will have a different screen luminary on each. Miss Stanwyck and her director set a high standard for the rest to follow.

The mid-commercial for Tums was in dialog form; the last was straight praise for the pills' soothing effect on unsettled stomachs. *Gene Plotnik.*

CAPSULE COMMENT

Lux Radio Theater (Radio), CBS, Monday (17), 9-10 p.m., EDT. First radio adaptation of "Sunset Boulevard" spotted Gloria Swanson and William Holden in their original roles. Since Miss Swanson relied chiefly on visual impact to put over her part of the aging silent picture star in the film, she lost quite a bit of impact on the air. Holden, on the other hand, conveyed the exact shadings of his original hero-heel interpretation in the flicker. Script cutting job was competent enough, altho act breaks consistently bypassed logical curtain spots. (See Another Look in this issue.)

A. L. Alexander's Mediation Board (Radio) WOR, Tuesday (18), 2:30-3 p.m. EDT.

A rehash of previous Board broadcasts, advantage being that Alexander can air the problems via transcription, then fill in listeners on the outcome of each case. Any program that caters to the morbid curiosity of listeners by letting them tune in on a public airing of human misery, is bound to border on the sensational, and this series is no exception. However, Alexander and his board members were kinder than most on the show caught (18), and their questioning seldom smacked of the sadism practiced by another advice counselor, who apparently delights in twitting his victims over the air. (See full review this issue.)

Kate Smith Evening Hour (TV), NBC-TV, Wednesday (19), 8-9 p.m. EDT.

Preem performance was strong on talent but woefully weak on sound production values. The National Broadcasting Company obviously spent a lot of long green to support Miss Smith's new video venture, which makes it even more difficult to understand why the program was burdened with sloppy camera work, distracting sets and unimaginative direction.

It's a tribute to Miss Smith's undeniable artistry that she still managed to come over as a warm likeable personality—reasonably in command of the situation—even when forced to wander around a dance floor warbling solo, while the ballet kicked its heel in her face. (See full review this issue.)

Paul Winchell (TV), Monday (17), 8-8:30 p.m., EDT, NBC-TV.

Winchell has technique, but also a flair for characterization, a sense of showmanship. The Jackpot, the \$25 for those who don't, are added attractions. (See full review this issue.)

TV Disk Jockey (TV) WBKB, Chicago, Monday (17), 10:15-10:30, CDT.

Another attempt to transform radio income producer into television was handled competently by Randy Kent, but the over-all effect of the 15 minutes of records with co-ordinated films was not strong enough to keep continued viewer attention. (See full review in this issue.)

So You Think You Know Music, (TV), WNBC, Thursday (20), 10:30-11 p.m., EDT.

A dismal video treatment of the former radio quizzer, "So You Think You Know Music." Henry Morgan made himself conspicuous by his insipid japeries as the moderator. Still has possibilities, but must be produced knowingly. (See full review in this issue.)

Crime Syndicate

TELEVISION—Reviewed Tuesday (18), 9-9:30 p.m., EDT. Sponsored by Schick, Inc., thru Kudner via Columbia Broadcasting System TV. Producer, Jerry Danzig. Director, John Peyser. Writer, Whitfield Cook. Announcer, Jim Nolan. Narrator, Rudolph Halley. Cast, Dennis Dingate, Gene Lyons, Nola Chilton, Edwin Dorsey, Remo Pisani, David Leonard, Jack Delmonte, Charles Eggleston, Ben Yaff, Jack Kludman.

Racketeer Frank Costello has probably made more than one entertainer a star, but it's a safe guess that despite all he's done for Rudy Halley, the hisping inquisitor just doesn't have enough professional performer in him to challenge the Berles, the Sinatras, or even the Sullivans.

Crime Syndicate runs along these lines: After the Shick people sell their electric razor, the camera focusses on Halley, who reads a description of the particular crime problem with which the show is about to grapple. Then, live and filmed, and very professionally produced, too, a good grade crime thriller unfolds. The debut show traced a dope shipment operation from Mexico to a New York nitery, The Flamingo. The hat chick is in with the FBI, and helps bring the culprits to book. The affair gets as far as the first day in court, with the gal about to identify the witnesses. But she breaks down after one of the mob, seated among the spectators, shoots her a Mafia gesture signifying crossed stilettos and pistols.

Sure enough, after she is escorted to her hotel room by a cop, a human fly type appears on the ledge, parts the venetian blinds, and blows her brains out with his Luger. Dissolve to Halley, who proceeds to "document" what has transpired.

Halley Explains

He explains that witnesses in this type case disappear and die off like all get out. He says that the burden is on us, the voters, because the cops are practically helpless, but he doesn't say why. A sample of the inside type information which he offered was: "In order to make an arrest, the police must get enough evidence to prove a case in court." This blindingly illuminating news flash must have fallen as refreshing rain upon the information-parched taxpayers looking in.

The Halley is reportedly donating part of his fee to "crime-combatting charities," there is something uncomfortable about his appearing as a narrating adjunct to what is nothing more than a good action thriller. His expertizing doesn't really add anything to the playlet. The attempt to add a new dimension, to develop a really pertinent public message, to give a professional insight into the operations of the crime syndicate just didn't come off. The loss of dignity is even more pointed by the commercials, which keep reminding the public that Halley is really there to sell razors, not to arouse a fighting public opinion.

The magnificent, spontaneous, Kefauver show in which Halley played so brilliant a part will never be forgotten. This foray into the sale of razors was ill advised; Halley, the White Knight, has been transformed into Halley the amateur actor, haltingly delivering made-up lines in an insincere, commercial venture. *Jerry Wexler.*

Gabby Hayes

TELEVISION—Reviewed Thursday (13), 5:15-30 p.m. EDT. Sponsored by the Peter Paul Company thru Maxon, Inc., via National Broadcasting Company-TV. Producer, Martin Stone.

This program is a Monday thru Friday strip and is not to be confused with Gabby Hayes' 30-minute Sunday airtel for Quaker Oats on NBC-TV. Quaker Oats sponsors the Monday and Friday slots of the quarter-hour program, with Peter Paul candy taking up the tab for the Thursday quarter hour. Two days are still open.

The Thursday show is called *The Double Bar M Ranch*. It's a very simple format, consisting merely of brief Western films, or portions thereof, preceded and followed by the appearance of Gabby. Gabby's talks lead into the commercial. He may josh the nature of the film, or tell a windy, far-fetched yarn about his old uncle, but he finally works into the commercial. When he does, it is something worthwhile to listen to and watch. Gabby, dressed as an old cowhand and photographed against a suitable background,

Dance to Fame Contest

TELEVISION—Reviewed Sunday (16), 10:30 to 11 p.m. Sponsored by MacLevy Dance Studios via WOR-TV, New York, thru Associated Advertising Service. Producers, Henry Weinstein and Art "Pancho" Raymond. Director, Henry Weinstein. Emcee, Art Raymond.

This stanza never will go down in history as any great shakes, despite the fact that there's plenty of torso-shaking on it. The program is obviously a real cheapie, the premise of which is to find the top terp team in each of four dance classifications: rumba, fox trot, waltz and Lindy. Each week's program has three couples competing in each of these groupings, with the winners presumably to be matched against winners of future shows in a grand elimination.

Disk jockey Art "Pancho" Raymond handles the emcee chores and can hardly be said to have distinguished himself. Each couple is introduced by Raymond, a little is said about each contestant's background and employment. He invariably tossed in a little comment to each gal, such as, "You're such a doll, you're so pretty," and to her partner, "You're handsome too." It became a bit wearing.

Sloppy Shots

Obviously canned music was utilized, and camera work during the terping sequences was shoddy, with some couples getting excessive time and others hardly covered, and with camera angles not too good for the most part. It would help if each couple were assigned a specific floor area, and then were lensed individually, without the others getting into the picture.

A panel of three judges decided on the winners in each group. One was Ed Payne, general manager of the MacLevy companies. Another disturbing factor about the show was that, at the end, the names of the four winning couples were reeled off hurriedly, and the viewer in all probability was unable to relate the names with the people who were contestants. It would be far wiser to make a big thing of bringing out the winning couples for a weekly award.

All told, there seems little prospect of this ever becoming a program of really general interest. *Sam Chase.*

Kate Smith

RADIO — Reviewed Tuesday (18), 12:05-12:45 p.m. EDT. Participation sponsorship via WNBC, New York. Director, Steve White. Writer, Steven Krantz. Cast: Kate Smith, Ted Collins.

Kate Smith's new across-the-board series over WNBC, New York, is virtually the same disk-and-chatter show the singer previously piloted for Mutual. At one time, Kate Smith was one of Mutual's biggest money makers, and chances are she'll do equally well in her new spot, in view of her loyal radio following and new audience-building stints on TV this fall.

Personally, this reviewer gets more out of Miss Smith on TV, where she is more apt to warble than was philosophical. However, since this 40-minute seg is spotted in an advantageous time slot (Mary Margaret McBride doesn't come on until 7 p.m.), the series should click big with the housewife.

For some reason, Miss Smith's long-time associate, Ted Collins, seems to dominate the proceedings more on radio than in video. On the show caught he gabbed so incessantly (first with the singer, then with the head of New York's Anti-Crime Committee) that one might suspect the series was *The Ted Collins Show*. The man undoubtedly has his fans, but the star of the show is and should be Kate Smith.

Mike talk ranged from the tragic "Last Farewell" of Sister Kenny to the over-looked educational advantages of TV for children. Disk programming, of course, featured several platters by the star. *June Bundy.*

breaks open a bar of Mound's candy. This so affects him that his fingers tremble visibly, his jaw works excitedly, and he moans delightfully. The very working of the commercial becomes less important as Gabby gets in the groove and let's himself go, muttering about the delights of the product.

The film itself seemed a typical sagebrush saga with standard bandits, stage coach and holdup. Gabby's commercial proved more interesting by far.

Joe Clair, of the Martin Stone office, and Gabby Hayes work up the scripts. *Paul Ackerman.*

Television, Here She Comes . . .

Coral Records' Fast-Rising Song Star

LORRY RAINÉ

WHAT THE CRITICS SAY:

BILLBOARD (Sept. 22, 1951)

"Half-a-Love" Rating B+
A superior new ballad gets a warm whispery go from thruout, with an effective orking in back.
*Excellent.

VARIETY (Sept. 12, 1951)

"Lorry Rainé improves with each new slice. Miss Rainé sells 'Half-a-Love' in an unpretentious manner and her warm delivery should catapult it into the hit brackets. 'C'est Vous' projects a pleasing sentimental mood."

DAILY VARIETY

(Hollywood, Sept. 14, 1951)

"Lorry Rainé has left London Records and, in catching on with Coral, right off whisks out two very good ideas. She's first to market 'Half-a-Love,' a quietly effective rhythm ballad, which Miss Rainé should have on the rungs of the hit list. 'Vous' is deftly sold, too . . . orchestral backstopping is extremely fine, and Miss Rainé has the art of investing a lyric with feeling and putting a glow to her phrasing."

Personal Management

TIM GAYLE

151 Wrightwood, Chicago

TV Direction

HARRY KALCHEIM

14 William Morris Agency

The Jack Benny Show

RADIO — Reviewed Sunday (16), 7-7:30 p.m. Sponsored by American Tobacco Company thru Batten, Barton, Durstine & Osborn. Via CBS. Producer, Hildard Marks, Writers, Sam Perlin, John Tackaberry, Milt Josephberg, George Baltzer. Cast: Jack Benny, Mary Livingstone, Phil Harris, Dennis Day, Eddie (Rochester) Anderson, Don Wilson, and the Sportsmen Quartet.

You've heard this one a couple of hundred times before. And it's still great. All characterizations naturally continue unchanged: Dollar-student Benny, hipster Harris, dumb Day, beleaguered Rochester, et al. The singing seems to improve with Day, particularly on Too Young, seeming in better voice and singing with more artistry than this reviewer has ever heard him. The Sportsmen also seemed to have acquired a new sparkle.

In spite of the show's continued excellence, it figures to have tough sledding in video areas with the Paul Whiteman show, Gene Autry and Leave It to the Girls bucking it. It will stay high in the ratings, but probably show a steady decline in homes reached.

Joe Crida

TV Disk Jockey

TELEVISION—Reviewed Monday (17) 10:15-10:30 CDT. Sponsored by Wildroot thru B. B. D. & O. via WBKB, Chicago. Director, Phil Bondelli. Cast, Randy Kent.

The unrelenting determination of telecasters to bless their audiences with disk jockey shows has taken its latest form in Chicago in a 15-minute segment with Randy Kent two evenings a week. Kent did a creditable job on the first show—as much as you could expect from the material.

Kent was friendly, personable and good looking. Set was merely a desk with 45 record player spinning at his side and a gray backdrop. Kent was seated at desk. He used three numbers with films supplied by Screen Gems, Inc. They were Artie Shaw's Dancing in the Dark, Red Foley's Chattanooga Shoe Shine Boy and The Musicians by the Shore-Hutton-Martin-Harris combination. The pictures had good quality for TV, with the first two using dancing figures against plain black and white backdrops. The Musicians was a fairly good animated drawing with action integrated to the record.

Kent's hair dressing commercials were recently brief, and his chatter between records also was restrained. The show was everything that a show of that nature should be, but there still is serious doubt if they will ever get much beyond the status of filler.

Jack Mabley

From the Top

TELEVISION — Reviewed Wednesday (19), 8:30-9 p.m. EDT. Sustaining via New York Jerry Jerome and orchestra. Guests: Thelma Carpenter and the Three Flames.

Bucking such web items on Gotham outlets as Kate Smith and Arthur Godfrey, not to mention the Paul Dixon show on WJZ-TV, this fast-moving every-other-week half hour is obviously attempting to cut itself a slice of audience to whom the aforementioned airers would have small

(Continued on page 56)

The Nelly Golette Show

TELEVISION—Reviewed Tuesday (18) 8-8:30 p.m., EDT. Sustaining via WOR-TV, New York. Producer, Lyle Engle. Director, Roger Bower. Writer, Lyle Engle. Cast, Nelly Golette.

Miss Golette, a painfully vivacious French import, offers 15 minutes of songs in both French and English, using a delivery so classically Gallic that it might be a classically night club satirist's summa-clever night club satirist's summa-

(Continued on page 56)

Live Like a Millionaire

TELEVISION — Reviewed Friday (21), 10-10:30 p.m., EDT. Sponsored by Grove Laboratories thru Gardener Agency. A Master-son, Reddy & Nelson package, via Columbia Broadcasting System. Producer, Jerry Bowene. Director, Ed Leftwich.

This is the latest of the gimmick giveaway shows to hit the air and its chief lure is that you can "live like a millionaire" for a week if the applause meter, here called a millionmeter, registers the right amount of decibels. This living like a millionaire is only an approximation, a rough one. The winner gets a Pontiac, a TV set, a watch, diamond ring, a week at Atlantic City and the interest for a week on a million bucks. The latter is enticing, but there's no explanation what the interest rate is, so computing the figure would be useless.

All in all it's a pretty embarrassing show. Operating on the theory that kids in living rooms are fun to watch, three youngsters, aged 4 to perhaps 8, are brought out by John Nelson, who looked ashamed of the whole thing. They are asked silly questions, and then go into a song or a dance. The three kids all mumbled replies inaudibly, and then either sang or danced. They showed one thing: kids their age should be in bed at that hour.

Family Talent

After each child finished, the parent or parents came out to do their act. The first was a young woman who played a guitar and attempted a Carioca. Both parents of the second youngster came out in Dutch costumes and played harmonicas, stressing the Sabre Dance. Why the costumes for a Khatchaturian number wasn't explained. Then came another little girl followed by her parents who did a song and dance act. They performed like pros and justly won the nod.

Camera work was good, but whoever picked what is casually referred to as the talent on this show, should be made to go way back and sit down.

The commercials, filmed, plus some live stills, were of the you-want-to-get-the-girl-then-use-Fitch-Shampoo kind.

Bill Smith.

All-Star Revue (Olsen & Johnson)

TELEVISION—Reviewed Saturday (15), 8-9 p.m. EDT. Sponsored by Snow Crop thru Maxon; Pet Milk thru Gardner, and Kellogg's thru Kenyon & Eckhardt via National Broadcasting Company TV. Producer, director, Leo Morgan. Associate producer, Bill Harmon. TV director, Sidney Smith. NBC production supervisor, Pete Barnum. Writers: Olsen and Johnson, Phil Davis, Marvin Marx, Stan Burns, Herb Sargent, J. C. Olsen. Cast: Ole Olsen and Chic Johnson, Two-ton Tessie O'Shea, J. C. Olsen, June Johnson, Marty May, John Melani, the Dunhills. Musical conductor, Milton DeLugg.

Zany audience participation, scouting youthful talent and vaude presentations have all proved their video appeal so the O and J turn on All Star, combining all three should have no trouble contributing its share to grabbing Saturday night audiences for the sponsors and NBC. The audience will not be the same as enjoyed the previous week's Pinza stint, but it will be substantial nevertheless.

Even on as slambang a potpourri as the O and J package, however, there should be some limits to poor taste displayed. The Kellogg commercial built around a guy standing on a building ledge, ready to jump, because he had nothing to live for was one of the most horrid examples of bad taste ever witnessed by this viewer. Bit concluded with a cop getting the guy to forego the leap by feeding him

(Continued on page 56)

Juvenile Jury

TELEVISION — Reviewed Sunday (16), 3:30-4 p.m. EDT. Sponsored by Minnesota Mining and Manufacturing Company via National Broadcasting Company-TV thru Batten, Barton, Durstine & Osborn. Producers, Jack Barry and Dan Enright. Director, Craig Allen. Emcee, Jack Barry.

After a summer stint in which the show developed steadily, Juvenile Jury has acquired a regular TV slot of its own, on behalf of Scotch tape. The "jury" of five panelists, ranging in age from 3 to

(Continued on page 56)

CAPSULE COMMENT

The Arthur Murray Party (TV), Wednesday (19), 9-9:30 p.m., EDT.

Terp king's new network show is slotted in an advantageous time period—the only variety format scheduled at 9 p.m. However, initial performance was not up to the smooth production standard set by Murray recently on his local tele-airer. Emcee Kathryn Murray's biggest asset on video is her ability to make a show seem more like a home than a half-hour program, a technique which she obviously couldn't apply when the cameras kept her at arm's length from guests, as they did on this show. (See full review in this issue.)

We, the People (TV), NBC-TV, Friday (21), 8:30-9 p.m., EDT.

Smartly paced with bulk of entertainment on film—a new innovation Dan Seymour dreamed up during the summer to hype tempo of his fall programing. Heretofore the video version lacked the full human interest stature of the radio show, because the necessarily static interviews sapped much of the program's color. The new film format, tho, eliminates this flaw, and results are even more satisfying now than the air broadcasts. (See full review this issue.)

Texaco (Milton Berle), Tuesday (18), NBC-TV, 8-9 p.m., EDT.

Berle is back, unchanged. Has lost none of his abundant energy, brashness and unquestionable talent at machine-gun style fun making. Nor his tendency to overdo things and lean slightly in the direction of bad taste. Since CBS's Sinatra-show plans, bucking Berle, are in jeopardy, Miltie figures to continue top dog. But taste, schmaltz — phooey. Big chunks of viewers apparently don't care. (See full review this issue.)

Versatile Varieties (TV), ABC-TV, Friday (21), 9:30-10 p.m., EDT.

This musical comedy with a cast of children is, because of sets, costuming and performers, just a little above the grade of an amateur production at a grammar school graduation. Switch to the

(Continued on page 56)

The Arthur Murray Party

Reviewed Wednesday (19) 9-9:30 p.m. EDT. Sponsored by Arthur Murray, via ABC-TV, N.Y. Producer: Frederick Heider. Director: Leslie Gorall. Hostess: Kathryn Murray. Cast: Fran Warren, Bill and Cora Baird, Herkie Styles, David Street and Mary Beth Hughes.

Arthur Murray, who has been on every network in video, is back with ABC again, after sitting out the summer on local station WNBT, N. Y. The top king's new show is slotted in an advantageous time period as the only variety format stanza scheduled at 9 p.m. However, initial performance was not up to the smooth production standard set by Murray recently on his local tele-airer.

Striving for a gimmick opening, the show came on with a distinctly un-party-like low note, which was sustained for several seconds while the camera coyly "hunted" for Mrs. Murray. When they finally located her, she introduced David Street and Mary Beth Hughes (sitting on the other side of room) by long distance—a far from cozy camera setup. Later in the show, Mrs. Murray was forced to stand by their table and chat, while Street remained seated, and Emily Post presumably passed out.

Street and his pretty frau scored a personal hit with their smooth dueting, but it wasn't smart booking to have another thrush on the same bill with Fran Warren. Latter canary was completely cut off from the party, via a wall-flower pose by the window, where she warbled Don't Take My Love From Me. Incidentally her new Grecian top knot looked terrific in profile.

High and low spots of the musical were Bill and Cora Baird's

(Continued on page 56)

For many other radio and television developments in the nation's capital read Ben Atlas' Washington Once-Over on Page 2 every week.

Mex. TV Outlet Moves to Tex. As U. S. 108th

NEW YORK, Sept. 22.—A new station joined the video union this month, when Mexican TV outlet, XELD, moved over the border to Brownsville, Tex., to become the 108th television station in the United States. In line with the switch, Sherrel Edwards, station's manager, arrived here last week to close an affiliation deal with the Columbia Broadcasting System and line up some TV film packages and features.

Sherrel reportedly brought several film packages here, including a group of National Broadcasting Company flickers and a package of shorts from Sterling Television. Altho XELD will aim its advertising at markets on both sides of the border, their video programing (live and film) will be English only for the present. However, the station is owned by Romulo O'Farrill, head of the biggest newspaper chain in Mexico, so XELD will undoubtedly go bi-lingual in the future.

"Crossroads" Goes ABC-TV

NEW YORK, Sept. 22.—American Broadcasting Company this week bought King's Crossroads, a half-hour film short series, from Sterling Television Company. ABC-TV will program the package on alternate weeks in the Celanese Theater time Wednesday from 10-10:30 p.m.

The web has scheduled the series on its New York outlet, WJZ-TV, and will offer the package to its affiliates soon on a co-op sales basis. Sterling will assist in the sales pitch via special gratis promotion kits for each station. Crossroads, which includes more than \$2,000,000 worth of film production, is a combination package, with two or three short subjects integrated into a half hour via filmed narration sessions, with Carl King as emcee.

Ronson Drama Series to ABC

NEW YORK, Sept. 22.—Ronson this week bought the 9:30 to 10 p.m. slot on Sundays from the American Broadcasting Company for a radio dramatic series to originate in Hollywood and feature name film stars. Title still is unset, with the series to bow October 7.

Initial stanza will feature Cornel Wilde and Jean Wallace in a script titled The Joyful Beggar. Grey is the agency. The program replaces the sustainer, Dr. Gino's Musicale, which had been in that slot.

Capt. Video Is in Trouble

NEW YORK, Sept. 22.—General Foods this week was considering slashing its Captain Video strip from 30 minutes to 15 minutes across the board. The Du Mont airer now is in the 7 to 7:30 p.m. slot. Ratingitis is believed the reason.

WKRC Buys Into WBIR, Knoxville

CINCINNATI, Sept. 22.—Radio Cincinnati, Inc., here, which owns and operates WKRC and WKRC-TV, last week concluded negotiations for an estimated 20 per cent interest in WBIR, Knoxville, Hulbert Taft Jr., executive vice-president of the local corporation, announced.

Gilmore N. Nunn, president of the Nunn company, which retains 80 per cent of WBIR, and also operates stations in Lexington, Ky., Amarillo, Tex., and Ashland-Huntington, W. Va., said that "We feel that Radio Cincinnati's experience with WKRC-TV should be helpful in setting up a television station at WBIR when and if such a license is granted by the Federal Communication Commission."

Taft said that if the FCC allows TV at WBIR his company has an option to increase its percentage of ownership, but not to a majority interest.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Zoo Parade

Reviewed Sunday (16) 3:30-4 p.m., CDT over NBC, Chicago

Marlin Perkins, director of Chicago's Lincoln Park Zoo, seems to have equal success charming animals and people. On this show the cameras were outdoors at the bear cages, and every bear came thru at the right time with the right trick for Perkins. Cameras were used not only for shots thru the bars, but in a particularly effective angle from the runway over the bear caves. The polar bear jumped into the water, and a big brown specimen called Leaping Lena did a telegenic hopping act which earned her name.

The show was typical of the top performances by Perkins and animals every week from the zoo. Perkins really knows animals, and is completely natural before the cameras. Each week's show is pegged on a theme, such as bears, or animal superstitions, or snakes.

The show is a natural for the dog food sponsor, automatically attracting animal lovers. One particularly effective commercial was an animated cartoon on the before-and-after theme. A special value of Zoo Parade is that it probably can go on forever, or at least until people tire of animals—a prospect which doesn't appear too immediate.

Jack Mabley.

'Auctionbucks' New Giveaway

HARTFORD, Conn., Sept. 22.—Another radio give-away idea has been developed by a former Connecticut newspaperman, Henry F. Auger, until last week a member of The Bridgeport Post and Telegram editorial staff. Auger's show is Auctionbucks, a radio auction.

The idea is this: Periodically, a list of merchandise items are put up at auction over the air by the sponsoring radio station. Any listener may telephone in a bid. No bidding is done with cash, however, this is handled with "auctionbucks."

The first auction is slated for October 27 on WLIZ, Bridgeport, which is pioneering the idea. Several hundred merchants are already distributing "auctionbucks," according to Philip Merryman, president of the Bridgeport Broadcasting Company. "We went for this idea in a big way," he said, "as soon as we heard of it. It fulfills the very human desire for 'something for nothing.' The public really gets something for nothing; the merchants get more business."

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Lux Radio Theater

CBS, Monday (17), 9-10 p.m. EDT, Hollywood

Lux Radio Theater presented the first radio adaptation of the Academy Award winning movie, Sunset Boulevard, on the show caught (17), with Gloria Swanson and William Holden in their original roles.

As a movie, Sunset Boulevard derived much of its sock audience impact from the visual fascination of Miss Swanson's portrayal of a fading silent picture star. Altho the character was clearly demoted, Miss Swanson created quite a bit of sympathy via pantomimed pathos. On the radio this sympathy was entirely lost and the role registered as nothing

(Continued on page 56)

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WE DELIVER WHAT WE ADVERTISE

Youth Movement Sweeps Disk Field as Kids Top Hit Lists

Newcomers Blast Veterans Off Polls, Sparking Vast New Talent Search

Continued from page 1

ness a year ago; the label also made Tennessee Ernie and Les Baxter names of contention. The plain facts, according to the current *Billboard* best-selling lists, show that 18 of the top 30 recordings were made by artists who are either completely new or have only in the past year come into the limelight. Bennett, three months ago a virtual nonentity, is leading the pack with the first and second best-seller items, *Because of You* and *Cold, Cold Heart*. Previously, the top disk

seller was Rosemary Clooney's *Come On-A My House* and Les Paul and Mary Ford's *How High the Moon* was the topper earlier in the year. Only Nat Cole, with his *Too Young*, was able to break thru the youth barrier to make a number one disking this year.

The youth movement has inspired extensive searching and experiment among the major diskers. Capitol Records alone has at least half a dozen projects in the works. Newest addition is tenor Bob Sands. Diskery also has been priming Mary Mayo, Giselle MacKenzie, Helen O'Connell, Bob Eberly, and Norman Kaye.

Columbia's building program, in addition to carefully following thru on Bennett, Miss Clooney and Mitchell, currently includes such newcomers as Champ Butler, Toni Arden and Burt Taylor.

Victor is preparing an extensive build-up for thrush June Valli, whose first disk has not yet

reached market, and for warbler Merv Griffin.

MGM is making the fling for youth with thrushes Cindy Lord and Barbara Ruick as well as TV singer Bill Hayes.

Most extensive search for new talent is at the Decca plant, which has had the youth movement pay off with The Weavers, Don Cherry and Jane Turzy. Diskery has inked a considerable load of untried artists in the effort to find a hit formula now that Crosby, the Andrews Sisters, Dick Haymes and other of the staples have slowed to a walk on current recordings, tho their standard catalog stuff still represents a huge chunk of the firm's income. Diskery has inked such untried talents as Roberta Lee, Jeri Southern, Cy Coleman with a vocal group idea, and Arthur Prysock. Diskery is on the prowl for additional young artists and has on tap at least a few new inkings.

PSYCHIATRY

S&S Distribs Therapeutic Disk Releases

HOLLYWOOD, Sept. 22.—A Beverly Hills, Calif., psychiatrist, Dr. David H. Fink, will cut a series of therapeutic platters for release and distribution thru Simon & Schuster, New York. Initial LP disk will be out within a month and have on one side *How to Relax* backed with *An Aid to Promote Sleeping*. Each side runs approximately 18 minutes. Shellac originally was made for Dr. Fink's patients and met with such success it was decided to release the talks to the general public. LP's retail for \$5.

Second in the therapeutic series is a talk on asthma which will be sold only thru medical prescription. A platter on Thoracic (lung) surgery is also in the works. All diskings will be etched with the combined advice of other doctors.

The "sleep" side contains soft direction and should be played while in bed. Fink has completed much research in the field of sleep and its allied branches. S&S published the doctor's book, *Release From Nervous Tension*. Original disks made for Fink's patients were pressed by Sapphire Record Company. Present wax label will be known as Therapeutic Records.

Decca Adds to Pop Roster

NEW YORK, Sept. 22.—Decca Records this week made several new talent acquisitions for its pop roster. The diskery completed an artist deal with Dave Barbour to serve as an orkster. The waxery inked thrush Jeri Southern to a term deal; she last recorded for London Records. Ronnie Gilbert, thrush with the Weavers, also was signed to a pact to do a single. Miss Gilbert already has recorded, and her first coupling, *Calla Calla* and *Bela Bimba*, has been tagged for rush release. Pianist Cy Coleman was signed to make sides with rhythm section and vocal group.

The diskery also completed a trio of resignings. Thrush June Hutton was renewed as were the Mad-Caps, a harmonica twosome. Frank Froeba was renewed to make another *Old Time* piano album, his third.

Tony Bavaar To Victor Wax

NEW YORK, Sept. 22.—RCA Victor is negotiating a disk pact with singer Tony Bavaar who is now holding down the juvenile role in the *Paint Your Wagon* musical starring James Barton and Olga San Juan. Final papers are expected to be signed within a week. Before copping the legit musical role, Bavaar had been working locally on TV.

Aside from the new disk pact, Bavaar will make the original

Cap's "Cavalcade" Spotlights Artists

P.A.'s Designed to Build Record Sales; Public, Dealer Good Will; Intro Artists

Continued from page 1

successful, similar *Cavalcades* of both Western and pop fare will be packaged by the label and launched nationally. In its inception, Cap's *Cavalcade* is similar to the *Mercury Caravan* which fostered tours of its artists a few years ago. From all reports, Mercury was pleased with the *Caravan's* reception.

Cap's *Cavalcade*, to start rolling October 10, will include diskery's Jimmy Wakely, Jimmy Dolan, Eddie Dean, Skeets McDonald, Gene O'Quin, Leon Payne and Dottie O'Brien. Bands will be picked up in each of the localities where the show will appear. MCA one-nighter booker, Pierre Cossette, who's setting up dates for the show's tour, is asking \$1,000 guarantee against 60 per cent of the gross. Each of the *Cavalcade's* participating artists will share equally in the money, irrespective of billing or prominence.

Dates so far set include following California towns: Bakersfield, October 10; Fresno, 11; Sacramento; 12; Richmond, 13, and Salinas, 14. Dates are tentative and may be reshuffled. Close tie-ins will be made with Western dee-

jays, as well as dealers and juke box ops. Long Horn Joe (Wally Elliott), country deejay on Oakland's KRON, will act as promoter of the Richmond date. Other promoters haven't as yet been set.

Chi Pubbers On D. J. Trek

CHICAGO, Sept. 22.—Pubber Jack Robbins and his new partner, Ed Kassner, this week started a new contact trend with the two pubbers themselves out covering Midwest d.j.'s. Robbins told *The Billboard* that he will remain in Chicago three weeks covering various plug outlets, concentrating on d.j.'s, while Kassner covers Detroit and Cleveland for the same period with stops at Buffalo and Rochester, N. Y. Jack Ross is covering the New England territory. Robbins and Kassner intend to make this a regular procedure in the future.

While here, Robbins picked up a Midwest sleeper, *Oh, How I Love You*, from Art Kassel, the band leader, and Marty Bloom, who co-wrote the tune. Tune, which first came to attention via a Sharp recording by Gloria Hart, Kassel's band vocalist, has already been cut on three other labels.

cast recordings of the show for RCA Victor. The musical is currently in Philadelphia at the Shubert Theater.

Cleffers See Need To Pull Together

Group to Examine Writers' Classification Formula and Suggest Possible Changes

NEW YORK, Sept. 22.—Special meeting of nearly 400 cleffer members of the American Society of Composers, Authors and Publishers was held at Hotel Plaza Thursday (20) to discuss possible revisions of the writer distribution plan. Meeting resulted from the H. J. Lengsfelder petition (*The Billboard*, September 15).

Much debate and bickering attended the presentation of the Lengsfelder plan, but its author expressed himself as being ready to support any fair plan. Lengsfelder's formula calls for an allocation of 30 per cent for seniority, 30 for availability and 40 for performance, and also provides for an availability committee to judge

CRG Expands, Names Two

NEW YORK, Sept. 22.—Children's Record Guild has reorganized its record-toy trade set-up to strengthen the kidiskery's position in the field. Firm this week named a sales promotion and publicity chief, added personnel in sales and shipping departments and named a special rep for the education field. Bill Simon, former *Billboard* staffer and pop record reviewer for *The Saturday Review of Literature*, was appointed to the sales promotion and publicity post.

Miss Marion Mandel, formerly with Childrer's Press, Chicago, was named special rep in the education field to promote the kidisks to libraries, schools and civic and church groups. Added to the sales staff were Irwin Trautfield and Stanley Pressman. Simon, who will work under Sales Manager Irv Katz, will also handle disk jockey services for CRG.

LAST BIG PUB IN PHILLY CLOSES

PHILADELPHIA, Sept. 22.—With Robbins, Feist & Miller shuttering its Philadelphia branch office, it marks the first time in 50 years that the city has been without an office representing a major music publishing house. Until his death recently, Jack Harris, veteran song plugger, was the local man for the Big Three—the lone remaining local branch. Jack Kopt succeeded him briefly, but now Philadelphia, which once rivaled New York as the Tin Pan Alley center, passes out of the picture completely. All that remains are a few hometown music publishing firms.

Back Trouble Shelves Paul

HOLLYWOOD, Sept. 22.—Les Paul-Mary Ford combo this week was forced to cancel all dates for eight weeks following its New York Paramount Theater date. Paul will undergo treatment on a slipped disk in his back. Pair closed Friday (21) at Buffalo's Town Casino and were slated to return immediately to the Coast, but decided at the last minute to attempt the Paramount date.

Paul is expected to be well by December, but General Artists Corporation will not sked any bookings until the early part of 1952. Top dates postponed are Casino Theater, Toronto; Circle Theater, Indianapolis, and Milwaukee's Riverside Theater. Duo loses an estimated \$28,000 in guarantees for the eight-week period, according to GAC. Also out is a guest shot on Perry Como's TV show, October 3.

Paul-Ford are tentatively set for their first Strip date, Ciro's, either in January or February. A Las Vegas date is also pending.

Victor Lawyers To "Go After" Disk Pirates

NEW YORK, Sept. 22.—Disk manufacturers were this week still being plagued by bootleggers pirating wanted recorded material (*The Billboard*, September 1). RCA Victor, however, decided to take immediate action to stop the bootlegging of its disks. Howard Letts, assistant general manager of the record division under Paul Barkmeir, stated that the diskery was "going after" offenders.

Letts' statement was, "We are actively and aggressively going after, and intend to prosecute, the offenders insofar as they concern RCA Victor." In the past the label has looked upon disk bootleggers as annoying but expensive to catch and prosecute. According to Letts, the company has reached the stage where it wants to grab the bootleggers and make examples of them.

Fran Warren Goes to MGM

NEW YORK, Sept. 22.—Thrush Fran Warren was signed to an MGM recording contract this week. Miss Warren inked a straight two-year pact with options. The act was negotiated by her manager, Barbara Belle, and MGM recording boss, Harry Meyerson.

Miss Warren left the RCA Victor diskery several months ago after almost three years with the firm. The MGM diskery, in its several-year history, has not yet come up with a star thrush, and Miss Warren is being geared by the firm to fill the vacancy.

Fox Gets Hike On Pop LP Rate

NEW YORK, Sept. 22.—Harry Fox, publishers' agent and trustee, has reached an agreement with diskeries providing for an increase in the royalty rate on pop LP's. The rate is now 1 3/4 cents per tune, as against the old rate of 1 1/2 cents. The hike is in accord with the increase in retail price—from \$2.85 to \$3.

All disk royalty rates, including 45's, are now on a 2-cent basis, with the exception of the above and the bargain disk packages being sold over the air. Rates on the latter are 1 1/2 cents per tune, totaling 6 cents per four-tune disk.

AFRICAN PHONO SAFARI

Cuts Veld Artists, Rep; Disk Market Nurtured

Continued from page 1

the Veld—or the Transvaal. The Africans, says Delmont, are very musical-minded. A native's first love, if he lives in the flat country, is a bicycle. Next to this he desires a gramophone. These are generally hand-wound and sell for about \$25. It's a rough price for a native to pay. Gallo assembles gramophones and also manufactures guitars and various types of instruments for the native trade in Africa, Australia and New Zealand. The instruments are types of drums, harps, horns, etc. One very popular kind is the Mbira, which is a block of wood, a sounding board, with numerous metal prongs, decorated with the skin of the Colobus monkey.

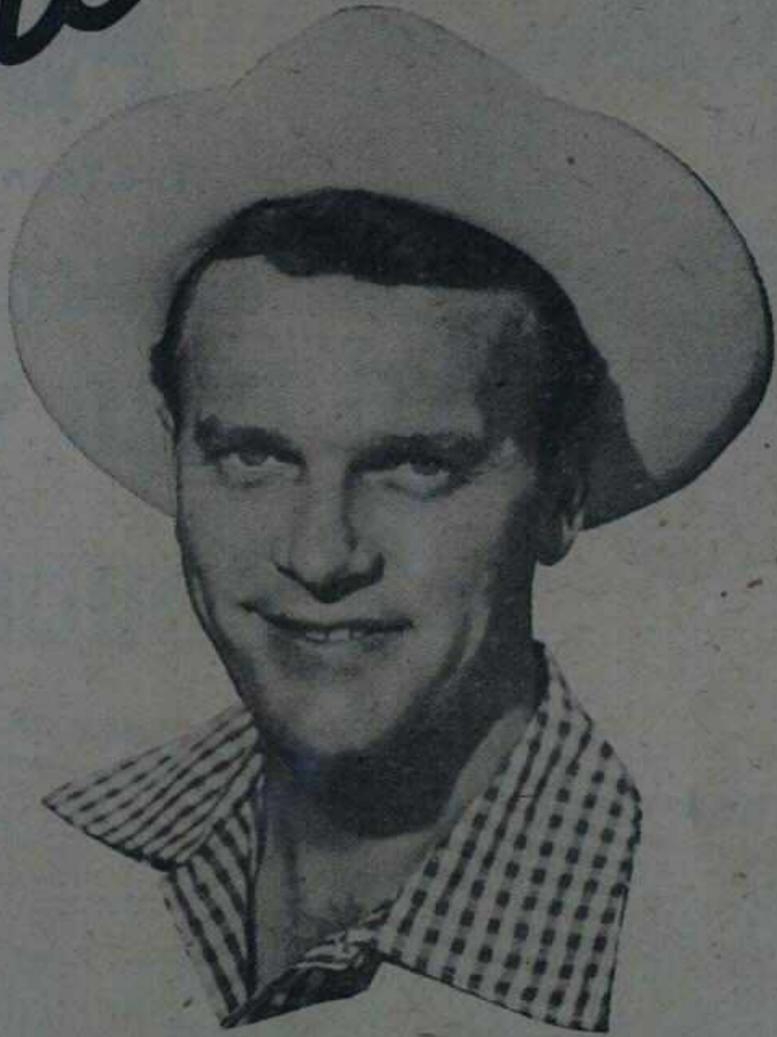
The European populace of Johannesburg and the larger cities are fond of American artists, as Bing Crosby, Guy Lombardo, Danny Kaye, etc. American tunes which were hits when Delmont left the country several weeks ago were *On Top of Old Smoky* and *Too Young*. Sheet music sale is small, owing to lack

of pianos, but is developing. Considerable nitery life exists in Johannesburg. The field fluctuates considerably, even as in the United States, but the number of spots operating sometimes run as high as 20. South African talent is used, as well as European bands.

There are two types of radio—government controlled and commercial. The government-controlled operation has stations in chief cities and operates on two wave lengths, one for the British-speaking people and one for the African-speaking. The South African Broadcasting Corporation runs a commercial service, and is bi-lingual. Records are used to a large degree.

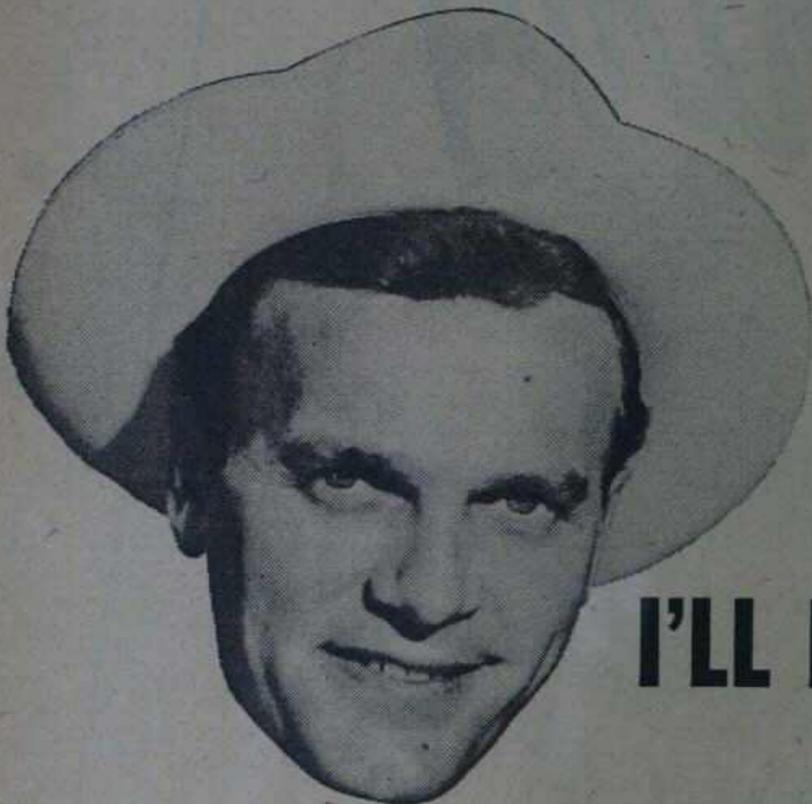
In the larger cities there are locally-produced drama, repertory theaters, and some legit is presented by visiting companies. Last year, for instance, American companies of *Annie Get Your Gun* and *Oklahoma!* played the larger centers. Film houses are very numerous, and are even in relatively small villages.

Something



*about a
plowboy...*

Something About A Plowboy...



Eddy ARNOLD

The Tennessee Plowboy and His Guitar

two old favorites coming back strong...

I'LL HOLD YOU IN MY HEART

20-2332 (48-0030)

and

BOUQUET OF ROSES

20-2806 (48-0001)

Favorite Eddy Arnold RCA Victor Records

ALL ALONE IN THIS WORLD WITHOUT YOU	20-1855	(48-0002)
ANYTIME	20-2700	(48-0199)
BE SURE THERE'S NO MISTAKE	20-2058	(48-0166)
BEAUTIFUL ISLE OF SOMEWHERE	21-0160	(48-0001)
BOUQUET OF ROSES	20-2806	(48-0001)
BRING YOUR ROSES TO HER NOW	21-0010	(48-0175)
CANTLE CALL THE	20-1855	(48-0136)
CHAINED TO A MEMORY	21-0133	(48-0127)
C-H-R-I-S-T-M-A-S	20-1948	(48-0342)
CUDDLE BUGGIN' BABY	20-2332	(48-0042)
DON'T BOTHER TO CRY	21-0002	(48-0042)
DON'T ROB ANOTHER MAN'S CASTLE	20-2067	(48-0197)
EACH MINUTE SEEMS A MILLION YEARS	20-2481	(48-0083)
EASY ROCKIN' CHAIR	21-0051	(48-0342)
ECHO OF YOUR FOOTSTEPS, THE	21-0342	(48-0165)
ENCLOSED, ONE BROKEN HEART	21-0159	(48-0025)
EVIL TEMPT ME NOT	20-3174	(48-0167)
HEART FULL OF LOVE, A	21-0161	(48-0198)
HILLS OF TOMORROW	20-2241	(20-2128)
I COULDN'T BELIEVE IT WAS TRUE	20-1801	(48-0476)
I TALK TO MYSELF ABOUT YOU	20-2128	(48-0175)
I WALK ALONE	21-0476	(48-0175)
I WANNA PLAY HOUSE WITH YOU	21-0011	(48-0176)
I WISH I HAD A GIRL LIKE YOU, MOTHER	20-2332	(48-0030)
I WOULDN'T TRADE THE SILVER IN MY MOTHER'S	20-2488	(48-0016)
HAIR	20-0080	(48-0138)
I'LL HOLD YOU IN MY HEART	21-0083	(48-0425)
I'M THINKING TONIGHT OF MY BLUE EYES	21-0425	(48-0017)
I'M THROWING RICE	20-2489	(48-0198)
I'M WRITING A LETTER TO THE LORD	20-2241	(48-0017)
IT MAKES NO DIFFERENCE NOW	20-2489	(48-0198)
IT'S A SIN	20-2241	(48-0198)
IT MAKES NO DIFFERENCE NOW	20-3013	(48-0026)
JUST A LITTLE LOVIN'	21-0444	(48-0444)
KENTUCKY WALTZ	21-0159	(48-0165)
LILY OF THE VALLEY, THE	21-0300	(48-0300)
LITTLE ANGEL WITH THE DIRTY FACE	20-1801	(48-0382)
LIVE AND LEARN	21-0382	(48-0150)
LOVE BUG ITCH THE	21-0146	(48-0150)
MAMA AND DADDY BROKE MY HEART	20-1871	(48-0425)
MAMA YEARS AGO	21-0425	(48-0444)
MAY THE GOOD LORD BLESS AND KEEP YOU	20-2489	(48-0017)
MILLION MILES FROM YOUR HEART, A	20-1871	(48-0174)
MOLLY DARLING	21-0009	(48-0026)
MOMMY, PLEASE STAY HOME WITH ME	20-3013	(48-0176)
M-O-T-H-E-R	21-0011	(48-0136)
MY DADDY IS ONLY A PICTURE	21-0133	(48-0136)
MY MOTHER'S SWEET VOICE	21-0051	(48-0083)
NEAREST THING TO HEAVEN, THE	21-0382	(48-0382)
ONE KISS TOO MANY	20-2490	(48-0018)
PRISON WITHOUT WALLS, A	20-2488	(48-0016)
PRISONER'S SONG, THE		
ROCKIN' ALONE		

SANTA CLAUS IS COMING TO TOWN	21-0390	(48-0390)
SEVEN YEARS WITH THE WRONG WOMAN	20-2490	(48-0018)
SHOW ME THE WAY TO YOUR HEART	21-0083	(48-0080)
SOFTLY AND TENDERLY	21-0161	(48-0167)
SOMETHING OLD, SOMETHING NEW	21-0146	(48-0150)
TAKE ME IN YOUR ARMS AND HOLD ME	20-2806	(48-0001)
TEXARKANA BABY	21-0009	(48-0174)
THAT WONDERFUL MOTHER OF MINE	20-1948	(48-0025)
THAT'S HOW MUCH I LOVE YOU	20-3174	(48-0412)
THEN I TURNED AND WALKED SLOWLY AWAY	21-0412	(48-0137)
THERE'S BEEN A CHANGE IN ME	21-0134	(48-0042)
THERE'S NO WINGS ON MY ANGEL	21-0002	(48-0412)
THERE'S NOT A THING	21-0412	(48-0197)
TIE ME TO YOUR APRON STRING AGAIN	20-2481	(48-0002)
TO MY SORROW	20-2700	(48-0199)
WHAT A FOOL I WAS	20-2058	(48-0166)
WHAT IS LIFE WITHOUT LOVE	21-0160	(48-0165)
WHEN JESUS BECKONS ME HOME	21-0390	(48-0390)
WHITE CHRISTMAS	20-2491	(48-0300)
WHO AT MY DOOR IS STANDING	21-0300	(48-0127)
WHY SHOULD I CRY?	21-0124	(48-0127)
WILL SANTA COME TO SHANTY TOWN?	20-2491	(48-0137)
YOU KNOW HOW TALK GETS AROUND	21-0134	(48-0137)
YOU MUST WALK THE LINE	20-2067	(48-0476)
I WANNA PLAY HOUSE WITH YOU	21-0476	(48-0476)
SOMETHING OLD, SOMETHING NEW	21-0495	(48-0495)
JESUS AND THE ATHEIST	21-0495	(48-0495)
HE KNOWS		

EDDY ARNOLD'S SACRED SONGS

MAY THE GOOD LORD BLESS AND KEEP YOU	21-0425	(48-0425)
I'M WRITING A LETTER TO THE LORD	21-0425	(48-0425)
BEAUTIFUL ISLE OF SOMEWHERE	21-0160	(48-0166)
EVIL TEMPT ME NOT	21-0159	(48-0165)
HILLS OF TOMORROW	21-0161	(48-0167)
THE LILY OF THE VALLEY	21-0159	(48-0165)
SOFTLY AND TENDERLY	21-0160	(48-0166)
WHEN JESUS BECKONS ME HOME	20-2491	(48-0167)
WHO AT MY DOOR IS STANDING	20-2491	(48-0167)
WILL THE CIRCLE BE UNBROKEN?		

EDDY ARNOLD'S ALBUMS...

WP/P-195 ALL-TIME HITS FROM THE HILLS	
WP-239 TO MOTHER	
WP/P-261 EDDY ARNOLD'S FAVORITE SACRED SONGS	
WP/P-260 EDDY ARNOLD SINGS	

Available Soon at your RCA Victor Dealer
EDDY ARNOLD'S New Album...
"ALL TIME HITS FROM THE HILLS"
 Volume No. 2 P-328 78 rpm WP-328 45 rpm

78 rpm 45 rpm
 20-4243 47-4243 White Azaleas
 20-4244 47-4244 When My Blue Moon Turns to Gold Again
 20-4245 42-4245 When You and I Were Young Maggie
 Roll Along Kentucky Moon
 A Sinner's Prayer
 That Little Boy of Mine

Exclusive
RCA
VICTOR

Recording
 Artist

Re-order These All Time Moneymakers!

Exclusive Management **THOMAS A. PARKER**, Box 417, Madison, Tenn.
 Publicity—Beep Roberts, Hinton Bradbury & Associates

Something About A Plowboy...



ON THE AIR FOR PURINA

the Eddy ARNOLD Show

Now in the 7th Year

Table listing radio stations across various states including Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Idaho, Illinois, Kentucky, Louisiana, Maryland, Mississippi, Missouri, Montana, New Mexico, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington, and West Virginia.

BROWN RADIO PRODUCTIONS, Inc. St. Louis Nashville

Also On The Air For RALSTON Starting October 1st "EDDY ARNOLD SINGS" On 75 Stations Coast to Coast

GARDNER ADVERTISING COMPANY St. Louis New York



Exclusive Management THOMAS A. PARKER, Box 417, Madison, Tenn. Publicity-Beep Roberts, Hinton Bradbury & Associates

Something About A Plowboy...




EDDY ARNOLD
IN PERSON
with LITTLE ROY WIGGINS
★ ★ ★
TEXAS STATE PRISON ANNUAL RODEO
Sunday, Oct. 7, 1951
★ ★ ★
Huntsville, Texas



IN PERSON EDDY ARNOLD
The Tennessee Plowboy
and His Guitar
WITH AN ALL STAR CAST
★ ★ ★
LITTLE ROY WIGGINS
★ ★ ★
GUY WILLIS & HIS OKLAHOMA WRANGLERS
★ ★ ★
Special Added Guest Attractions
America's Funniest Comedians
JAMUP & HONEY
and **GEORGE DUNN (Fun With a Rope)**
★ ★ ★
THE THREE LITTLE DICKENS
★ ★ ★
Six Big Nights at the
ARKANSAS-OKLAHOMA LIVE STOCK EXPOSITION & FREE FAIR
Forth Smith, Arkansas, Sept. 24-25-26-27-28-29, 1951

EDDY ARNOLD
The Tennessee Plowboy and HIS GUITAR

with LITTLE ROY WIGGINS
▼ ▼ ▼
GUY WILLIS & HIS OKLAHOMA WRANGLERS
Special Added Attraction
Famous Comedians JAMUP & HONEY
IN PERSON
TEXAS STATE FAIR, DALLAS, TEXAS
Tues., October 16, 1951

Thanks to:
WSM Nashville for JAMUP & HONEY
MCA Dallas, E. O. Stacey for GEORGE DUNN & THE DALLAS FAIR
TOM DISKIN for THE THREE LITTLE DICKENS
WILLIAM MORRIS AGENCY & DICK STEENBERG for the SHAMROCK Engagement



EDDY ARNOLD
The Tennessee Plowboy And His Guitar
★ ★ ★
LITTLE ROY WIGGINS
★ ★ ★
GUY WILLIS & HIS OKLAHOMA WRANGLERS
Special Added Attraction
JAMUP & HONEY
Bill Williams Annual Charity Capon Dinner
Houston, Texas, Wed., Oct. 17, 1951



EDDY ARNOLD
The Tennessee Plowboy AND HIS GUITAR
with LITTLE ROY WIGGINS
★ ★ ★
GUY WILLIS & HIS OKLAHOMA WRANGLERS
★ ★ ★
SHAMROCK HOTEL'S EMERALD ROOM
During the
HOUSTON FAT STOCK SHOW
Jan. 29th thru Feb. 10th, 1952
Houston, Texas

Watch For
EDDY ARNOLD
Television Show Now in Production
SHAMROCK TELEVISION CO.

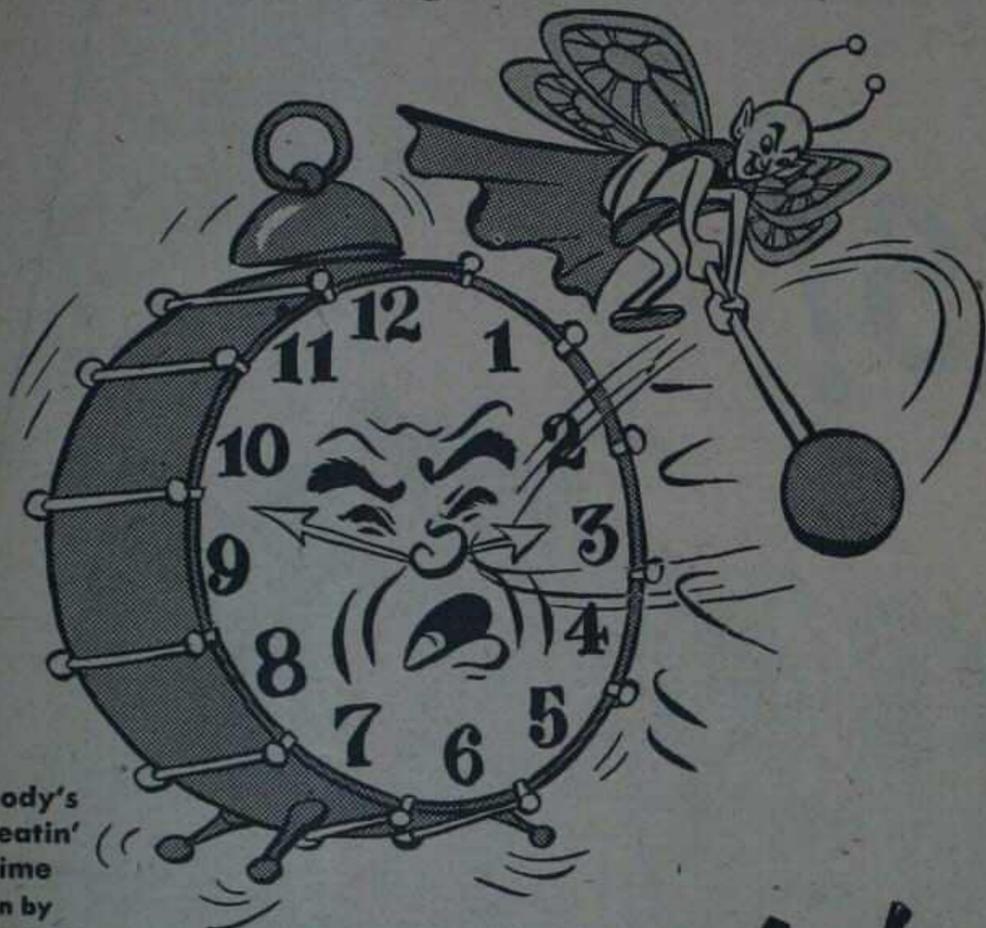


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Publicity—Beep Roberts, Hinton Bradbury & Associates

Something About A Plowboy...

Latest RCA Victor Release

Now Available at Your RCA Victor Dealer and Distributor



Somebody's
Been Beatin'
My Time
written by
ZEKE CLEMENTS



Somebody's Been Beatin' My Time

and

Heart Strings

RCA Victor No. 20-4273 47-4273

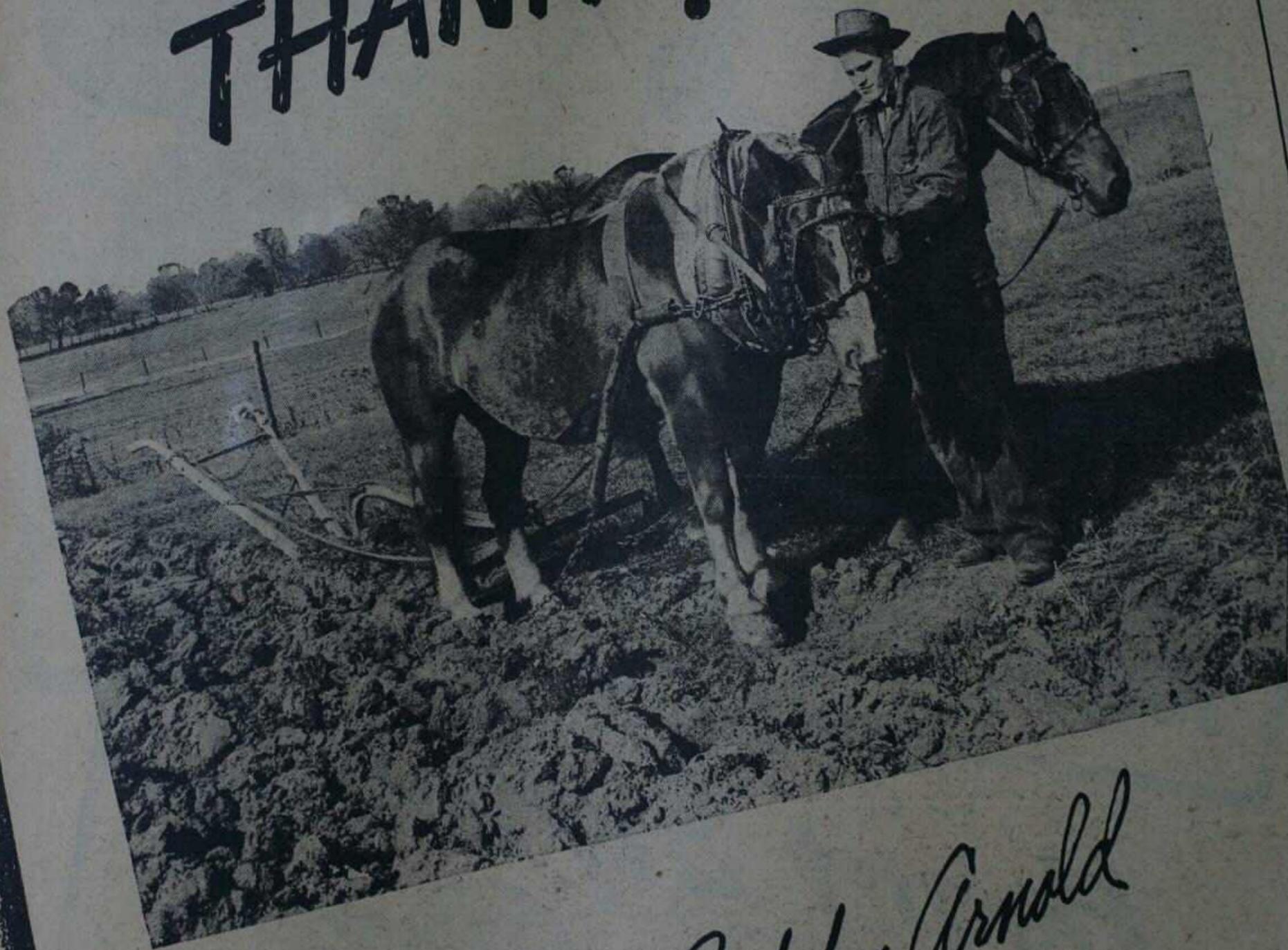
**Hill and Range Songs
Inc.**
Beverly Hills, Calif.



Heart Strings
written by
MERLE MOORE

Exclusive Management **THOMAS A. PARKER**, Box 417, Madison, Tenn.
Publicity—Beep Roberts, Hinton Bradbury & Associates

Plowing A Million Acres
of
THANKS!



*Eddy Arnold
and
Tom Parker*

Crosby Bobcat Crew Revived For H'w'd Date

HOLLYWOOD, Sept. 22.—Members of Bob Crosby's prewar Bobcat band are being rounded up for a one-shot deal, October 5, at the Gene Norman-Frank Bull annual Dixieland Jubilee in Shrine Auditorium here. Plans to bring the group together were revealed in *The Billboard* of August 11. This is the first time in 10 years so many of the ex-Crosbyites have been together for a performance.

Bob Haggart and Billy Butterfield are flying in from New York. Other toolsters include Ray Bauduc, Warren Smith, Nappy LaMar, Eddie Miller, Matty Matlock, Jess Stacey and Zeke Zarchy. A possibility is that Yank Lausen may make the event. However, if not, Charlie Teagarden will be used. Ted Vesley, Willie Schwartz and Chuck Gentry round out the ork (13). For some selections, Crosby will add Stan Wrightsman, Nick Fatool, Ray Linn and Elmer Schneider. Ward Silloway is with the Fred Waring group and is unable to attend. Gil Rodin, who manages Crosby, also played with the ork but now works in a managerial capacity only.

Capitol Records, for whom Crosby records with a large band, is making plans to tape the Crosby seg for future release. Band will break in October 2 on Alan Young's TV show. The Bobcat band was formed around 1935. A handful of the windjammers came from Benny Pollack's old ork and Crosby and Rodin picked the remaining nine from other outfits. Also on the program with Crosby are orks of Kid Ory, Pete Daily, Eddie Skrivaneck, Rosy McHargue, Firehouse Five Plus Two, the Banjo Kings and Pete Kelly's Big Seven.

King's Monitor 9 DeeJay Slots On Chi Outlets

CHICAGO, Sept. 22.—A new monitoring service, which would cover all the important d. j. slots on nine Chicago stations, will be started October 1 under the name of King's Song Disk Service by Johnny King, ex-General Artists' Corporation act booker, and Chuck Suber, comptroller with GAC here.

The firm demonstrated for *The Billboard* a sound and accurate method of monitoring the 24-hour operation of any radio station on an economical basis. Initial subscribers to the service are being asked to pay \$40 for a four-week trial. The survey will cover every tune played on the station, with plans in the fire for weekly and monthly compendiums to show the progress of a disk locally.

Up to now, there have been several monitoring services which covered web and local live emanations to show tunes given plugs, but there has never before been a d. j. monitoring service. The King service will be sent daily to subscribers.

Beneke Opens Southern Trek

HOLLYWOOD, Sept. 22.—Tex Beneke begins a series of Southern one-nighters, his first time in that territory in more than a year. Trek picks up in Dallas at the Park Cities Club, Monday (24) and continues at the Seven Oaks Club, San Antonio, Tuesday (25); Lufkin, Tex., American Legion Hall, Wednesday (26); County Fairgrounds, El Dorado, Ark., Thursday (27); Brook Hollow Country Club, Dallas, Friday (28); Buccaneer Hotel, Galveston, Saturday (29); Palacios, Tex., Pavilion, Sunday (30); Prom Ballroom, Leesville, La., October 2; Cook's Dance Pavilion, Houston, October 3; American Legion Hall, Tyler, Tex., October 5, and Bergfield Park, Tyler, October 6.

Other dates include Temple and Bryan, Tex., October 7 and 8 and October 9 in Biloxi, Miss. Beneke

OVERTURE GETS ILPA AWARDS

HOLLYWOOD, Sept. 22.—*Overture*, monthly organ of Local 47, American Federation of Musicians, copped two first places and a second for labor magazines, at the recent International Labor Press Association conclave in San Francisco. Magazine, edited by Local 47 recording secretary Maury Paul for the past three years, won honors for editorial excellence, typography and press work and the best cover. Editorial award was snagged for the third straight year by *Overture*.

The ILPA confab was held last week prior to the American Federation of Labor meeting in the bay area. Paul received the plaques for the windjammers' union. *Overture*, published for almost 35 years, has a national circulation of 15,000. The magazine won 1949 and 1950 awards of merit by the labor association.

U. S. DISKS FEW IN PUERTO RICO JUKES

Tally Shows No More Than 20%, While British, Continental Wax Is Popular

By ARNOLD SHAW, V.-P. Duchess Music Corporation

Puerto Rico may be the "50th State" of Los Estados Unidos but, so far as the American pop song goes, the island of the papaya and the mango might just as well be a foreign country. Fact is that Great Britain and even the continent are much closer to us musically speaking than the Paradise of the Pineapple.

This is strange, since the Seeburg 100 can take its place beside the palm tree and sugar cane among the island's most characteristic features. You go nowhere, day or night, without hearing the music of the juke box. In San Juan and Santurce, main suburb, there is no spot that sells soft or hard drinks—and that means groceries as well as bars—without a Rock Ola or Wurlitzer box going steadily. As you travel the countryside, thru dismal villages of gray box-like shacks, the music of the juke box, rather than the radio, likewise follows you down the main street.

The switch is that Latin tunes and artists, not American, monopolize these American-made boxes. Of more than a score of machines that I checked, I found none with more than 20 per cent on the American side—and many with less.

Take a Seeburg 100 at one of the biggest and most popular hamburger-hot dog stands on the main stem of Santurce—Logan's, on Ponce De Leon. The American discs were listed under the column marked "classical selections."

New Bookings Score for MAC

CHICAGO, Sept. 22.—McConkey Artists' Corporation scored its biggest location coup yet, coming up with a pair of band bookings which put their attractions into both the Aragon and Trianon ballrooms for the same November period. MAC, which didn't put a band into the Karzas ballrooms until Ray Pearl went in during July, now has Pearl opening for at least six weeks November 6, while Leo Pieper opens November 13 for six weeks. Pieper, coincidentally, inked another management paper with MAC despite big overtures from Music Corporation of America.

McConkey's first skedding of Henry Busse, who came with the office last week (*The Billboard*, September 22), does a week at the Orpheum Theater, Omaha, opening October 28. Busse booked himself direct into the Latin Quarter, Kansas City, October 5 for three weeks.

gets between \$1,250-\$1,500 for midweek dates and \$2,000 for Saturdays, all against a 50 per cent split. Music Corporation of America is negotiating for a late fall booking at the Paramount Theater, New York.

Bonanza Coming Pubbers' Way Via Heavy Radio Package Disk Sales

NEW YORK, Sept. 22.—Publishers may be set for an unexpected bonanza via royalties from disk packages sold over radio. Mushrooming of this business was first outlined in *The Billboard* (September 8). This week, however, an indication of the volume of business done by the mail order firms came to light. The Mail Order Network, considered by many as the foremost operator in the field, is estimated to have sold in a two-month period about 175,000 disks. From a publisher's point of view, this figure is as good as 350,000 disks, inasmuch as each of the disks sold by the Mail Order Network contains four tunes (two on each side). Royalty rates, payable to Harry Fox, publisher's agent and trustee, are 1½ cents per tune, totalling 6 cents per disk. It is understood that the National Mail Order Network's last royalty statement to Harry Fox covered sales of over 43,150 pack-

ages. When multiplied by 16, the number of tunes in the package, all payable at the rate of 1½ cents per tune, some idea of the publisher bonanza is obtained. The above figures represent publisher income from only one company. This figure stands to be

Coral Signs Teresa Brewer

NEW YORK, Sept. 22.—Coral Records this week made a major talent acquisition when the firm grabbed Teresa Brewer for a term deal after the thrush managed to obtain clearance from her contract with London Records. Miss Brewer has been a potent disk name since she first hit the wax scene with quite a hit with her smash etching of *Music, Music, Music*.

Miss Brewer is the fifth former London artist to make a Coral pact; the others are Buddy Greco, Larry Raibe, Vinnie DeCampo and the Neil Hefty-Frances Wayne band combination.

SPA Counsel Affirms Audit

NEW YORK, Sept. 22.—Meeting of the counsel of Songwriters Protective Association this week reaffirmed the organization's position with regard to the refusal of pubber H. H. Morris to permit an audit of his books by Eddie Traubner and Dave Blau (*The Billboard*, September 22). It was stated SPA will enforce the contract.

In the event Morris does not deviate from his position, this would entail proceedings for recapture of copyrights. The matter has been placed in the hands of SPA attorneys as to procedure.

USA Prepares New Material Allocations

Nickel Silver Okayed for Instruments But Sulphur Will Be Further Restricted

WASHINGTON, Sept. 22.—National Production Authority in a series of announcements affecting the music industry this week indicated that it is preparing new restrictions on the use of sulfuric acid, used in making disks, but that musical instrument manufacturers are now authorized to use nickel silver for functional parts of brass and woodwinds. NPA also said that its fourth quarter allotments of scarce steel, copper, and aluminum for the production of musical instruments and other consumer goods was "slightly" higher than had been expected.

In considering a new curtailment of the less essential uses of sulphur, NPA had in mind a Sulphur Industry Advisory Committee assurance that disk manufacturers are developing substitutes for sulfuric acid to go into the plastics used in disks. NPA noted, however, that there is no substitute for nickel silver in making some instrument parts, and therefore its new order permits the use of this material in flutes, piccolos, trombones, in pistons for valve instru-

ments, and in hinge rods, tubing, posts, rings, keys, pad cups, and arm castings.

Altho sulphur production for the fourth quarter of 1951 is expected to reach 1,338,500 tons, there will be a deficit of 100,000 tons, and NPA is considering a rule lowering sulphur consumer inventories from a three months to a 25 day supply so that more sulphur will be released. This would be a stop-gap order to alleviate the shortage until new restrictions are in effect. Fortunately, NPA says, the long range sulphur picture looks better.

(Continued on page 26)

London Adds to Heavy Full-Opera Competition

NEW YORK, Sept. 22.—London Records will continue to add to the heavy competition among the top diskeries in the field of full-length opera dishing by issuing complete recordings of *Carmen*, *Manon*, *La Boheme*, *Madame Butterfly*, *Parafjal* and *Pelleas and Melisande*. The label also will complete its dishing of *Die Meistersinger* by adding acts 1 and 3 to the act 2 waxing already issued, release a complete recording of *The Gypsy Baron* and add to its Gilbert and Sullivan full-length series by issuing *Iolanthe* and *Patience*.

The *Carmen* and *Manon* sets are on London current release and will retail at \$17.85. The other full-length waxings will be issued in the near future as the label returns to its regular schedule of classical releases twice a month. The Paris Opera Comique principals, chorus and orchestra are featured in the *Carmen* and *Manon* performances.

The diskery, meanwhile, released pop singer Teresa Brewer (see

multiplied many times. The Tops Record Company, for instance, is a close competitor of the Mail Order Network. Huber Hoge & Sons, Inc., agency which buys time for the Tops operation, would not release any sales or royalty figures, but claims it is buying as much air time as its competitor and is running neck and neck on sales.

In addition to the two aforementioned operations, some seven or eight new companies are rushing into the business, according to execs at the Mail Order Network. These are located in New York, Boston, Chicago and the Coast. Other firms were mentioned in *The Billboard* (September 8).

By multiplying the number of mail order operators in business, their estimated yearly sales and the number of tunes on each disk sold, the amount of royalty money accruing to publishers in a year's time can be "guesstimated" at more than \$250,000. Should the new operators getting into the field attain even moderate success, the figure could reach \$500,000 a year in publisher royalties.

Pace Steady

Nobody in the trade is quite certain at this point whether the pace can be kept up, or how good "repeat" business will be, but the different firms—are carving out different territories for themselves, altho all sell a package of 16 tunes (four records) for \$2.98. One operator, buying time primarily in the Midwest and West and slowly expanding in the East and South, says business has fallen off somewhat.

New outfits entering the business are operating on both a national and local scale. For instance Erv Victor, who manufactured the Owl and Folk label disks used by the Mail Order Network, is going into the business on his own. He concluded his agreement with the Network amicably. Victor, who will handle the buying of air time himself, is planning two new types of packages. The Mail Order Network has, meanwhile, come out with a new package of 16 tunes, with such talent as Lanny Ross, Bob Chester and Ray Heatherton.

Decca Effects Sadler's Wells, Classics Tie-Ins

NEW YORK, Sept. 22.—Decca Records has effected a promotion tie-in with the Sadler's Wells Ballet Company, which is due here for a 65-city tour late in October. The diskery has recorded eight of the ballet company's standout numbers and will release them in a special series to bear the indorsement of Sadler's Wells as part of the Gold Label line. The ballet company's home orchestra, the Royal Opera House Orchestra of Covent Garden, London, made the recordings in

(Continued on page 26)

separate story), cutting its roster of American pop artists to "practically zero." London still has a few contracts to fulfill with American artists, but is now considered to be back to its original proposition of promoting European disk talent. According to Harry Kruse, London executive veepee, the label may yet sign and record American talent, but is currently con-

(Continued on page 24)

Capitol Signs Clyde McCoy

NEW YORK, Sept. 22.—Clyde McCoy, the veteran orkster whose *Sugar Blues* and wah-wah trumpet are staples of the Modern Music business, has been signed to a Capitol Records' contract. McCoy, who some months ago returned to full orking activity, last recorded for the Mercury diskery.

Introducing a GREAT NEW DECCA ARTIST!

All Morgan

HIS FIRST
RELEASE!

2 HITS
ON
1 RECORD

(It's No)

SIN

and

**JEALOUS
EYES**

Decca 27794 (78 RPM) and 9-27794 (45 RPM)

DECCA
RECORDS

America's Fastest Selling Records



FORECAST

I WANNA PLAY HOUSE
WITH YOU
and
SLOW POKE
by
Roberta Lee
27192*

DECCA DATA
YOUR WEEKLY RECORD GUIDE

★★★★★
FLASH!
STAY AWHILE
and
ROLLIN' STONE
by
Terry Gilkyson
27793*

AMERICA'S FASTEST SELLING RECORDS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	SALES*
14	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
6	COCK-A-DOODLE DOO Sugarfoot Rag Square Dance Red Foley	46349*
8	PRECIOUS LITTLE BABY Hey La La Ernest Tubbs	46338*
6	I'M WITH A CROWD BUT SO ALONE Rose Of The Mountain Ernest Tubbs	46343*
4	THE WEAPON OF PRAYER Jesus And The Atheist Red Foley	46357*
21	JUST A CLOSER WALK WITH THEE Steal Away Red Foley	14505*
3	MEMORIES OF MOCKING BIRD HILL Ball And Chain Boogie Marvin Shiner	46345*
7	ROTATION BLUES Lonesome Truck Drivers Blues Bill Monroe	46344*
4	IF A BEER BOTTLE HAD A NIPPLE ON IT You're Getting Too Old Charlie Adams	46335*
1	** I'LL MEET YOU IN CHURCH SUNDAY MORNING GET DOWN ON YOUR KNEES AND PRAY Bill Monroe	46351*
SEPIA		
2	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
7	PLEASE DON'T LEAVE ME THREE HANDED WOMAN Louis Jordan	27694*
6	CASTLE ROCK But She's My Buddy's Chick Sy Oliver	27718*
3	HIS EYE IS ON THE SPARROW Milky White Way Sister Rosetta Tharpe and Marie Knight	48227*
3	SIN IS TO BLAME I Thank God For My Song Sister Rosetta Tharpe with Sam Price Trio	48230*

**Another Decca 'Best Bet' makes the 'Best Seller' list this week!

*Also available in 45 RPM (add prefix '9-' to record number)

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	SALES*
6	1	I DON'T STAND A GHOST OF A CHANCE WITH YOU I'm Lucky I Have You Ink Spots	27742*
2	2	WHILE YOU DANCED, DANCED, DANCED Everlasting Gordon Jenkins	27712*
4	3	HOLD ME—HOLD ME—HOLD ME I WISH I WUZ Gloria De Haven and Guy Lombardo	27741*
9	4	GOT HER OFF MY HANDS I Ran All The Way Home Mills Brothers	27762*
8	5	AND SO TO SLEEP AGAIN Long Ago Dick Haymes	27731*
—	6	BE MINE TONIGHT CHIU—CHIU Lina Romay and Guy Lombardo	27744*
—	7	BLUE FEDORA Laura Lee Guy Lombardo	27776*
12	8	SIN The Love Of A Gypsy Arthur Prysock	27769*
10	9	TENNESSEE BLUES COLD, COLD HEART Eileen Wilson	27761*
—	10	I'M WAITING JUST FOR YOU Woman Is A Five Letter Word Cass Daley and Hoagy Carmichael	27743*
11	11	LOVE IS SUCH A CHEAT LYING IN THE HAY Andrews Sisters	27760*
—	12	DEEP NIGHT IT'S ALL IN THE GAME Carmen Cavallaro	27735*
14	13	THE SWEETHEART WALTZ I Will Never Change Camarata and Don Cherry	27755*
15	14	MAYBE IT'S BECAUSE While We're Young Camarata and Don Cherry	27725*
—	15	BLUE VELVET THE MORNINGSIDE OF THE MOUNTAIN Arthur Prysock	27722*
COUNTRY			
4	1	TENNESSEE BLUES SIXTY MINUTE MAN Hardrock Gunter and Roberta Lee	46363*
2	2	DOWN YONDER Horse Hair Boogie Spade Cooley	46355*
3	3	CHEROKEE BOOGIE I WISH I'D NEVER SEEN SUNSHINE Jimmie Davis	46356*
5	4	DIMPLES OR DUMPLIN'S My Baby Buckaroo Les "Carrot Top" Anderson	46352*
6	5	DOWN YONDER Margie Harold Carmack	46362*
—	6	DETOUR Address Unknown Foy Willing	46365*
SEPIA			
3	1	WHAT'S MINE IS MINE I Still Love You, Baby The Ray-O-Vacs	48234*
2	2	THE GLORY OF LOVE You And I The Skylarks	48241*
—	3	I'M IN YOUR POWER STORMY WEATHER Buddy Johnson	27711*
4	4	CHEROKEE BOOGIE HOB0 BOOGIE Joey Thomas	48236*

*Also available in 45 RPM (add prefix '9-' to record number)

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	POPULAR	SALES*
3	SMOOTH SAILING Love You Madly Ella Fitzgerald	27693*
2	I GET IDEAS A KISS TO BUILD A DREAM ON Louis Armstrong	27720*
10	VANITY Powder Blue Don Cherry	27618*
6	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
22	ON TOP OF OLD SMOKY Across The Wide Missouri The Weavers and Terry Gilkyson	27513*
13	BECAUSE OF YOU Out O' Breath Gloria De Haven and Guy Lombardo	27666*
3	BLACK STRAP MOLASSES How D'Ye Do And Shake Hands Danny Kaye + Jimmy Durante Jane Wyman + Groucho Marx	27748*
5	KISSES SWEETER THAN WINE When The Saints Go Marching In The Weavers	27670*
5	BALLIN' THE JACK On The Riviera Danny Kaye	27597*
12	SWEET VIOLETS Lonely Little Robin Jane Turzy	27668*
6	VALENTINO TANGO El Chacho The Castilians	27511*
8	IN THE COOL, COOL, COOL OF THE EVENING Misto Cristofa Columbo Bing Crosby and Jane Wyman	27678*
3	BING BONG BING Got Those Summer Blues Again Jane Turzy	27701*
8	I WANT TO BE WITH YOU ALWAYS SATINI AND LACE Andrews Sisters and Red Foley	27609*
1	** SWEETHEART OF YESTERDAY Mary Rose Guy Lombardo	27719*

**Another Decca 'Best Bet' makes the 'Best Seller' list this week!

*Also available in 45 RPM (add prefix '9-' to record number)

NEW RELEASES

SINGLES	
The Frozen Logger	The Weavers
Darling Corey	27726*
It's My Lazy Day	Russ Morgan
From Republic Picture "Bordertown Trails"	
Tell Me Why (Prisionero Del Mar)	27764*
Aw C'mon	Evelyn Knight
I'd Rather Be . . .	27787*
Longing For You	Ethel Smith
Summertime Is Summertime	27786*
From Musical Production "Seventeen"	

Lies, Lies, Nothing But Lies	Eileen Wilson
Telling Me Yes—Telling Me No	27774*
Trust In Me	Louis Jordan
Cock-A-Doodle Doo	27784*
Cocoonuts	Sonny Burke
Happiness Is This (Esto Es Felicidad)	27785*
Up And Down Mambo	Nora Morales
Sha-Wan-Ga Mambo	27766*
Borrowed Angel	Anita Kerr Singers
My Evening Prayer	27767*
The Day Isn't Long Enough	Tamara Hayes
I Got It Bad (And That Ain't Good)	27780*

Joshua Fit The Battle Of Jericho	The Jordanaires
Search Me Lord	14589*
Mansion Over The Hilltop	Jimmie Davis
I Ain't Gonna Study War No Mo	14590*
I'm Crying	Hank Garland
Seventh And Union	46388*
New Silver Bells	Webb Pierce
Wondering	46364*
Blues In The Evening	Doles Dickens Quintet
I Only Have Eyes For You	48242*

*Also available in 45 RPM (add prefix '9-' to record number)

ALBUMS

The Weavers FOLK SONGS OF AMERICA AND OTHER LANDS		
A-867	3-251	DL 5285
\$4.15	\$3.75	\$3.00
THE CLOISTER BELLS Under the Direction of Leonard Joy		
A-795	9-139	DL 5289
\$4.15	\$3.75	\$3.00
THE CHURCH ORGAN Played by Robinson Cleaver		
A-880	9-269	DL 5308
\$4.15	\$3.75	\$3.00

The WEAVERS
sing
THE FROZEN LOGGER
and **DARLING COREY**
Decca 27726 (78 RPM) and 9-27726 (45 RPM)



**SENSATIONAL
NEW
RECORD**

TV-PHONO MERCHANDISING

Survey Shows 91% NARDA Dealers Favor Fair Trade

NEW YORK, Sept. 22.—Radio-TV appliance dealers are overwhelmingly in favor of fair trade, according to a survey taken by the National Appliance and Radio Dealers' Association among a panel of 100 member dealers. Of the dealers replying, 68 were in favor of fair trade, five opposed it and three were undecided. Panel members were specifically selected for market diversification and size.

An early fair trade survey taken by NARDA showed 81 per cent of

the dealers in favor of fair trade. The current survey, the first taken since the Supreme Court invalidated the non-signer clause in State Fair Trade laws, shows 91 per cent of the dealers favoring fair trade.

Basic reasons given by the dealers taking the pro fair-trade position: For protection against established brands being used for promotional lures, to put small dealers on an equal basis with larger outlets and to protect dealer profit margins on products which require service. Many dealers asked for new fair trade laws which would permit strict enforcement. Dealers opposed to fair trade reasoned that it is unenforceable, gives manufacturers control of dealer mark-ups or that the time for fair trade was "not now."

Douglas Seeks Cuba Rights

NEW YORK, Sept. 22.—Walter Douglas, chairman of the board of Music Publishers Protective Association, is exploring the possibility of having American publishers adequately protected in Cuba. The matter was brought to Douglas' attention by Arnold Shaw, manager of Duchess Music, Leeds affiliate, who pointed out that a flock of Cuban lyric magazines are using lyrics of American tunes. No credit or royalty is paid. Lyrics are used both in Spanish translation and in English. Tunes used in recent months include *The Thing*, *Too Young*, *Jezebel*, *Hot Canary*, *Sound Off*, *Diane* and others.

Douglas points out that only a few American publishers take steps to copyright their works in Cuba, and, therefore, the bulk of American pop music is not under copyright protection.

Negotiate London Booking for Laine

HOLLYWOOD, Sept. 22.—General Artists Corporation is negotiating with the London Palladium on a fall 1952 date for Frankie Laine. This would be the singer's initial foreign vocal junket. Deal is for the house to buy Laine, 88'er Carl Fisher and several sidemen. Other acts will be on the bill.

Laine's managers, Gabbe, Lutz & Heller, are in communication with persons in London. Should the date be confirmed, GL&H will set up a publicity organ there to beat the drums. According to London disk distributors, Laine's platters are as hot there as they are in this country.

4-Star Purchaser Of Fowler Pubbery

HOLLYWOOD, Sept. 22.—Four-Star Records has bought Wallace Fowler's publishing company in Nashville and will be repped there by Ed Crowe, former manager of Fowler Publishing Company.

Fowler is now a wholly owned subsid of the local Western label. Recent acquisition of Cormac Records' Maetric Music gives Four-Star a catalog of more than 1,300 recorded tunes. Diskery also owns Four-Star Sales, which has the catalogs for Four-Star along with its subsid, Gilt Edge.

Fowler, according to Four-Star Prexy Bill McCall, has inked exclusive rights as a clef with the plattery.

WALLICHS COPS "CHIEF'S" CAB

HOLLYWOOD, Sept. 22.—Capitol Prexy Glenn E. Wallichs, a long-time train fancier, received special permission from the Santa Fe Railroad for admission to the cab of the Super Chief while en route East. Wallichs, visibly happy about the whole thing, admitted this will be his fourth ride in the Chief's inner sanctum. Purpose, said Wallichs, was not so much to avail himself of the pleasure, but rather to introduce the label's artist-repertoire rep Lee Gillette to the experience. Gillette, with Wallichs on the Eastern junket and also a recipient of a cab invite, will accompany Cap's chief in the Chief's cab for what apparently will be their chief delight. Wallichs said Eastern hop is routine for a look-see at the expanding New York operations, now under supervision of exec veepee Bill Fowler.

BROTHER TEAMS AT PALLADIUM

HOLLYWOOD, Sept. 22.—In recent months at the Palladium, four of the orksters have featured their brothers in the band. Combinations were Jerry and Tony Gray, Tony and Stubby Pastor, Les and Stumpy Brown and Ray and Leo Anthony. On October 2 Sonny Burke preems his ork and has as male vocalist Don Burke.

Don Burke is no kin to Maestro Sonny.

Dorsey Ups Ork to 22 For NJ Date

NEW YORK, Sept. 22.—Tommy Dorsey considerably expanded his ork for his Rustic Cabins, Englewood Cliffs, N. J., opening last Tuesday (18). He hired Ray McKinley, the former orkster, to sit in the drum chair at least for the three-week run of this date. He also added a four-girl vocal group, the Brownlee Sisters.

Dorsey has expanded to house eight brass, returning to the full section after he had cut down to five last year. Sonny Dunham, another former maestro, is sitting in the trumpet section and doubles trombone to make a tram quartet. The entourage now numbers 22 people including his regulars, singers Bob London and Frances Irvin, and trumpeter-vocalist, Charlie Shavers.

Teagarden Ork Nearly Set

HOLLYWOOD, Sept. 22.—Only clarinetist's shoes remained to be filled this week for Jack Teagarden's new combo (6). Personnel includes Jack, trombone; Ray Bauduc drums; Jess Stacey, piano; Charlie Teagarden, trumpet; Bud Hatch, bass, and Ruth Olaj on vocals. Group will bow in this area the second week in October.

Stacey replaced Norma Teagarden who was originally slated for keyboarding duties. Miss Olaj, a protege of Benny Carter, formerly worked under the nom de plume of Rachael Davis. Combo will stay as close to Los Angeles as possible. Associated Booking Corporation is seeking dates on the Coast with the Oasis almost set. Band will play for dancing as well as listening with a TV show also in the works.

Folkster Service By Roberts Firm

HOLLYWOOD, Sept. 22.—Beep Roberts, ex-Western promotion exec at Capitol Records and more recently manager of Central Songs, formed Beep Roberts & Associates for personalized service to Western, country and folk artists in the publicity, advertising and exploitation fields. His partner in the venture is Hinton Bradbury, formerly of *The Hollywood Citizen-News* and *Jacksonville (Fla.) Journal*.

Some papers with name Western artists have been inked, while others are in the process of signing. Ahead in the Roberts-Bradbury stable are believed to be Eddy Arnold, Smiley Burnette, Tennessee Ernie, the Jordanaires, Cliffie Stone and Bob Wills. Additional attractions will be announced as soon as the artists are free from previous commitments.

Roberts will operate his firm nationally, expecting to corral the most prominent names in the Western field.

Jurist Heads Utah Symphony Ork

SALT LAKE CITY, Sept. 22.—A justice of the State of Utah Supreme Court was elected president of the Utah Symphony Orchestra last week at a meeting of the board of directors. He is Justice J. Allan Crockett who has been a member of the board the past eight years. The new president replaces Mrs. John M. Wallace who resigned from the post early this year.

Also this week, managing director David S. Romney said pre-season interest is at a new high. He reported nearly 1500 season tickets already have been sold for the series which opens October 27.

Army 'Finds' Hollybrook's 'Guide' on CBS

NEW YORK, Sept. 22.—The United States Army has taken *Guide Right*, published by Hollybrook Music and "discovered" on the Columbia Broadcasting System *Songs For Sale* simulcast, for use as a major recruiting drive theme song. The Army this week transcribed a special *Guide Right* program featuring Robert Merrill, the Mariners, Nancy Reed and the Ray Bloch orchestra. The program will be shipped to 2,000 radio stations as part of the Army's regular *Stars on Parade* series produced by chief warrant officer Charles Brown.

The tune will get additional promotion via the Army thru the setting up of *Guide Right* quartets for recruiting drive appearances on radio and TV shows thruout the country. The deal was set with the Army by Bill Friedman, Hollybrook general manager. The tune was written by two Bronx high school music teachers, Herb Miller and Herb Fein.

Modern Buys 32 Hopkins, Jackson Masters for \$2,500

HOLLYWOOD, Sept. 22.—Modern Records this week shelled out \$2,500 for 32 unreleased Lightning Hopkins and Little Son Jackson masters and the disk contract of the former. Deal was made thru Bill Quinn, Gold Star Records topper, who this month shut down his Houston diskery. Hopkins' sides will be issued on Modern's subsid, R.P.M., while Jackson is slated for the parent label.

Plattery will release two sides on each artist October 1. This is the first time in several years that Modern has purchased this many masters. Jackson is under contract to another Coast indie, Imperial.

Carter Bows New Sextet in H'wd

HOLLYWOOD, Sept. 22.—Benny Carter, who disbanded his sextet last winter following a two-week engagement at Chicago's Blue Note, broke in a similar combo Wednesday (12) when he opened at the Tiffany Club for a month's stand. At the conclusion of the Tiffany date, Associated Booking Corporation will set up an Eastern tour for the sextet.

The All-Star group is composed of Wardell Gray, tenor sax; Harry Babbison, bass; Herbert Mullens, trombone; George Jenkins, drums; Ernie Freeman, piano, and Carter on sax and trumpet. Jimmy Gruffe will clef arrangements along with Carter. Since breaking up his Blue Note six-piece, Carter has been writing for 20th Century-Fox and other film studios. He recently worked the Club Royal in San Diego with a quintet. Group is currently rehearsing at the Sound Stage here.

Martin Asks for Barclay Allen Wk.

NEW YORK, Sept. 22.—Maestro Freddy Martin is heading a group of music people who are requesting the nation's disk jockeys and juke box operators to label the week of September 23 as Barclay Allen week. Allen, two years ago a pianist with Martin's band, was seriously paralyzed as the result of a bad auto accident. The Martin plan would have the jocks and juke boxes plug two sides cut by Martin for Capitol Records before the accident. Cap had never released the sides until recently. Tunes are *Jazz Pizzicato* and *Hall of the Mountain King*.

With the co-operation of Glenn Wallichs, Cap Records prexy, Martin worked out a deal whereby Allen will benefit to the maximum from sales of the disks. Allen's birthday falls on September 27. It's hoped that this industry gesture will spark Allen to continue with his arranging, one of the musical occupations he practiced prior to his injury.

NEW ORKSTERS MADE IN N. J.

LINDENWOLD, N. J., Sept. 22.—There was always a great deal of speculation why maestro Charley Ventura, long accustomed to the bright lights and big cities, would want to settle down with a roadside nitery of his own at this Jersey town which hardly rates a speck on the road maps. It now comes out that there must be something magnetic and contagious in the air here which makes it choice quarters for bandmen. How else can you explain that Ventura, together with his manager, Don Palmer; his bass player, Chubby Jackson, and his drummer, Chick Kenny, are all expectant fathers?

New Tariff Agreement Aids Industry

• Continued from page 2

concessions will be in effect when Peru signs the Torquay agreement.

2) Radio equipment and parts: Concessions to come into effect when Turkey and Peru sign.

3) Sound recording apparatus: Concessions from France and the Dominican Republic are in operation.

Major tariff concessions on amusement items granted to other countries by the U. S. included musical instruments and parts, radio apparatus and transformers, cameras, wines and whiskies.

Hampton Farewell Dance Scheduled

HOLLYWOOD, Sept. 22.—Eighth annual farewell dance will be played by Lionel Hampton November 11 at Shrine Auditorium. Event is held here each fall, climaxing the orkster's appearance for the year in Southern California. Van Tonkins, who has promoted the Hampton unit on the Coast, will also promote this year's farewell.

Promoter Leon Heflin, who runs this city's annual Cavalcade of Jazz, tried to snag the farewell shindig.

U.S.A. Prepares

• Continued from page 23

since some companies are building facilities to recover the material from new sources.

Some manufacturers in the music and other industries would benefit from a new order now being considered by NPA to allow more latitude in the use of scarce materials among broad groups of products. Meanwhile, the agency announced fourth-quarter 1951 allotments to piano manufacturers totaled 525 tons of steel, 258,840 pounds of copper, and 141,000 pounds of aluminum. Organ manufacturers were allotted 412 steel tons, 142,640 copper pounds, and 41,000 aluminum pounds. Manufacturers of piano and organ parts and materials were allotted 600 steel tons, 15,528 copper pounds, and 2,000 aluminum pounds. For musical instruments and parts there was 65 steel tons, 376,280 copper pounds, and 20,000 aluminum pounds.

Decca Effects

• Continued from page 23

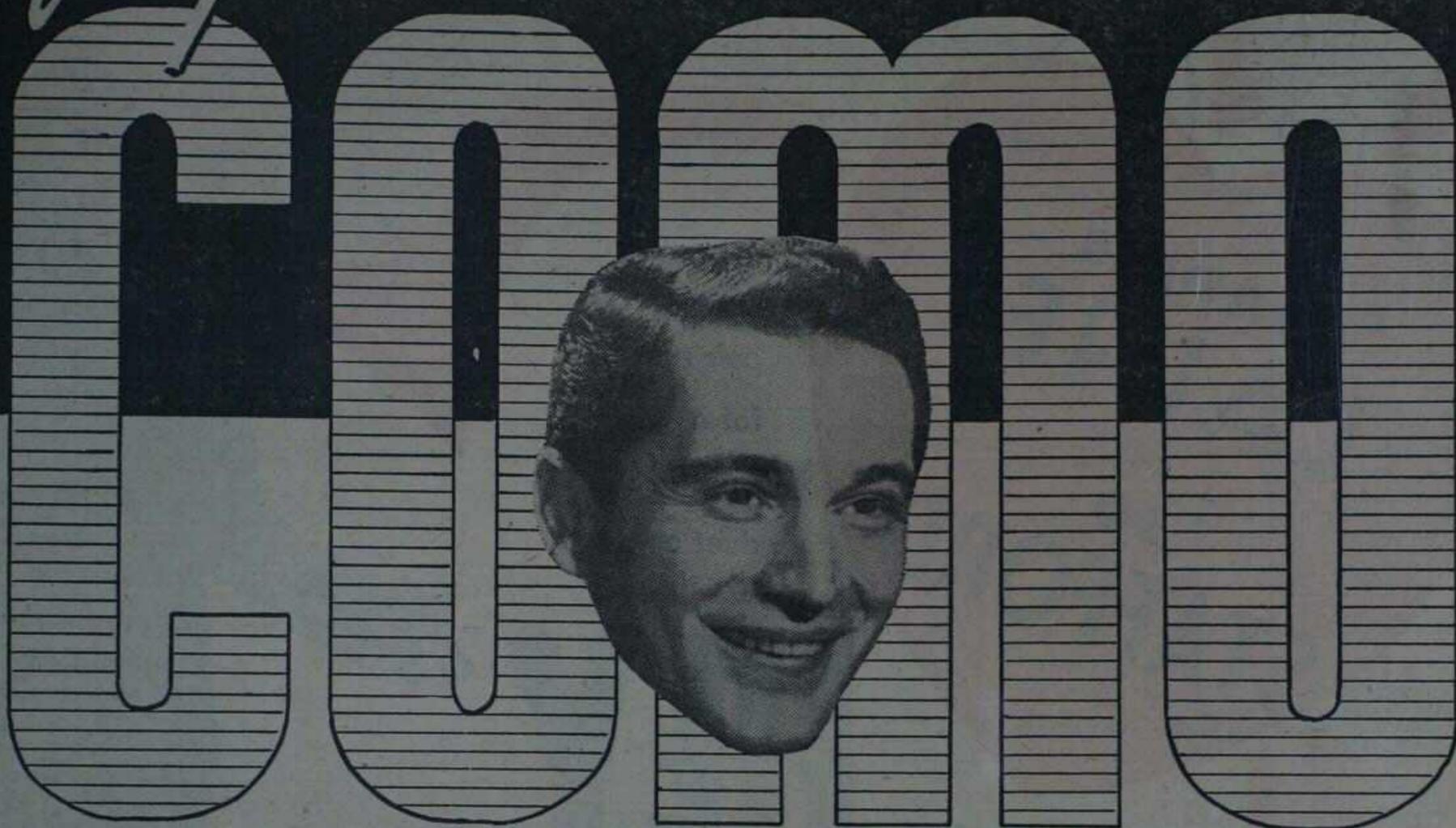
England under the direction of the group's regular conductors, Robert Irving and Hugo Rignold.

Disk-Toe Debut

The ballet company will begin its lengthy American tour on October 22, and the release of the disks will be timed to coincide with the opening. The eight selections will be housed on three 12-inch LP's and one 10-inch LP. Titles include Tchaikovsky's *Nutcracker Suite*, Chopin's *Les Sylphides*, Schumann's *Carnaval*, Rossini-Respighi's *La Boutique Fantasque*, Delibes' *Sylvia*, Gounod's ballet music from *Faust*, Ponchielli's *Dance of the Hours* and Weber's *Invitation To The Dance*. The diskery will work out special promotion deals with dealers and distributors in those cities in which the ballet company will appear. The Decca deal with Sadler's Wells is a non-exclusive arrangement at this point.

AGAIN!!!

Perry



...with another Great "BACKED UP" Pair...

ROLLIN STONE

and

WITH ALL MY HEART AND SOUL

20-4269

47-4269

the **BIG** ^{New} **HITS** are on . . .



RCA VICTOR RECORDS



*You're gonna love
this pairing —*



*pair up
for a
smash
duet on . . .*



HEY, GOOD LOOKIN'



and

GAMBELLA
(The Gambling Lady)

39570—4-39570

COLUMBIA  RECORDS

for music that sends them . . . to you!

Parade Issues 10-in. LP Symphonic Works . . .

Parade Records, indie LP firm here, is issuing a new series of 10-inch long-play records of familiar symphonic works. The first two disks are the "Nutcracker Suite" and Mozart's "Symphony No. 40." Disks will list at \$3. Recordings were made in France. Diskery topper Wally Wolasky also announced the forthcoming release of two more operatic packages in the Milton Cross narrated series. New packages will be "Tannhauser" and "Tristan and Isolde." The latter will be on two 12-inch platters.

Sorry, No Pact Twixt

Aladdin and Hunter . . .

Ivory Joe Hunter has not signed a disk contract with Aladdin Records, Coast r. & b. indie, according to Mildred Trent, Hunter's representative. Diskery had made an offer to the orkster-warbler, but no deal has been concluded. The Billboard (September 22) stated a deal was all but concluded.

Promotion Drive

Set on Kidisk Tune . . .

Young People's Records has set a heavy window display promotional campaign to hype sales on the kidiskery's "A Walk in the Forest" recording. Complete displays have been set up in major music and book stores in a tie-in with Viking, publisher of the kid book, "In the Forest," from which the song was adapted. The firm also has set a heavy disk jockey and press campaign on the record.

Ballroom Continues

Name Band Policy . . .

Name band policy adopted for the summer by the Palladium at Crystal Lake, Mich., is being carried into the winter months, with bookings now being set by R. J. Marin of the Delbridge & Gorrel office. Dance policy will be for two nights a week—Friday and Saturday.

On The Way!

THIRTY-TWO FEET and EIGHT LITTLE TAILS



MILLER MUSIC CORPORATION

Bob Merrill's Latest Novelty

"BELLE, BELLE MY LIBERTY BELLE"

OXFORD MUSIC CORPORATION
1619 Broadway, New York 14

THIS IS IT!! "OVERWEIGHT BLUES"

Recorded by 3ood and Fileere Bry
MGM #1103



TANNEN MUSIC, INC.
146 West 54 St., New York 19

With a Hi-yodel, Di-yodel, Hi-yodel

Grandfather Kringle



DUCHESS MUSIC CORPORATION

Phonograph Corp.

Issues New Models . . .

Two new, promotionally priced phonographs have been announced by Phonograph Corporation of America, New York phono firm headed by Al Middleman. Price leader is a three-speed, manual phono to retail at \$15.95 and a similar set in portable carrying case to retail at \$17.95. According to Middleman, both sets are being released for fall promotions in addition to the regular PCA line.

Jolly Joyce Signs

Two Vocal Units . . .

Jolly Joyce, who heads the Philadelphia and New York talent agency bearing his name, adds two new vocal units to his stable. The Charioteers join his talent roster for records and radio only. Also the new unit of Herb Kenny and His Players. Kenny unit is a foursome led by the former member of the Ink Spots, and Joyce agency will handle bookings in all areas.

Walcott-Inspired Tune

Acquired by Dreyer . . .

Pubber Dave Dreyer has acquired "Have Faith," number written by Leroy Kirkland and Herbert Weiner and inspired by heavyweight champion Joe Walcott. Decca cut platter recently with Marie Knight and choir.

New York

There are a number of coming events in the Gotham band scene: Guy Lombardo returns to the Hotel Roosevelt's Grill on October 1. . . . Freddie Schaeffer's all-girl ork will come in from the Midwest to play Frank Dailey's Meadowbrook, Cedar Grove, N. J., for four weeks beginning October 19 on a bill with warbler-pianist Al Morgan. . . . Bernie Cummins' crew will move out of the Hotel New Yorker here to play the Meadowbrook beginning October 4 with name acts skedded for the week-ends. . . . Tommy Reynolds' band will replace Cummins in the Ice Terrace of the New Yorker on October 3.

Buddy Morrow's band will make its Gotham bow on the stage of the Paramount Theater for the house's Thanksgiving show on a bill which headlines Patti Page. . . . Norman Granz, after buying up masters from the orkster, is readying for release four 10-inch long playing platters housing the works of Charlie Barnet. . . . Ralph S. Peer, Southern Music chief, and his wife, Monique, left for a European trip; first stop is London. . . . Pubber Lou Levy returned from England Thursday (20) with his wife, Clair. . . . Richard Hayes renewed with Mercury records for an additional five years.

Dave Cavanaugh's recording assistant in Capitol's Eastern repertoire branch, Sid Feller, entered Memorial Hospital for an emergency operation Monday (17). . . . RCA Victor, in a special deal with 20th Centu. . . . Fox flickers, bought the soundtrack recording of Dennis Day doing the "Golden Girl" movie's top ballad, "Never," in lieu of having the singer re-record the item for the diskery. Day is one of the stars of the pic. . . . Jack Maas will take over the contact duties for the Witmark and Advance firms in Hollywood in lieu of Eddie Kelly. . . . Decca promotion and artists relations topper, Mike Conner, is on a trek to Cincinnati and Nashville. He will add Decca's fifth deejay contact field man in Nashville while . . . the tour.

Vince Williams will take over the 11 to midnight slot on WJZ across-the-board for a deejay session. . . . MGM Records will issue its first Frank Petty Trio album on its next release. . . . Columbia Records, which recently signed Igor Stravinsky to an exclusive pact, will record the composer's new opera, "The Rake's Progress," in its entirety. . . . Capitol Records' Prexy Glenn Wallichs arrives Monday (24) for a couple of weeks' stay.

Texas Jim Robertson, RCA Victor country and Western artist, gets his first legit acting role in the new comedy "Out West of Eighth" opening at the Barrymore Theater. . . . French chanteuse, Sylvie St. Clair is going into the East Side nitery, La Vie

Music as Written

En Rose. . . . Mercury Records' chanter, Ray Barber, is being screen-tested by Paramount. . . . Lorry Raine is in town for TV guest shots. . . . John J. Signor, disk promotion manager for Philadelphia RCA Victor distrib Raymond Rosen became the father of twins. . . . Melody Record Supply, local disk distrib firm headed by Morty Klein, has taken on metropolitan area distribution of the Remington and Continental lines. . . . Chanter Tony Bennett will receive deejay Bob Harris' "King of Song" award on stage at the Paramount Theater. Bennett won the WVNJ deejay's listener poll. . . . Decca's Jane Turry may go out on personals as single, using her trio for disk dates only. A guy named Tim Gayle is to handle disk and press exploitation on Murray Schaff's Aristocrats, featuring drummer Dave Black, held over at Eddie Leonard's Spatnery in Philadelphia. Group starts an Eastern Canada tour in October, opening at the Brown Derby, Toronto.

Mercury Records will publish. . . . MGM Records is interested in buying Harry Shultz's masters from Gold Star. . . . Bill McCall, Four-Star topper, is processing sides cut in Nashville by Fred and Frank. . . . Vido Musso is set for two weeks at Sacramento's Clayton Club, beginning October 15. . . . Russ Philips is replacing Jack Teagarden in Louis Armstrong's band. . . . Ray Kellogg, ex-Les Brown singer, set for a part in WB's "I'll See You in My Dreams." . . . Evelyn Knight left Wednesday (19) for a series of tele guest shots in the East. While East she will cut for Decca. . . . Denise Darcel waxed "Mon Cherie," from MGM's "Young Man in a Hurry." . . . "Night," from Franz Lehar's "The Merry Widow," will be heard for the first time on the screen in Metro's version of the operetta. It has been omitted from previous pix of the work. . . . Universal-International musical arranger, David Tamkin, in New York to attend the world preem of his original opera, "The Dybbuk." . . . Burton Lane and Alan Jay Lerner clefted nine tunes for MGM's "Huckleberry Finn," the Danny Kaye-Gene Kelly starrer. . . . Jack LaDelle has joined Harry James' band as a special attraction. Does a single musical act and plays 33 different instruments.

Chicago

Jeri Sothern, who created a minor stir with her sharp dishing of "I'm in Love Again" in the Midwest, has signed with Decca. Chirp, who has been doing a five-per-week TV show over WBKB here, will leave TV soon to start a personal appearance tour of the Midwest, with GAC booking. Dick LePalm is her p.m. and flack. . . . Tony Alamo, the Sammy Kaye warbler, is doing single with Spotlite Attractions, New York, booking.

Mercury Records is staging a special one-nighter by Ralph Marterie at the Aragon here November 5 for d.j.'s and record salespeople. . . . Lou Simpkins, United Records chief, has inked Bill Samuels, the r.&b. singer formerly with Mercury. . . . Jack Shea and Virginia Voss, the hubby-wife club-date team, are leaving Associated Booking Corporation to form their own office, Allied Attractions. They will manage acts in addition to booking club and convention dates.

Hollywood

Allen Jones is recording "All My Love," "Take Me in Your Arms" and "Serenade in the Night" for a Snader Telescription. . . . Mort Ruby has severed connections with Mill Deutsch and is back in business for himself. Pair were never partners as previously reported. . . . Ray Anthony last week cut sides for a forthcoming Capitol album. . . . Pictorial Songs has moved to 1948 North Beverly Glen Boulevard. . . . Pam Shard has cut four sides for Cotillion Records backed by Abe Ostrow's ork (10). . . . Leigh Harline and Mort Greene have penned the title song of Samuel Goldwyn's "I Want You," which

Thrush Claire Hogan makes her Coast debut September 27 at Bimbo's, San Francisco. Gal came west for the Saints and Sinners Milk Fund benefit Friday (21) in the Bay Area. . . . Following three weeks at Bimbo's, with three week options, she goes to the Flamingo Hotel, Las Vegas and Riverside, Reno. The London Records artist will work with comic Roger Ray. Miss Hogan is being booked by GAC on straight guarantees, a reported \$500 a week. . . . "Song of the Strategic Air Command" will be waxed by Victor Young. Tune, "Song of the Heavy Bombers," was co-clefted by Ned Washington. . . . To date four musical numbers have been set for "The Merry Widow" at Metro. Tunes will be conducted by Jay Blackton.

Bob Horton ork takes over the music-making chores at the Covered Wagon Inn in suburban Stratford. . . . Bellevue Stratford Hotel resumes week-end dancing, with Lou Chaiken again conducting. . . . Howard Reynolds, who has fronted the house band at Frank Palumbo's Theater-Restaurant since 1939, is back for a 12th season. . . . Willie Di Simone takes a seat with Columbus Cortese at the Embassy Club to replace Teddy Mack, who leaves to manage the Caroussel, Paoli, Pa.

Philadelphia

Mercury Records will publish. . . . MGM Records is interested in buying Harry Shultz's masters from Gold Star. . . . Bill McCall, Four-Star topper, is processing sides cut in Nashville by Fred and Frank. . . . Vido Musso is set for two weeks at Sacramento's Clayton Club, beginning October 15. . . . Russ Philips is replacing Jack Teagarden in Louis Armstrong's band. . . . Ray Kellogg, ex-Les Brown singer, set for a part in WB's "I'll See You in My Dreams." . . . Evelyn Knight left Wednesday (19) for a series of tele guest shots in the East. While East she will cut for Decca. . . . Denise Darcel waxed "Mon Cherie," from MGM's "Young Man in a Hurry." . . . "Night," from Franz Lehar's "The Merry Widow," will be heard for the first time on the screen in Metro's version of the operetta. It has been omitted from previous pix of the work. . . . Universal-International musical arranger, David Tamkin, in New York to attend the world preem of his original opera, "The Dybbuk." . . . Burton Lane and Alan Jay Lerner clefted nine tunes for MGM's "Huckleberry Finn," the Danny Kaye-Gene Kelly starrer. . . . Jack LaDelle has joined Harry James' band as a special attraction. Does a single musical act and plays 33 different instruments.

On the Stand

Buddy Morrow

(Reviewed at Frank Dailey's Meadowbrook, Cedar Grove, N. J., September 12.)
Records RCA Victor. Personal manager Flanagan-Bendler-Woods Booked by General Artists Corporation. Feature billings, Buddy Morrow and ork, featuring Frankie Lester and Jean McManus. Recent key playdate, Steel Pier.
TRUMPETS: Sam Scavone, Dick Hoffman, Rudy Scaffidi.
TROMBONES: Herb Randel, Leon Cox, Berk Alexander.
REEDS: Buzz Branner, Moe Koffman, Harvey Estrin, Hal Miles.
RHYTHM: Larry Callahan, drums; Bob Carter bass; Billy Jacob, piano.
VOCALS: Frankie Lester, Jean McManus.
ARRANGERS: Dick Rhodes, Jimmy Mundy.
LEADER AND TROMBONE: Budd; Morrow.

Buddy Morrow's new band — this is his second — is going to make lots of money for itself and for the promoters who buy it. It's going to make a lot of people dance. It's not going to stimulate musical controversy. It's not going to bowl anybody over with extraordinary showmanship. That in a nutshell is the story

of the new Morrow crew. It's as commercially molded a dance band as has been developed in the past five years. There's nothing sensational, exciting or stimulating about the band, with the possible exception of the leader's trombone playing. It's a fairly conventional idea on a musical level — no fancy pranks or screaming brass or glissed trombones or uninhibited French horns. The key to its almost certain success lies in its strict observance of melody, set at all times in easy and ever-orent dance tempo. In many ways, the band reminds of the Artie Shaw *Begin the Beguine* crew where melody of great songs was crated to a swing beat for historic results. This band has not the jazz instinct of the Shaw band, but it has everything else Shaw represented, including a well-selected library and Morrow's tram in lieu of the former's hot clary.

Good Sections
At this point, the Morrow band is about a month old. It has already played a rush replacement job at the Steel Pier for the ailing Gene Krups, and the Meadowbrook represents the crew's originally scheduled break-in date. Being so young, it figures that there should be loose ends and a shortage of finesse. It boasts a

Starting of the new dance season finds the local ballroom circuit in full swing, with Chuck Gordon back at Wagner's; Art Wendel, at the Oakes; Joseph Perry, at Jay's Center City Ballroom; Herbie Maser, at Musicians' Ballroom; Buddy Lawrence at the Sun Mill Ballroom; George Quinty and Walt Mellor, for continuous dance music at the suburban Mammoth Ballroom, Pennel, Pa.; Dave Kantor, for the Friday night proms at the Royal Plaza, and Michael Donnelly, off for the week-end changes at Brookline-on-the-Boulevard. . . . Frank Falotico, who used to pick guitar strings for bands in San Francisco, is located here with a post in the house unit at the Top Hat Musical Bar.

The Click is being converted into offices. . . . Marty Bohn's Nut Club goes under the auctioneer's hammer. . . . Line producer Les Henderson is setting up a dance school in town. . . . Black Horse Tavern on the city line, is the latest of the small rooms to add entertainment. First in is Billy Hey, piano-voice.

Detroit

The Hal Ottis Trio is back at the Crest Lounge on a return appearance. . . . Larry Luke, the Duke of Song, and his piano, who just closed at the Stage Door, has opened at the Club Alamo. . . . Pat Morris is the new vocalist at the Club Manhattan, Northwest section spot. . . . Judy Manners, impersonator, is new at the Elmwood Casino in Windsor.

"THE GIRL IN THE WOOD"

FRANKIE LAINE
(COLUMBIA)
TERRY GILKYSO-KATIE LEE
(DECCA)

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THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received September 19, 20 and 21.

Last
Week

This
Week

1. 1. Because of You

By Arthur Hammerstein and Dudley Wilkins—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: L. Baxter, Cap 1493; T. Bennett, Cal 39342; Bob Crosby, Coral 40440; G. Dr. Hazen-G. Lombardo, Dec 27664; J. Desmond, MGM 10947; J. Fretts, V 10-3424; R. Barber, Mercury 5443; E. Becker-E. Light Ork, Remington R-25003; T. Smith, United 104.

ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Theatrosun; Mandy Carson, Associated.

2. 2. Come On-A My House

By William Saroyan and Ross Bagdasarian—Published by Dorchest (BMI)

RECORDS AVAILABLE: B. Chaney, Cal 39447; R. Hayes, Mer 5473; K. Arment, Federal 14003; E. Fitzgerald, Dec 81214; H. Keyes-F. Coombs Quintette, Sawy 793; L. Prima, Robin Hood 131; K. Starr, Cap 3710; The Three Suns, V 20-4199; W. Saroyan-R. Bagdasarian, Coral 40544; M. Katz, Cap 3728.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Theatrosun.

5. 3. I Get Ideas

By Sanders and Dorcas Cochran—Published by Hill & Range (BMI)

RECORDS AVAILABLE: L. Armstrong, Dec 27720; T. Martin, V 20-4142; Peggy Lee, Capitol 1573; E. Light Ork, Remington R-25003.

ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated.

4. 4. Too Young

By Sid Lippman and Sylvia Dee—Published by Jefferson (ASCAP)

RECORDS AVAILABLE: F. Allison, V 20-4185; P. Andrews, Dec 27549; T. Arden, Cal 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 40393; V. Young Ork, Dec 27344; C. Moody, King 477; L. Accara Ork, V145151-5480; S. Jones, V 20-4209; L. Heer, Atlatlan 3103; E. Light Ork, Remington R-25003.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens Ork, Associated; Bob Elery, World; Tony Pastor, Lang-Worth; Gould and Shane, Lang-Worth.

3. 5. Loveliest Night of the Year

By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)
From the MGM film "The Great Caruso."

RECORDS AVAILABLE: A. Blyth, MGM 30352; P. Faith Ork, Cal 39192; M. Lanza, V 10-3300; H. O'Donnell, Cap 1400; A. Shelton, London 937; E. Smith, Dec 27563; F. Waring, Dec 27507; E. Hart, Merit 307; A. King-E. Light Ork, Remington R-25004.

ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darlan, Standard; Bill Mills Ork, Standard; Shep Fielder, Lang-Worth; Monica Lewis, World; Chuck Foster, Lang-Worth.

9. 6. World Is Waiting for the Sunrise

By Ernest Seitz & Eugene Lockhart

RECORDS AVAILABLE: P. Belkin, Decca 27730; L. Paul-M. Ford, Cap 1748.

ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Jones, Lang-Worth; Red Nichols, Lang-Worth; Bertrand Hirsch, Lang-Worth; Dale Glee, Lang-Worth; Joe Sedja, Lang-Worth; Manhattan Nighthawks, Theatrosun; Johnny Guarnieri, Theatrosun.

8. 7. Cold, Cold Heart

By Hank Williams—Published by Acuff-Rose (BMI)

RECORDS AVAILABLE: T. Bennett, Cal 39449; T. Fontane, Mercury 5493; H. Williams, MGM 10904; Eileen Wilson, Decca 27763; Fontaine Sisters, V 20-4274.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth.

7. 8. Sweet Violets

By Cy Cohen and Charles Green—Published by E. H. Morris (ASCAP)

RECORDS AVAILABLE: D. Drew-C. Farman Ork, Mer 5473; D. Stone, V 20-4174; J. Turry, Dec 27448; J. Davis, Columbia 39480; T. Baker-E. Light, Remington R-25002.

(No information on electrical transcription libraries available as The Billboard goes to press.)

6. 9. Shanghai

By Bob Hilliard and Milton DeLugg—Published by Advanced (ASCAP)

RECORDS AVAILABLE: H. Rabbitt-Medernaires, Coral 40521; Bing Crosby, Dec 27453; Bob Crosby, Cap 1525; Della Day, Cal 39423; B. Morrow, V 20-4192; B. Williams Quartet, MGM 10910.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jurgens Ork, Associated.

10. 10. In the Cool, Cool, Cool of the Evening

By Johnny Mercer and Hoagy Carmichael—Published by Burke-Van Heusen (ASCAP)

From the Paramount film, "Here Comes the Groom."

RECORDS AVAILABLE: L. Brown, Coral 40526; F. Earl, V 20-4109; Bing Crosby, J. Wynan, Dec 27478; V. Dunaway, Mer 5478; A. Linn, MGM 11025; D. Martin, Cap 3703; J. Stafford-F. Laine-F. Weston Ork, Cal 39444; C. Powell-Five Blue Flames, Cal 39407.

ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard.

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WHAT A GREAT
NEW BIG BAND SOUND!
WHAT A SOLID BEAT!
WHAT GORGEOUS GLISSES!
WHAT FRESH PHRASING!

WHAT... AH, YOU
GOTTA HEAR IT!

-
- "ALL OF ME" 78 45
- "LEAN BABY" No. 1793 F1793
-
- "FAT MAN BOOGIE"
- "MY SILENT LOVE" No. 1794 F1794
-
- "WHEN MY SUGAR WALKS DOWN THE STREET"
- "I GUESS I'LL HAVE TO CHANGE MY PLANS" No. 1795 F1795
-



THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received September 19, 20 and 21

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly surveys among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last	This to date	Record	Artist	Label
11	1	1	BECAUSE OF YOU	T. Bennett	Capitol (78)39362; (45)14-39362; (33)3-39362—BMI
13	2	2	COME ON-A MY HOUSE	R. Clooney	Capitol (78)39467; (45)14-39467; (33)3-39467—BMI
6	3	3	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Capitol (78)1748; (45)F-1748—ASCAP
24	4	4	TOO YOUNG	Nat (King) Cole	Capitol (78)1449; (45)F-1449—ASCAP
7	5	5	BECAUSE OF YOU	L. Baxler	Capitol (78)1493; (45)F-1493—BMI
17	6	6	I GET IDEAS	T. Martin	Vocalion (78)20-4141; (45)147-4141—BMI
8	7	7	COLD, COLD HEART	T. Bennett	Capitol (78)39449; (45)14-39449; (33)3-39449—BMI
14	18	8	SHANGHAI	D. Day-P. Weston	Capitol (78)39429; (45)14-39429; (33)3-39429—ASCAP
5	11	9	DOWN YONDER	Del Wood	Tennessee (78)775; (45)145-775—ASCAP
5	8	10	CASTLE ROCK	F. Sinatra-H. James	Capitol (78)29527; (45)14-29527; (33)3-29527—BMI
23	13	11	LOVELIEST NIGHT OF THE YEAR	M. Lanza	Vocalion (78)10-3300; (45)149-3300—ASCAP
13	9	12	SWEET VIOLETS	D. Shore	Vocalion (78)20-4174; (45)147-4174—ASCAP
8	19	13	LONGING FOR YOU	V. Damone	Mercury (78)5655; (45)5655X45—BMI
5	10	14	WHISPERING	L. Paul	Capitol (78)1748; (45)F-1748—ASCAP
3	21	15	I GET IDEAS	L. Armstrong	Decca (78)27720; (45)19-27720—BMI
7	12	16	BELLE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller	Capitol (78)39512; (45)14-39512; (33)3-39512—ASCAP
7	15	17	WHILE YOU DANCED, DANCED	G. Gibbs	Mercury (78)5681; (45)5681X45—ASCAP
1	—	18	SIN	E. Howard	Mercury (78)5711; (45)5711X45—BMI
4	30	19	BECAUSE OF YOU	J. Desmond	MGM (78)10947; (45)K-10947—BMI
15	—	19	I'M IN LOVE AGAIN	A. Stevens-H. Rene	Vocalion (78)20-4148; (45)147-4148—ASCAP
1	—	21	AND SO TO SLEEP AGAIN	P. Page	Mercury (78)5706; (45)5706X45
1	—	22	BLUES (FROM THE AMERICAN IN PARIS)	R. Flanagan	Vocalion (78)20-4247; (45)147-4247—ASCAP
1	—	23	BECAUSE OF YOU	R. Barber	Mercury (78)5643; (45)5643X45—BMI
6	23	24	BECAUSE OF YOU	J. Peerce	Vocalion (78)10-3425; (45)149-3425—BMI
2	23	25	SIN	Four Aces-A. Alberts	Victoria 101—BM
3	16	26	I GET IDEAS	P. Lee	Capitol (78)1573; (45)F-1573—BMI
2	28	26	OVER A BOTTLE OF WINE	T. Martin	Vocalion (78)20-4220; (45)147-4220—ASCAP
9	16	28	VANITY	D. Cherry	Decca (78)27618; (45)19-27618—ASCAP
17	30	28	MY TRULY, TRULY FAIR	V. Damone	Mercury (78)5646; (45)5646X45—ASCAP
1	—	30	UNDECIDED	Ames Brothers-Les Brown	Coral (78)60566; (45)19-60566—ASCAP

England's Top Twenty

POSITION	Weeks Last	This to date	Record	English	American
7	1	1	TOO YOUNG	Son	Jefferson
10	2	2	MY TRULY, TRULY FAIR	Dash	Santly-Joy
5	8	3	TULIPS AND HEATHER	John Fields	J. J. Robbins & Son
11	4	4	TOD LATE NOW	New World	Feist
15	3	5	MY RESISTANCE IS LOW	Morris	Morris
17	6	6	WITH THESE HANDS	E. Kassner, Ltd.	Ben Bloom
15	5	7	IVORY RAG	Mac Melandis	Ardmore
4	7	8	CHRISTOPHER COLUMBUS	Campbell-Connelly	American
4	12	9	SWEET VIOLETS	E. H. Morris, Ltd.	E. H. Morris
14	9	10	LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbins
8	13	11	UNLESS	Francis Day	Bourne
20	11	12	BE MY LOVE	Francis Day	Robbins
14	10	13	I APOLOGIZE	Victoria	Crawford
7	25	14	A BEGGAR IN LOVE	Cleopatra	Santly-Joy
13	14	15	JEZEBEL	Campbell-Connelly	Broadcast Music
30	17	16	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit	Dartmouth
16	16	17	ON TOP OF OLD SMOKY	Leeds	Falkman
2	20	18	KENTUCKY WALTZ	Southern	Peer Int.
38	18	19	OUR VERY OWN	Bradbury Wood	Henry Spitzer
1	—	20	THE BIRD SONG	Unit	Peer Int.

VOX JOX

Ad Lib Cuttings

Joe Adams, KOWL, Hollywood is making a Universal-International movie short, and his brother, Arthur, is subbing on the air during the shooting. Mr. and Mrs. Bob Martin, WMUR, Manchester, N. H., named their fourth son after Stanley Newcomb Kenton, who was playing New England when Stanley Newcomb Martin was born. Another new deejay pop is Ed Hurst, WPEN, Philadelphia, who welcomed a daughter, Merle Ann. "I'm burned but good," writes Don Thurston, WTWN, St. Johnsbury, Vt. "It isn't very often that we have any name bands in this neck of the country, and this might be the reason. On August 2 we had three name bands play within 50 miles—Stan Kenton, Gene Krupa and Tex Beneke. As a result of this poor booking, the three orks had to split the crowds, which would have jammed any of the three halls had there been a little forethought. I wouldn't blame any band leader for refusing to come back again. Isn't there something that can be done about this situation? There are still a lot of people in the north country that like to dance and listen to good music, but they can't be in three places at once."

Preems

Art Ross, WCUE, Akron, has launched a new amateur hour broadcast from the stage of the local Palace movie theater. Bob Horstman, WBUX, Doylestown, Pa., is now with Uncle Sam's Air Force. Sandy Taylor, WPTR, Albany, N. Y., has a new ailer tagged "Mood Indigo." Val Balfour, WFRL, Freport, Ill., is starting a new giveaway program, "Val's Radio Show." Bob Watson, WSB, Atlanta, kicked off his guest disk jockey gimmick September 17 via a taped stint by Doris and Ted Steele, WMCA, New York. Keith Milan Ashton, KALL, Salt Lake City, has taken over the station's three-hour "Moonlight" series, now that Vern Brugge-mean has moved to Hawaii. Howard Garland, KFMB, San Diego, Calif., inaugurated his new platter show with guests spots by Nat Cole, Harry James, Ike Carpenter and Emma Lou Welch. Bud Brees whose new series on WPEN, Philadelphia, nabbed a national sponsor after one week on the air has signed to open with the Ink Spots at the Latin Casino this week. Ann Freeman, WBVP, Beaver Falls, Pa., has upped her weekly show to a 15-minute across-the-board session.

Sponsor Stuff

Thrift Shop (retail clothing) is sponsoring Bill Merchant's old time record show over WKBZ, Muskegon, Mich., marking what Bill thinks is the first time a show featuring 15-30-year-old records has ever been sponsored. Dick Rice, WAOD, Toledo, reports a six-week spot deal with the U. S. Women's Army Corps, their "first spot buy on a deejay show." Mercury is buying a 52-week spot contract to plug Lincoln with Don John Ross, WJTN, Jamestown, N. Y. It's 13 weeks with Skippy Peanut Butter for Ray Perkins, KFEL, Denver. Food Centers' sponsors of Bill Wright, WSGN, Birmingham are giving away two free baskets of groceries to folks who register at their local food center. Wright makes two phone calls daily on the air to lucky winners. Ted Nabors, KTHT, Houston, has landed a 26-week spot pact with Folger Coffee. Murine is in for 16 weeks with Tony Carrol, KCID, Caldwell, Idaho. Grady Reeves, WBHP, Huntsville, Ala., reports 13 weeks with Fibre-Glas. Pepto-Bismo buying 13 weeks with Bill Holland, WNVA, Norton, Va.

Best Selling Sheet Music

Based on reports received September 19, 20 and 21

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 a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks Last	This to date	Record	Artist
13	1	1	BECAUSE OF YOU (F) (R)	Broadcast Music
20	2	2	LOVELIEST NIGHT OF THE YEAR (F) (R)	Robbins
12	3	3	I GET IDEAS (R)	Hill & Range
23	5	4	TOO YOUNG (R)	Jefferson
11	3	5	SWEET VIOLETS (R)	E. H. Morris
5	6	6	COLD, COLD HEART (R)	Acuff-Rose
1	—	7	DOWN YONDER (R)	La Salle
6	8	8	LONGING FOR YOU (R)	Ludlow
9	9	9	SHANGHAI (R)	Advanced
1	—	10	SIN (R)	Algonquin
4	12	11	IN THE COOL, COOL, COOL OF THE EVENING (F) (R)	Burke-Van Heusen
3	—	11	BELLE, BELLE, MY LIBERTY BELLE (R)	Santly-Joy
12	10	13	COME ON-A MY HOUSE (R)	Duchess
2	15	14	DETOUR (R)	Hill & Range
7	11	15	MAKE BELIEVE (F) (R)	T. B. Harms

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in case of ties) tunes alphabetically. This music checked is predominantly cover 60 per cent alive.

(F) indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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Be Mine Tonight (R)	Peer—BMI
Because of You (R)	Broadcast Music—BMI
Belle, My Liberty Belle (R)	Decca—ASCAP
Cara, Cara, Bella, Bella (R)	Santly—ASCAP
Come On-A My House (R)	Duchess—BMI
Dark Is the Night (R)	Feist—ASCAP
Dimples and Cherry Cheeks (R)	Leeds—ASCAP
Ghost of a Chance, A (R)	Mills—ASCAP
Got Her Off My Hands (R)	Remick—ASCAP
Hello, Young Lovers (M) (R)	Williamson—ASCAP
How D'ya Like Your Eggs in the Morning? (R)	Feist—ASCAP
How High the Moon (R)	Chappell—ASCAP
I Get Ideas (R)	Hill & Range—BMI
I Love the Sunshine of Your Smile (R)	Johnstone-Mantei—BMI
I Wish You the Best (R)	Life—BMI
I'm in Love Again (R)	Crawford—ASCAP
In the Cool, Cool, Cool of the Evening (F) (R)	Burke-Van Heusen—ASCAP
It's All in the Game (R)	Witmark—ASCAP
Loveliest Night of the Year (F) (R)	Robbins—ASCAP
Mad About Love	Life—BMI
Mary Rose (R)	Shapiro-Bernstein—ASCAP
Maybe It's Because I Love You Too Much (R)	Berlin—ASCAP
Morning Side of the Mountain (R)	Remick—ASCAP
My Truly, Truly Fair (R)	Santly-Joy—ASCAP
On the Motor Boat	Life—BMI
Out of Breath (R)	Valando—ASCAP
Shanghai (R)	Advanced—ASCAP
Surprising (R)	Roche—ASCAP
Too Young	Jefferson—ASCAP
Wonder Why (R)	Robbins—ASCAP
World Is Waiting for the Sunrise (R)	Crawford—ASCAP
You're Just in Love (M) (R)	Berlin—ASCAP

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, Decca and National Broadcasting Company network stations in New York and Chicago. Points are given in the following manner: Every time a song is performed on a sustaining show, automatically, it receives a credit of 5 points; when performed weekly on a sustaining show it receives 10 points; when done infrequently on a commercial show it receives 15 points and, when done weekly on a commercial show it gets 20 points.

(Week of September 15-19)

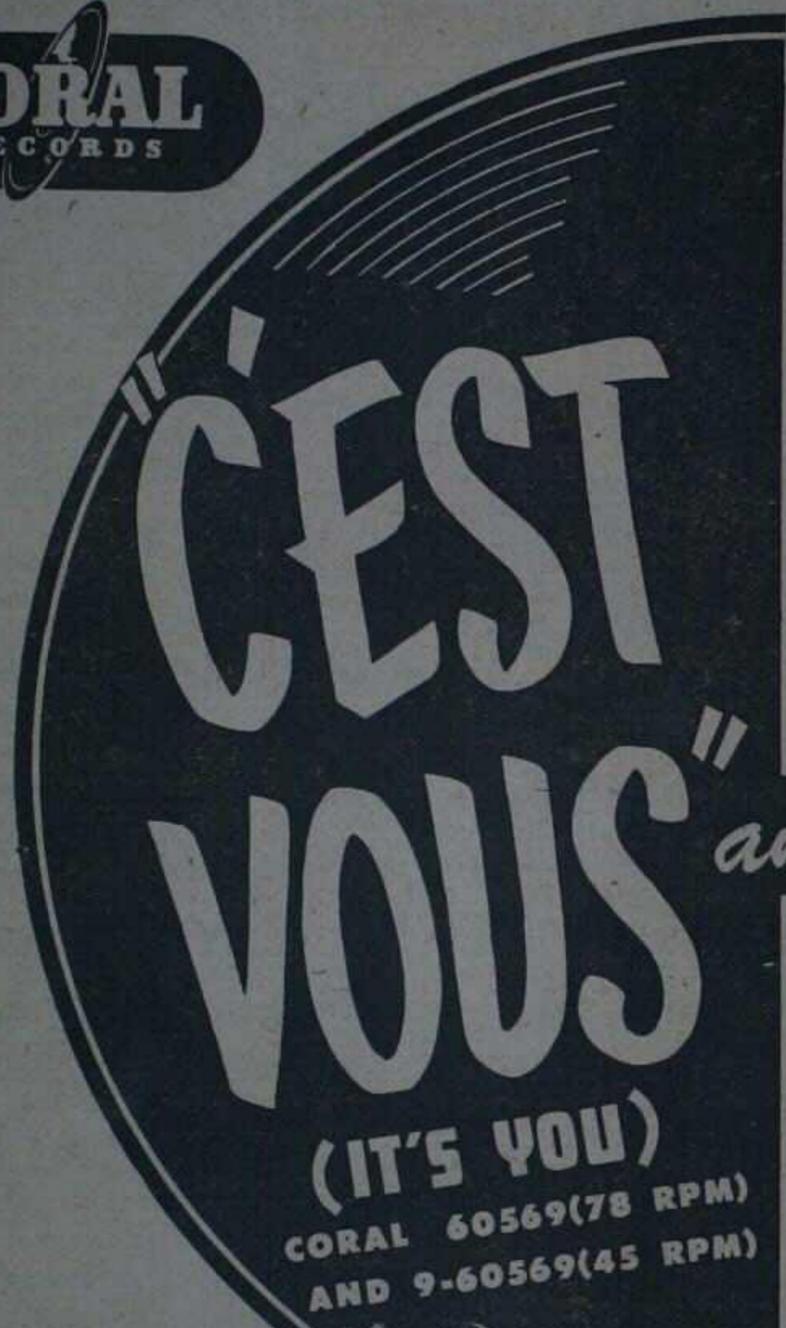
1. Because of You—BMI	140
2. The Loveliest Night of the Year—Robbins	135
3. I Get Ideas—Hill & Range	90
4. Shanghai—Advanced	80
5. Wonder Why—Robbins	70
6. Too Young—Jefferson	65
7. I Whistle a Happy Tune—Williamson	60
8. Don't Put a Tax on the Beautiful Gals—Feist	55
9. There's No Beat Like a Rowboat—Bourne	50
10. The World Is Waiting for the Sunrise—Crawford	50
11. Getting to Know You—Williamson	40
12. I'm in Love Again—Crawford	40
13. In the Cool, Cool, Cool of the Evening—Paramount	40
14. Vanity—Jefferson	40
15. End of a Love Affair—Duchess	30
16. My Truly, Truly Fair—Santly	30
17. Because of Rain—Maypole	20
18. Cold, Cold Heart—Acuff-Rose	20
19. Come On-A My House—Duchess	20
20. Dark Is the Night—Feist	20
21. Go, Go, Go—Famous	20
22. How Many Times—Pastan	20
23. I Can See You—Feist	20
24. Make Believe Land—B. V. C.	20
25. Mirroring Side of the Mountain—Remick	20
26. Out of Breath—Valando	20
27. Pretty Eyes—Fickens	20
28. Sweet Violets—Morris	20
29. We Have Told Much—Robbins	20
30. Hello, Young Lovers—Williamson	20

A NEW TWO-SIDED HIT



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America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

IN CANADA: Rogers Majestic Radio Corporation Ltd., TORONTO-MONTREAL-WINNIPEG

THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

... Based on reports received September 19, 20 and 21

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	Record	Artist	Label
15	1	1	1	BECAUSE OF YOU I Won't Cry Anymore	T. Bennett Col(78)39362; (45)4-39362; (33)3-39362—BMI
10	4	2	2	COLD, COLD HEART While We're Young	T. Bennett Col(78)39449; (45)4-39449; (33)3-39449—BMI
7	3	3	3	WORLD IS WAITING FOR THE SUNRISE Whispering	L. Paul-M. Ford Cap(78)1748; (45)F-1748—ASCAP
18	6	4	4	I GET IDEAS Tahiti, My Island	T. Martin V(78)21-4141; (45)47-4141—BMI
13	2	5	5	COME ON-A MY HOUSE Rose of the Mountain	R. Clooney Col(78)39467; (45)4-39467; (33)3-39467—BMI
25	5	6	6	LOVELIEST NIGHT OF THE YEAR La Donna E Mobile	M. Lanza V(78)10-3300; (45)49-3300—ASCAP
7	7	7	7	WHISPERING World Is Waiting for the Sunrise	L. Paul Cap(78)1748; (45)F-1748—ASCAP
25	8	7	7	TOO YOUNG That's My Girl	Nat (King) Cole Cap(78)1449; (45)F-1449—ASCAP
9	9	9	9	BECAUSE OF YOU Unless	L. Baxter Cap(78)1493; (45)F-1493—BMI
2	17	10	10	AND SO TO SLEEP AGAIN Write Me One Sweet Letter	P. Page Mercury (78)5706; (45)5706X45—ASCAP
3	14	11	11	SIN Arizona Moon	Four Aces-A. Alberts Victoria 101—BMI
5	11	12	12	DOWN YONDER Mine, All Mine	Del Wood Tennessee(78)775; (45)45-775—ASCAP
13	9	13	13	SWEET VIOLETS If You Turn Me Down	D. Shore V(78)20-4174; (45)47-4174—ASCAP
2	22	13	13	SIN My Wife and I	E. Howard Mercury(78)5711; (45)5711X45—BMI
7	15	15	15	BELLE, BELLE, MY LIBERTY Belleheart of Yesterday	G. Mitchell-M. Miller Col(78)39512; (45)4-39512; (33)3-39512—ASCAP
9	13	16	16	DETOUR Who's Gonna Shoe My Pretty Little Feet	P. Page Mercury(78)5682; (45)5682X45—BMI
3	18	17	17	I GET IDEAS A Kiss to Build a Dream on	L. Armstrong Dec(78)27720; (45)9-27720—BMI
13	12	18	18	SHANGHAI My Life's Desire	D. Day-P. Weston Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
18	16	19	19	MY TRULY, TRULY FAIR Who Knows Love	G. Mitchell-M. Miller Col(78)39415; (45)4-39415; (33)3-39415—ASCAP
6	—	20	20	BECAUSE OF YOU What Is a Boy	J. Peerce V(78)10-3425; (45)49-3425—BMI
6	—	21	21	KISSES SWEETER THAN WINE When the Saints Go Marching In	Weavers Dec(78)27670; (45)9-27670—BMI
1	—	22	22	DOWN YONDER Way Up in North Carolina	C. Butler Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
4	26	23	23	SMOOTH SAILING Love You Madly	E. Fitzgerald Dec(78)27693; (45)9-27693
1	—	23	23	DOWN YONDER Tiger Rag	L. (Piano Roll) Cook Abbey(78)15053; (45)45-15053—ASCAP
1	—	23	23	IN THE COOL, COOL, COOL OF THE EVENING Mito Crivento Columbo	Bing Crosby-I Wyman Dec(78)27678; (45)9-27678—ASCAP
5	25	26	26	SHANGHAI Wondrous Word (Of the Lord)	B. Williams MGM(78)10998; (45)K-10998—ASCAP
8	26	27	27	VANITY Powder Blue	D. Cherry Dec(78)27618; (45)9-27618—ASCAP
2	—	28	28	CASTLE ROCK Deep Night	F. Sinatra-H. James Col(78)39527; (45)4-39527; (33)3-39527—BMI
4	28	29	29	BECAUSE OF YOU Out of Breath	G. Lombardo-G. DeHaven Dec(78)27666; (45)9-27666—BMI
2	—	29	29	LONGING FOR YOU Mary Rose	S. Kaye Col(78)39499; (45)4-39499; (33)3-39499—BMI
1	—	29	29	COME ON-A MY HOUSE Sound Off	M. Katz Cap(78)1788; (45)F-1788—BMI (33)3-39467

• Best Selling Classical Titles

Last Week	This Week	Record	Artist	Label
1	1	The Great Caruso, M. Lanza RCA Victor Ork. C. Callinicos, conductor	V(33)LM-1127	
2	2	Gounod: Faust, Metropolitan Opera Ork. Kurt Adler-Fausto, Cleve, conductor	Col(33)SL-112	
—	2	Excerpts from Leoncavallo: Pagliacci; A. Luciani, R. Tucker, G. Valdengo, T. Howard, C. Harvot, Metropolitan Opera Assn Ork., F. Cleve, conductor; Alder, director	Col(33)SL-113	
3	4	Rachmaninoff: Concerto for Piano & Ork. No. 2 in F Minor, A. Rubinstein NBC Symphony Ork., V. Gelschmann	V(33)LM-1005	
3	5	Verdi: Rigoletto (Complete Opera), J. Peerce, L. Warren, I. Tajo, E. Berger, N. Merriman, R. Shaw, conductor Choral RCA Victor Ork.; R. Cellini, conductor	V(33)LM-6101	
—	5	Caruso (Treasury of Immortal Performances), E. Caruso	V(33)LM-1007	
1	1	The Great Caruso, M. Lanza, RCA Victor Ork. C. Callinicos, conductor	V(45)WDM-1506	
—	2	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork., Pierre Monteux, conductor	V(45)WDM-920	
4	3	Rachmaninoff: Concerto for Piano & Ork. No. 2, A. Rubinstein, St. Louis Symphony Ork.	V(45)WDM-1075	
2	4	Puccini: Highlights from Madame Butterfly, L. Albanese, J. Mello, L. Browning, RCA Victor Ork.	V(45)WDM-1068	
2	5	Tchaikovsky: Nutcracker Suite, E. Ormandy, conductor, Philadelphia Ork.	V(45)WDM-1020	

• Advance Classical Releases

Johann Sebastian Bach: Music of Jubilee Album—Power Riggs-R. Burditt, cond.—Columbia Chamber Ork. (1-12") Col (33) ML-4435	Haydn: Symphony No. 45 in F-Sharp Minor (Farewell) Album—Munich Philharmonic Ork.-A. Meindler, cond. (1-10") Mercury (33) MG-15028
Brahms: Fantasies, Op. 116 and Intermezzi, Op. 117 Album—M. Rusty (1-12") Mercury (33) MG-10674	Hindemith: Quartet No. 3, Op. 22 Album—The Hollywood String Quartet (1-12") (Prokofiev: Quartet) Capitol (33) P-8151
Strahm: Quartet in A Major for Piano and Strings, Op. 26 Album—Albanese Trio (1-12") Mercury (33) MG-10090	Liszt: The Battle of the Huns—Symphonic Poem No. 11 Album—Munich Philharmonic Ork.-E. Ormandy, cond. and Tasso-Lemont and Triumphant-Symphonic Poem No. 2—Munich Philharmonic Ork.-A. Meinerick, cond. (1-12") Mercury (33) MG-10083

DEALER DOINGS

News and Chatter

The Abraham & Straus department store, Brooklyn, is staging a large-scale promotion in its disk department in a tie-in with RCA Victor on the "Carmen" and "Traviata" albums. Making appearances at the store will be Robert Merrill, Rise Stevens and others. Deal calls for ads, streamers, displays, etc.

Marocco Music, Longansport, Ind., is now adding pianos to its line of disks, phonos, sheet music and instruments. The Ferguson Record Shop, Memphis, reports that the RCA Victor promotion of free albums with each 45 r.p.m. player sold got off to a flying start.

Pat Margoles, disk buyer at the Bay Music Center, Whitefish Bay, Wis., reports that her vacation trip to Los Angeles was "tremendous," thanks to the royal reception she received from Capitol Records.

Dorothy H. Richard, Richards Music Company, Safford, Ariz., points out that Mario Lanza has stimulated great interest in the recordings of Enrico Caruso. She sold more Caruso disks in last three months than in previous three years.

Anent the same Lanza, Mergert Music Store, Borger, Tex., got the jump on other shops in the area and had the albums "exclusively" for some time.

Bill Kelly, the Disc, Troy, N. Y., suggests that dealer contributors to Dealer Doings should organize into a national association in order to exchange ideas and act as a clearing house on regular return privileges. He thinks it would be a good idea to swap labels for returns.

Gene Highland, Richmond Record Shop, Richmond, Ky., is still seeking copies of disks on such World War II hits as "Johnny Doughboy," "Coming in on a Wing and a Prayer," "Don't Sit Under the Apple Tree" and others. Can anyone help out?

Salem Record Shop, Salem, Ore., would like to see a published list of the theme songs of popular orchestras.

Jimmy Skinner does a daily one-hour deejay show from Jimmy Skinner's Record Shop, Cincinnati, in which he plays disks and sings. Shop reports excellent mail and phone order business as a result of the show.

Bette Kessinger, manager of the Weinberg Music Store, Lexington, Va., reports that sales on country and Western disks doubled as a result of painting the hit titles on the window in different colored inks.

London Adds

Continued from page 23

trating on English artists who will record both here and in England. London's efforts to uncover European disk talent in the classical field has thus far been sufficiently successful so that many of the key personnel at the Metropolitan Opera Company this season will be exclusive London artists. The label is taking advantage of its position by issuing a 12-inch LP titled *Operatic Recital of the Metropolitan Opera* and featuring such names as Eugene Conley, Hilge Gueden, Paul Schoeffler, Ljuba Welitch, Anton Dermota, Giuseppe Valdengo, Hans Hopf and Giacinto Prandelli. Of these, Conley, Gueden, Dermota, Hopf and Prandelli are exclusively signed with London. In addition, the Met will this season use such other exclusive London artists as Alberto Erede, Gunther Treptow, Neil Rankin, Walpurgis Wegner and Melchiarre Luise.

According to diskery classical aker chief, Remy Farkas, London will continue to allow their exclusive artists to perform for the Met in original cast recordings issued on the Columbia label.

• Best Selling Children's Records

... Based on reports received September 19, 20 and 21

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	Record	Artist	Label
9	1	1	1	ALICE IN WONDERLAND (One Record)	K. Beaumont-E. Wynn V(78)Y-437; (45)WY-437; (33)LY-3
85	2	2	2	CINDERELLA (Two Records)	I. Woods & Others V(78)Y-399; (45)WY-399
19	3	3	3	LONE RANGER, VOL. 1 (He Becomes the Lone Ranger)	G. Trendle Dec(78)K-29; (45)1-352
42	3	4	4	TWEETY PIE (One Record)	M. Blanc-B. May Cap(78)CAS-3074; (45)CAF-3074
19	5	5	5	LONE RANGER, VOL. II (He Finds Silver)	G. Trendle Dec(78)K-30; (45)1-353
50	7	6	6	BOZO ON THE FARM (Two Records)	P. Colvig-B. May Cap(78)DBX-3076; (45)CBXF-3076
19	6	7	7	LITTLE RED CABOOSE (One Record)	Sparkie-R. Carter & CBS Ork Col(78)MJV-105; (45)4-105
50	10	8	8	BUGS BUNNY MEETS HIWATHA (One Record)	M. Blanc-B. May Cap(78)CAS-3072; (45)CAF-3072
1	—	9	9	TWEETY'S PUDDY TAT TWOUBLE (Two Records)	M. Blanc Cap(78)DBX-3102; (45)CBXF-3102
165	11	10	10	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Photo Colvig Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
53	12	10	10	JOHNNY APPLESEED (Three Records)	Dennis Day V(78)Y-390; (45)WY-390
25	8	12	12	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May Cap(78)CAS-3073; (45)CAF-3073
169	8	13	13	LITTLE TOOT (One Record)	Dow Wilson-The Starlighters Cap(78)DAS-80; (45)CAF-3001; (33)DBX-3065
1	—	13	13	WOODY WOODPECKER'S PICNIC (Two Records)	M. Blanc Cap(78)DBS-3091; (45)CBXF-3091
29	14	15	15	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork Col(78)MJV-85; (33)4-709
6	—	15	15	BOZO'S CIRCUS BAND (Three Records)	B. May Cap(78)DC-253; (45)CCF-253; (33)H-253
2	—	15	15	TWO LITTLE TRAINS (One Record)	B. Ives Col(78)MJV-108; (45)MJV-1-108
1	—	15	15	FERDINAND THE BULL (One Record)	D. Wilson Cap(78)CAS-3095; (45)CAF-3095

• Best Selling Pop Albums

... Based on reports received September 19, 20 and 21

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 on a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Last Week	This Week	Record	Artist	Label
1	1	SHOW BOAT Original Cast, K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (33)E-359	
2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" M. Lanza, RCA Victor Ork	V(78)DM-1506; (33)LM-1127	
3	3	ON MOONLIGHT BAY, D. Day-J. Smith-P. Weston	Cap(78)IC-267; (33)CL-6186	
6	4	NEW SOUND, VOL. II L. Paul-N. Ford	Cap(78)CCN-286; (33)H-286	
4	5	RICH, YOUNG AND PRETTY J. Powell-D. Darrivou-F. Lamas	MGM(78)MGM-86; (33)H-86	
7	6	VOICE OF THE XTABAY Yma Sumac	Cap(78)IC-244; (33)H-244	
5	7	KING AND I Original Cast	Dec(78)DA-876; (33)DL-9008	
7	8	SOUTH PACIFIC Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180	
9	9	CARNEGIE HALL JAZZ CONCERT B. Goodman, Vol. I and II	Col(33)SL-160	
—	10	OVER THE RAINBOW Len Brown	Coral(78)CP-600; (33)CRL-56,026	
—	10	NEW SOUND, VOL. I L. Paul	Cap(33) H-226	
1	1	SHOW BOAT (Four Records) Original Cast—K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (45)K-84	
2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) M. Lanza-RCA Victor Ork	V(78)DM-1506; (45)WDM-1506	
3	3	ON MOONLIGHT BAY (Four Records) D. Day-J. Smith-P. Weston	Cap(78)IC-267; (45)H-267	
4	4	NEW SOUND, VOL. II (Three Records) L. Paul-N. Ford	Cap(78)CCN-286; (45)CCF-286	
5	5	RICH, YOUNG AND PRETTY (Four Records) J. Powell-D. Darrivou-F. Lamas	MGM(78)MGM-86; (45)K-86	
6	6	VOICE OF THE XTABAY (Four Records) Yma Sumac	Cap(78)IC-244; (45)CDF-244	
7	7	NEW SOUND, VOL. I (Three Records) L. Paul	Cap(45)CCF-226	
9	8	SOUTH PACIFIC (Seven Records) M. Martin-E. Pinza	Col(78)MM-850; (45)A-850	
7	9	CARNEGIE HALL JAZZ CONCERT, Vol. I & II (Twelve Records) B. Goodman	Col(45)H-250	
9	10	KING AND I (Six Records) Original Cast	Dec(78)DA-876; (45)H-260	

Best Selling 45 R.P.M.

1	1	SHOW BOAT (Four Records) Original Cast—K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (45)K-84
2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) M. Lanza-RCA Victor Ork	V(78)DM-1506; (45)WDM-1506
3	3	ON MOONLIGHT BAY (Four Records) D. Day-J. Smith-P. Weston	Cap(78)IC-267; (45)H-267
4	4	NEW SOUND, VOL. II (Three Records) L. Paul-N. Ford	Cap(78)CCN-286; (45)CCF-286
5	5	RICH, YOUNG AND PRETTY (Four Records) J. Powell-D. Darrivou-F. Lamas	MGM(78)MGM-86; (45)K-86
6	6	VOICE OF THE XTABAY (Four Records) Yma Sumac	Cap(78)IC-244; (45)CDF-244
7	7	NEW SOUND, VOL. I (Three Records) L. Paul	Cap(45)CCF-226
9	8	SOUTH PACIFIC (Seven Records) M. Martin-E. Pinza	Col(78)MM-850; (45)A-850
7	9	CARNEGIE HALL JAZZ CONCERT, Vol. I & II (Twelve Records) B. Goodman	Col(45)H-250
9	10	KING AND I (Six Records) Original Cast	Dec(78)DA-876; (45)H-260

• Classical Reviews

PURGY AND BESS—Lawrence Winters, 86
Camilla Williams, Inez Matthews, Warren Coleman, Avon Long, J. Rosamund Johnson Chorus and Lehman Engel conducting (3-12")

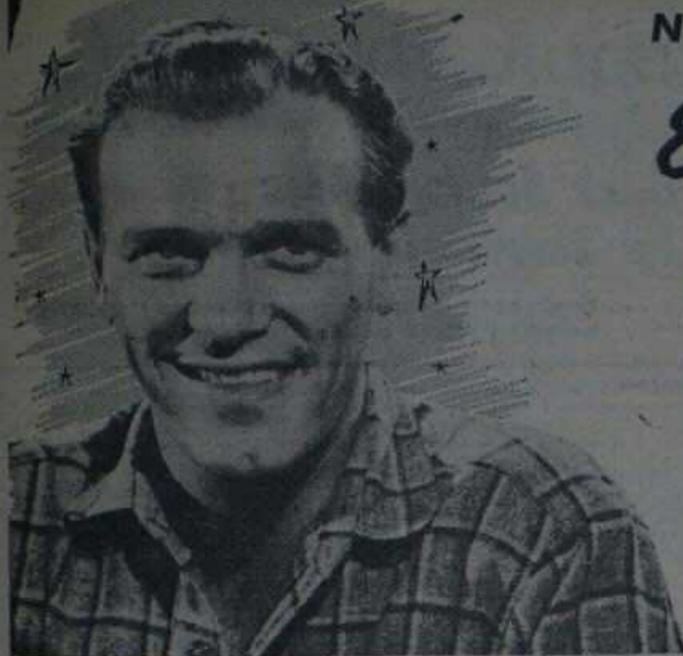
Columbia (33) SL-162
Superlatives are bandied about in the music business with such consistent regularity and alarming casualness that it becomes a task to properly define an superlative work which merits the accolade. Such a task is at hand in this full-length recording of George Gershwin's magnificent full opera, "Porgy and Bess." Not even in the staging has so complete a performance of the opera been made available to the public before. One priceless piece, at least has been preserved in this recording—"The Bazaar Song." The recording is devised to project every theatrical aspect of the opera and freely uses sound effects to that end. Some may find this distracting from the music; but generally it adds immeasurably to the excitement and coherence of the work. Renewing an acquaintance with the superb Gershwin music and equally wonderful lyrics, it certainly becomes quite apparent that this opera, remembered today more for its memorable songs than itself, is probably the most successful attempt yet made to write an American opera. It, too, provides an opportunity to further judge the musical genius that was George Gershwin. In this opera Gershwin fused the elements of serious music with funda-

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-59 POOR

mental jazz and pop ingredients to come up with a music and an idea which is uniquely American, creative and a model. Columbia's George Goldard Lieberman is to be congratulated for his splendid production job and for accepting it at all. Lehman Engel conducts brilliantly. Lawrence Winters is a first rate Porgy, Camilla Williams a splendid Bess, Inez Matthews an acceptable Sorens, Avon Long a delightful Sportin' Life and the remainder of the cast is excellent. Should sell strongly and long.

DVRAK: CONCERTO FOR VIOLIN IN A MINOR, Op. 53—Nathan Milstein, violin with Minneapolis Symphony under Antal Dorati. (1-10")
Victor (33) LM-1147
Mr. Milstein is very much at home in this luxuriously lyrical Dvorak score. Like many of this composer's works, the concerto is rife in Slavonic-derived folk melody and feeling. It is quite a difficult test for the soloist since the violin part was written to be a virtuosic display with the orchestra providing accompaniment. Milstein anticipates the soloist's role with a fiery understanding for the work to go with his technical mastery of his instrument. This is the newest and best recording available of this scholarly creation, quite a popular concert favorite in the literature. Should go with the fiddle fanatics as well as Dvorak fans.

78



NO ONE... BUT NO ONE... TOPS...

Eddy ARNOLD

when he sings...

"SOMEBODY'S BEEN BEATIN' MY TIME"

and

"HEART STRINGS"

words and music by ZEKE CLEMENTS, writer of "Just a Little Lovin'" and "Why Should I Cry."

20-4273 47-4273

This week's

New Releases ... on RCA Victor

Release 51-39 Ships Coast to Coast, Week of September 30

POPULAR

- DENNIS DAY Never California Moon 20-4285-(47-4285)*
DINAH SHORE Getting To Know You The End of a Love Affair 20-4286-(47-4286)*
THE THREE SUNS Little Jumping Jack Painting the Clouds With Sunshine 20-4287-(47-4287)*
BURR TILLSTROM'S KUKLA, FRAN and OLLIE Tooie Talk The Cuckoo 20-4289-(47-4289)*
DUKE ELLINGTON and his Orchestra A' Gathering in a Clearing Jumpin' Room Only 20-4281-(47-4281)*

COUNTRY—WESTERN

- HOMER and JETHRO Too Young Too Old To Cut the Mustard 20-4290-(47-4290)*
CHARLIE MONROE and his Kentucky Partners That Wild Black Engine You'll Find Her Name Written There 20-4291-(47-4291)*

SACRED

- THE HARMONEERS QUARTET Gonna Sail Away Is It Well With Your Soul? 20-4292-(47-4292)*

RHYTHM-BLUES

- JOHN GREER and the Rhythm Rockers Have Another Drink and Talk to Me I'm Savin' All My Lovin' 20-4293-(47-4293)*
STEVE GIBSON and the Original Red Caps Boogie Woogie on a Saturday Night Shame 20-4294-(47-4294)*

POP-SPECIALTY

- WALTER SOLEK and his Orchestra My Little Green Parrot—Polka What's the Difference—Polka 20-4282-(47-4282)*

POP NOVELTY

- THE HONKY-TONKS Swing Your Gal Down Yonder 20-4284-(47-4284)*

RED SEAL SPECIAL

- JAN PEERCE Valencia Amapola 10-3441

NEW ALBUM

- HARPO MARX Harp by Harpo P-329 (WP-329)* (LPM-27)**

Going Strong...

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.

- I Get Ideas Tony Martin 20-4141-(47-4141)*
Loveliest Night of the Year Mario Lanza 10-3300-(49-3300)*
Turn Back the Hands of Time Eddie Fisher 20-4257-(47-4257)*
(It's No) Sin Savannah Churchill 20-4280-(47-4280)*
Over a Bottle of Wine/You'll Know Tony Martin 20-4220-(47-4220)*
I Wanna Play House With You/Something Old, Something New Eddy Arnold 21-0476-(48-0476)*
Sweet Violets Dinah Shore 20-4174-(47-4174)*
Slow Poke Pee Wee King 21-0489-(48-0489)*
Humming Bird Johnny & Jack 20-4251-(47-4251)*
Somebody's Been Beating My Time Eddy Arnold 20-4273-(47-4273)*
Vanity Tony Martin 20-4246-(47-4246)*
I'll Hold You in My Heart Eddie Fisher 20-4191-(47-4191)*
Because Mario Lanza 10-3207-(49-3207)*
The Blues, From an American in Paris Ralph Flanagan 20-4247-(47-4247)*
The Winky Dink/While You Danced, Danced, Danced Ralph Flanagan 20-4222-(47-4222)*

Coming Up...

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.

- With All My Heart and Soul Rollin' Stone Perry Como 20-4269-(47-4269)*
It's All in the Game Dinah Shore 20-4233-(47-4233)*
Unwanied Sign Upon Your Heart Hank Snow 21-0498-(48-0498)*
Cryin' Heart Blues Johnnie and Jack 21-0478-(47-0478)*
Mary Rose Dennis Day 20-4214-(47-4214)*
It's All in the Game Dinah Shore 20-4233-(47-4233)*

TIPS MEANDERIN'/THEY CALL THE WIND, MARIA Vaughn Monroe and His Orchestra 20-4271-(47-4271)*



The Super Seven is happening!

Already several of the tunes are on our Best Sellers List (note at left). Be sure that you feature the SUPER SEVEN for Super Sales. They are:

- AND SO TO SLEEP AGAIN AW C'MON April Stevens-#20-4283
BELA BIMBA LOOK ME OVER ONCE Patrice Munsel-#20-4255
ROLLIN' STONE WITH ALL MY HEART AND SOUL Perry Como-#20-4269
SIN I DON'T BELIEVE IN TOMORROW Savannah Churchill-#20-4280
SOMEBODY'S BEEN BEATIN' MY TIME HEART STRINGS Eddy Arnold-#20-4273
TURN BACK THE HANDS OF TIME I CAN'T GO ON WITHOUT YOU Eddie Fisher-#20-4257
YOU'LL KNOW OVER A BOTTLE OF WINE Tony Martin-#20-4220

remember...

the BIG NEW HITS are on RCA VICTOR Records

The stars who make the hits are on

RCA VICTOR Records

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

SWING AND SWAY WITH
SAMMY
KEY

with the
HIT
BALLAD
of the
fall season



"**JEALOUS EYES**"

backed by "It's No SIN"

78rpm 39567 33 1/3rpm 3-39567 45rpm 4-39567

Columbia Records

First, Finest, Foremost in Recorded Music

"Columbia," "Masterworks," Reg. U. S. Pat. Off. Marcos Registrados

THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, receives last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores surveyed in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all total picture being unduly influenced by the reports of a single store.

- NEW YORK**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. COLD, COLD HEART
T. Bennett—Columbia
 3. I GET IDEAS
T. Martin—Victor
 4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 5. COME ON-A MY HOUSE
R. Clooney—Columbia
 6. SWEET VIOLETS
D. Shore—Victor
 7. COME ON-A MY HOUSE
M. Katz—Capitol
 8. CALLA CALLA
V. Demos—Mercury
 9. IT'S ALL IN THE GAME
T. Edwards—MGM

- WASHINGTON, D. C.**
1. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
 2. BECAUSE OF YOU
T. Bennett—Columbia
 3. AND SO TO SLEEP AGAIN
P. Page—Mercury
 4. I GET IDEAS
T. Martin—Victor
 5. COLD, COLD HEART
T. Bennett—Columbia
 6. COME ON-A MY HOUSE
R. Clooney—Columbia
 7. IN THE COOL, COOL, COOL OF THE EVENING
Eug. Crenly-J. Wynnan—Decca
 8. SMOOTH SAILING
E. Fitzgerald—Decca
 9. DETOUR
P. Page—Mercury
 10. SIN
E. Howard—Mercury

- CHICAGO**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. COLD, COLD HEART
T. Bennett—Columbia
 3. I GET IDEAS
T. Martin—Victor
 4. SIN
E. Howard—Mercury
 5. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
 6. COME ON-A MY HOUSE
R. Clooney—Columbia
 7. SIN
Four Aces-A. Alberts—Victrola
 8. WHISPERING
L. Paul—Capitol

- BOSTON**
1. COLD, COLD HEART
T. Bennett—Columbia
 2. BECAUSE OF YOU
T. Bennett—Columbia
 3. SIN
Four Aces-A. Alberts—Victrola
 4. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
 5. AND SO TO SLEEP AGAIN
P. Page—Mercury
 6. DOWN YONDER
L. (Piano Roll) Cook—Abbey
 7. I GET IDEAS
T. Martin—Victor
 8. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 9. IT'S ALL IN THE GAME
T. Edwards—MGM

- DALLAS AND FORT WORTH**
1. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 2. DOWN YONDER
D. Wood—Tennessee
 3. I GET IDEAS
T. Martin—Victor
 4. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
 5. BECAUSE OF YOU
L. Bester—Capitol
 6. BECAUSE OF YOU
T. Bennett—Columbia
 7. COME ON-A MY HOUSE
R. Clooney—Columbia
 8. I GET IDEAS
L. Armstrong—Decca

- DETROIT**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
 3. I GET IDEAS
T. Martin—Victor
 4. COLD, COLD HEART
T. Bennett—Columbia
 5. BECAUSE OF YOU
J. Ferris—Victor
 6. COME ON-A MY HOUSE
R. Clooney—Columbia
 7. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 8. TOO YOUNG
Nat (King) Cole—Capitol
 9. WHISPERING
L. Paul—Capitol
 10. DOWN YONDER
C. Butler—Columbia

- PHILADELPHIA**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. SIN
Four Aces-A. Alberts—Victrola
 3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
 4. COLD, COLD HEART
T. Bennett—Columbia
 5. AND SO TO SLEEP AGAIN
P. Page—Mercury
 6. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 7. COME ON-A MY HOUSE
R. Clooney—Columbia
 8. SWEET VIOLETS
D. Shore—Victor
 9. WHISPERING
L. Paul—Capitol
 10. I GET IDEAS
T. Martin—Victor

- DENVER**
1. BECAUSE OF YOU
L. Bester—Capitol
 2. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 3. I GET IDEAS
T. Martin—Victor
 4. COME ON-A MY HOUSE
R. Clooney—Columbia
 5. WHISPERING
L. Paul—Capitol

- PITTSBURGH**
1. COLD, COLD HEART
T. Bennett—Columbia
 2. BECAUSE OF YOU
T. Bennett—Columbia
 3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
 4. AND SO TO SLEEP AGAIN
P. Page—Mercury
 5. SIN
Four Aces-A. Alberts—Victrola
 6. DETOUR
P. Page—Mercury
 7. I GET IDEAS
T. Martin—Victor
 8. DOWN YONDER
D. Wood—Tennessee

- ST. LOUIS**
1. DOWN YONDER
D. Wood—Tennessee
 2. BECAUSE OF YOU
T. Bennett—Columbia
 3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
 4. WHISPERING
L. Paul—Capitol
 5. DETOUR
P. Page—Mercury
 6. COLD, COLD HEART
T. Bennett—Columbia
 7. TURN BACK THE HANDS OF TIME
E. Fisher-H. Winterhalter—Victor
 8. AND SO TO SLEEP AGAIN
P. Page—Mercury

- ATLANTA**
1. COLD, COLD HEART
T. Bennett—Columbia
 2. I GET IDEAS
T. Martin—Victor
 3. BECAUSE OF YOU
T. Bennett—Columbia
 4. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
 5. SIN
Four Aces-A. Alberts—Victrola
 6. AND SO TO SLEEP AGAIN
P. Page—Mercury

- LOS ANGELES**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 3. COME ON-A MY HOUSE
R. Clooney—Columbia
 4. BELLE, BELLE, MY LIBERTY BELLE
C. Mitchell-M. Miller—Columbia
 5. AND SO TO SLEEP AGAIN
P. Page—Mercury
 6. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
 7. TOO YOUNG
Nat (King) Cole—Capitol
 8. I GET IDEAS
T. Martin—Victor

- SEATTLE**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. I GET IDEAS
T. Martin—Victor
 3. WHISPERING
L. Paul—Capitol
 4. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
 5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 6. I GET IDEAS
L. Armstrong—Decca

- NEW ORLEANS**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. I GET IDEAS
T. Martin—Victor
 3. COME ON-A MY HOUSE
Rosenary Clooney—Columbia
 4. COLD, COLD HEART
T. Bennett—Columbia
 5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor



COLUMBIA'S

WEEKLY CHECK LIST OF BEST SELLERS
FOR DEALERS, OPERATORS, JOCKEYS

(Based on actual sales figures for week ending September 14th)

✓ POPULAR

- ✓ COLD, COLD HEART
WHILE WE'RE YOUNG
TONY BENNETT
39449—4-39449
- ✓ I WON'T CRY ANYMORE
BECAUSE OF YOU
TONY BENNETT
39362—4-39362
- ✓ IF TEARDROPS WERE PENNIES
I'M WAITING JUST FOR YOU
ROSEMARY CLOONEY
39535—4-39535
- ✓ I WISH I WUZ
MIXED EMOTIONS
ROSEMARY CLOONEY
39536—4-39536
- ✓ COME ON-A MY HOUSE
ROSE OF THE MOUNTAIN
ROSEMARY CLOONEY
39467—4-39467
- ✓ DOWN YONDER
WAY UP IN NORTH CAROLINA
CHAMP BUTLER
39533—4-39533
- ✓ MY LIFE'S DESIRE
SHANGHAI
DORIS DAY
39423—4-39423
- ✓ SWEETHEART OF YESTERDAY
BELLE, BELLE, MY LIBERTY BELLE
GUY MITCHELL
39512—4-39512
- ✓ JEZEBEL
ROSE, ROSE, I LOVE YOU
FRANKIE LAINE
39367—4-39367
- ✓ GOT HIM OFF MY HANDS
KISS ME GOODBYE, LOVE
DORIS DAY
39534—4-39534
- ✓ MY TRULY, TRULY FAIR
WHO KNOWS LOVE
GUY MITCHELL
39415—4-39415
- ✓ RUDOLPH, THE RED-NOSED REINDEER
IF IT DOESN'T SNOW ON CHRISTMAS
GENE AUTRY
38610
- ✓ CASTLE ROCK
DEEP NIGHT
FRANK SINATRA
39527—4-39527
- ✓ LONGING FOR YOU
MARY ROSE
SAMMY KAYE
39499—4-39499
- ✓ TENNESSEE TEARS
DIXIE
SAMMY KAYE
39492—4-39492
- ✓ MOONLIGHT BAY
TELL ME
DORIS DAY
39450—4-39450
- ✓ WHAT IS A BOY
WHAT IS A GIRL
ARTHUR GODFREY
39487—4-39487
- ✓ THESE THINGS I OFFER YOU
DEEP PURPLE
SARAH VAUGHAN
39370—4-39370
- ✓ KISSIN' BUG BOOGIE
HAWAIIAN WAR CHANT
JO STAFFORD
39529—4-39529
- ✓ VANITY
MY REVERIE
SARAH VAUGHAN
39446—4-39446

✓ FOLK

- ✓ BLUE YODEL NO. 6
TRAVELIN' BLUES
LEFTY FRIZZELL
20842—4-20842
- ✓ ALWAYS LATE
MOM AND DAD'S WALTZ
LEFTY FRIZZELL
20837—4-20837
- ✓ MY BABY'S JUST LIKE MONEY
I WANT TO BE WITH YOU ALWAYS
LEFTY FRIZZELL
20799—4-20799
- ✓ IF TEARDROPS WERE PENNIES
MR. MOON
CARL SMITH
20825—4-20825
- ✓ THERE'S NOTHING AS SWEET AS MY BABY
LET'S LIVE A LITTLE
CARL SMITH
20796—4-20796
- ✓ IF YOU'VE GOT THE MONEY
I LOVE YOU A THOUSAND WAYS
LEFTY FRIZZELL
20739—4-20739
- ✓ SHINE, SHAVE, SHOWER
LOOK WHAT THOUGHTS WILL DO
LEFTY FRIZZELL
20772—4-20772
- ✓ CRUEL, COLD HEART
IF YOU COME HOME AND FIND ME GONE
BILLY STARR
20855—4-20855
- ✓ DON'T GET ABOVE YOUR RAISIN'
I'VE LOST YOU
LESTER FLATT-EARL SCRUGGS
20854—4-20854
- ✓ WALTZING BY THE OHIO
MY BABY LIED TO ME
GEORGE MORGAN
20850—4-20850

✓ RHYTHM & BLUES

- ✓ PLENTY OF MONEY
GO! GO! GO!
THE TRENIERS
6804—4-6804
- ✓ THE WHIFFENPOOF SONG
I GET ALL MY LOVIN' ON SATURDAY NIGHT
THE RAVENS
6825—4-6825
- ✓ THE MASQUERADE IS OVER
TALKIN'
CHRIS POWELL
6818—4-6818
- ✓ WHISKEY AND GIN
TELL THE LADY I SAID GOODBYE
JOHNNIE RAY
6809—4-6809
- ✓ I TRIED
I RULE MY HOUSE
CHUCK WILLIS
6810—4-6810



Another Great Record!

TONY BENNETT

Singing

BLUE VELVET
and
SOLITAIRE

39555
4-39555



COLUMBIA RECORDS
FOR MUSIC THAT SENDS 'EM—TO YOU!

DEALERS!

**TIE IN WITH THIS
BIG CORAL PROMOTION!**



**YOUR CUSTOMERS WILL
SEE THE PICTURE**

STOCK THE RECORD! Now!

**Lilli
Marlene**

*(The song that swept
around the world!)
and*

"I WISH I WUZ"

Sung by

**MARTHA
TILTON**



with

**LYN
MURRAY**

and His Orchestra and Chorus
CORAL 60559 (78 RPM) and
CORAL 9-60559 (45 RPM)

"LILLI MARLENE"
An RKO Radio Picture
starring
**LISA DANIELY
HUGH McDERMOTT**



**THE BILLBOARD Music
Popularity Charts**

**• Most Played
Juke Box Records**

... Based on reports received September 19, 20 and 21

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

POSITION	Weeks Last	This to date	Record	Artist
14	2	1	BECAUSE OF YOU	T. Bennett Col(78)39362; (45)4-39362-1 (33)3-39362-BMI
13	1	2	COME ON-A MY HOUSE	R. Clooney Col(78)39467; (45)4-39467-1 (33)3-39467-BMI
6	3	3	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford Cap(78)1748; (45)F-1748-ASCAP
7	5	4	COLD, COLD HEART	T. Bennett Col(78)39449; (45)4-39449-1 (33)3-39449-BMI
9	7	5	DETOUR	P. Page Mercury (78)5682; (45)5682-45-BMI
24	4	6	TOO YOUNG	Nat (King) Cole Cap(78)1449; (45)F-1449-ASCAP
13	9	7	I GET IDEAS	T. Martin V(78)20-4141; (45)47-4141-BMI
6	8	8	WHISPERING	L. Paul Cap(78)1748; (45)F-1748-ASCAP IG. Jewell, Decca 27585; F. Froba, Decca 2700
5	10	9	DOWN YONDER	Del Wood Tennessee(78)775; (45)45-775-ASCAP IG. Willis, V 21-0420; Lawrence Cook, Abley 15053; Eddie Smith and Chief King 986; C. Watts, Mer 5695; C. Butler, Col 39533; Frank Petty Trio, MGM 11057; Joe Fingers Carr, Cap 1777; Freddy Martin, V 20-4267
13	6	10	SWEET VIOLETS	D. Shore V(78)20-4174; (45)47-4174-ASCAP
19	13	11	LOVELIEST NIGHT OF THE YEAR	M. Lanza V(78)10-3300; (45)19-3300-ASCAP
4	16	11	BECAUSE OF YOU	G. Lombardo-G. DeHaven Dec(78)27666; (45)19-27666-BMI
11	12	13	I WON'T CRY ANYMORE	T. Bennett Col(78)39362; (45)4-39362-ASCAP (33)3-39362-BMI IGeorgie Auld, Coral 60446; Billy Williams Quartet, MGM 10490; Eileen Wilson, Dec 27546; Dick Brown, Jubilee 4025; Dinah Washington, Mer 8211; Little Jimmy Scott, Roost 615; L. Becker-E. Light, Remington R-25003
17	11	14	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller Col(78)39415; (45)4-39415-1 (33)3-39415-ASCAP
6	15	14	BELLE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller Col(78)39512; (45)4-39512-1 (33)3-39512-ASCAP (Merv Griffin, V 20-4717; Bobby Wayne, Mer 5690)
2	20	14	SIN	Four Aces-A. Alberts Victoria 161-BMI (Savannah Churchill, V 20-4280; Four Knights, Cap 1804; Billy Williams Quartet, MGM 11061)
6	23	17	LONGING FOR YOU	S. Kaye Col(78)39499; (45)4-39499-1 (33)3-39499-ASCAP (George Cates, Coral 60546; Russ Morgan, Dec 27703; C. Mantice-M. Ayers, V 20-4219; Les Baxter, Cap 3231; L. Clinton, Broadway 1800; T. Tucker, MGM 11021; Teresa Brewer, London 1086; L. Becker-E. Light, Remington R-25001)
1	-	17	SIN	E. Howard Mercury(78)5711; (45)5711-45-BMI
4	19	19	BECAUSE OF YOU	L. Baxter Cap(78)1493; (45)F-1493-BMI
4	17	20	SIXTY MINUTE MAN	Dominoes Federal(78)12022; (45)45-12022-BMI Clyde Brothers, King 970; Eillee Lawrence, King 15115
20	17	21	JEZEBEL	F. Laine Col(78)39367; (45)4-39367-1 (33)3-39367-BMI (Alexander Brex, Mer 5620; A. Greene, Mer 5622; B. Hart, Merit 107; W. Atwell, London 1060; Lento and Oscar, Dec 46340)
4	23	21	HAWAIIAN WAR CHANT	Ames Brothers Coral(78)60510; (45)9-60510-ASCAP (Jo Stafford, Columbia 39529)
2	28	21	I'M WAITING JUST FOR YOU	R. Clooney Col(78)39535; (45)4-39535-1 (33)3-39534-BMI (R. Clooney, Columbia 39535; Sam Crosby, Capitol 1595; Cass Daley-H. Garfield, Decca 27743; H. Hawkins, King 949; K. Marvin, Mer 6353)
1	-	21	AND SO TO SLEEP AGAIN	P. Page Mercury(78)5706; (45)5706-45
8	20	25	LONGING FOR YOU	V. Damone Mercury(78)5655; (45)5655-45-BMI
7	27	26	I'M WAITING JUST FOR YOU	L. Millinder King(78)4453; (45)45-4453-BMI
10	22	27	SWEET VIOLETS	J. Turzy Dec(78)27668; (45)19-27668-ASCAP
9	23	27	I'LL HOLD YOU IN MY HEART	E. Fisher-H. Winterhalter V(78)20-4191; (45)47-4191-BMI (Tony Arden-Percy Faith, Col 39525)
1	-	29	VANITY	D. Cherry Dec(78)27618; (45)19-27618-ASCAP T. Martin, V 20-4244; Tony Fontaine, Mer 5659; S. Vaughan-P. Weston, Col 39446; H. Brooks, London 895; L. Baxter, Cap 1584
1	-	29	TURN BACK THE HANDS OF TIME	E. Fisher V(78)20-4257; (45)47-4257-ASCAP
2	-	29	I GET IDEAS	L. Armstrong Dec(78)27720; (45)19-27720-BMI
1	-	29	DOWN YONDER	L. (Piano Roll) Cook Abbey(78)15053; (45)15053-ASCAP
1	-	29	BLACKSTRAP MOLASSES	J. Durante-G. Marx-D. Kaye- J. Wyman Dec(78)27740; (45)19-27740-BMI (T. Dorsey, Dec 27709; Tex Williams, Cap 1760)
1	-	29	SWEETHEART OF YESTERDAY	G. Mitchell-M. Miller Col(78)39512; (45)4-39512-1 (33)3-39512-ASCAP

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THE BILLBOARD Music Popularity Charts

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

... Based on reports received September 19, 20 and 21

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.

8	2	1.	ALWAYS LATE	Lefty Frizzell	Cal(78)20837; (45)14-20837; (33)13-20837—BMI
14	1	2.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)121-0476; (45)148-0476—ASCAP
5	4	3.	MOM AND DAD'S WALTZ	L. Frizzell	Cal(78)20837; (45)14-20837; (33)13-20837
11	3	4.	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)K-11000
7	7	5.	MR. MOON	Carl Smith	Cal(78)20825; (45)14-20825; (33)13-20825—BMI
1	—	6.	SLOW POKE	Pee Wee King	V(78)121-0489; (45)148-0489—ASCAP
22	5	7.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Cal(78)20799; (45)14-20799; (33)13-20799—BMI
19	8	7.	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904—BMI
1	—	9.	DOWN YONDER	D. Wood	Tennessee(78)775; (45)145-775—ASCAP
16	6	10.	LET'S LIVE A LITTLE	Carl Smith	Cal(78)20796; (45)14-20796; (33)13-20796—BMI

• Country & Western (Folk) Record Reviews

LABEL AND NO.	ARTIST	COMMENT TUNES	REVIEW	REVIEW	REVIEW	REVIEW
	JOHN SHOUBE & MELLOW BILLIES (Ralph Cummings)					
	Love Me Just the Same	FORTUNE 161—Rather oddly constructed ditty doesn't make an impression tho it's warbled directly and the string arking is clean and spirited	64--65--63--65			
	Mommy, Where Is Daddy Tonight?	One of those weepers which were so popular a couple of years ago brought up to date so that Daddy died in Korea for freedom. Okay, but not exceptional.	69--70--67--69			
	JIMMY MYERS (Happy Highway Gang-George Adams)					
	Drunk Man's Wiggle	FORTUNE 162—Lively country boogie is done with heat and spirit. Sited for moderate territorial action, with wide double-entendres the attraction in addition to beat.	73--73--70--75			
	I'm Goin' Back to West Virginia	Bright item is done up in typical backwoods style. Nothing special, tho.	68--68--66--70			

(Continued on page 95)

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"SLOWPOKE"
 by Pee Wee KING and Redd Stewart RCA-Victor #21-0489



These Writers Gave You
 'TENNESSEE WALTZ'
 'BONAPARTE'S RETREAT'
 'RIVER ROAD TWO-STEP'
 and now another
HIT
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"YOU TRIED TO RUIN MY NAME"
 and
"IDAHO AND BOOTS CALL" Capitol Record 1772

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- No. 505—LIFE'S BURDENS
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- No. 508—THE HOLY FATHER
CHEER THE WEARY TRAVELER
- No. 509—THERE MUST BE A CITY
THIS HEART OF MINE
- No. 506—GABRIEL SOUND YOUR TRUMPET
TELL JESUS I'M COMING HOME
By The Fireside Gospel Singers
- No. 510—WHERE SHALL I BE
SIGIN 'TILL THE POWER OF THE LORD
COMES DOWN
By The Cross-Road Singers
- No. 511—ROLL THE STONE AWAY
LEAVE IT THERE
By The Cross-Road Singers
- No. 512—JESUS ON THE MAIN LINE
WON'T WE HAVE A TIME
By Rev. W. M. Anderson & Jordan River Singers
- No. 502—PRAYER CHANGES THINGS
JUST CAN'T HELP FROM CRYIN'
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- No. 1005—CRAZY 'BOUT THE BOOGIE
RAING WEATHER
By Vance Morris and His Alabama Playboys
- No. 1006—SOME OF THESE DAYS
BOOT HILL DRAG
By Vance Morris and His Alabama Playboys

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THE BILLBOARD Music Popularity Charts

• Best Selling Retail Folk (Country & Western) Records

Based on reports received September 19, 20 and 21

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.

8	1	1.	ALWAYS LATE	Lefty Frizzell
			Mom and Dad's Waltz	Col(78)20837; (45)4-20837;
				(33)3-20837—BMI
11	3	2.	HEY, GOOD LOOKIN'	H. Williams
			My Heart Would Know	MGM(78)11000; (45)K-11000
22	4	3.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell
			My Baby's Just Like Money	Col(78)20799; (45)4-20799;
				(33)3-20799—BMI
14	2	4.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold
			Something Old, Something New	V(78)21-0476; (45)4B-0476—ASCAP
5	5	5.	MOM AND DAD'S WALTZ	L. Frizzell
			Always Late	Col(78)20837; (45)4-20837; (33)3-20837
15	6	6.	LET'S LIVE A LITTLE	Carl Smith
			Nothing as Sweet as My Baby	Col(78)20796; (45)4-20796;
				(33)3-20796—BMI
26	7	7.	COLD, COLD HEART	Hank Williams
			Dear John	MGM(78)10904; (45)K-10904—BMI
7	10	8.	MR. MOON	Carl Smith
			If Teardrops Were Pennies	Col(78)20825; (45)4-20825;
				(33)3-20825—BMI
3	9	9.	UNWANTED SIGN UPON YOUR HEART	Hank Snow
			Your Locket Is My Broken Heart	V(78)21-0498; (45)4B-0498—BMI
6	7	10.	PEACE IN THE VALLEY	R. Foley
			Old Soldiers Never Die	Dec(78)46319; (45)9-46319;
				(78)14573; (45)9-14573—BMI
1	—	10.	SLOW POKE	Pee Wee King
			Whisper Waltz	V(78)21-0489; (45)4B-0489—ASCAP

• Folk Record Releases

Address Unknown—Foy Willing (Detroit) Dec 46365
Air Cattle—Shel Woolley (Over the Barrel) MGM 11059
All You Gotta Do Is Whistle—Curley Williams (String Starling) Col 20849
Always Late—M. McInturf (Mom and Dad's) Rich-R-Tone 1023
Another Fool Steps In—J. Wakely (Solid South) Cap 1742
Cherokee Boogie—J. Davis (I Wish) Decca 46356
Bad News Travels Fast—Eddie Hazelwood (I'll Pay) Intex 4028
Barnyard Special—Curly Herdman (Rose of) Abbey 15052
Beautiful Life—Cuzco Don (Wayside Inn) Rich-R-Tone 1014
Billy Buck—Beaver Valley Sweethearts (Wooden Shoe) V(45)47-4262
Boogie Woogie Square Dance—Jim Boyd (Texas Moon) V(45)47-4263
Boogie Call From Heaven—Otis Parker (Many Times) Holiday 109
Buy Me a Bottle of Beer—Jerry Irbly (Rose) 4 Star 1578

(Continued on page 96)

Breaking Big! DRUNKMAN'S WIGGLE #162

(Jimmy Myers & His Highway Gang)

GOING STRONG! BIRTHDAY CAKE BOOGIE #165

(Skeets McDonald & Benny Walker)

FORTUNE RECORDS

11629 Linwood Detroit 6, Mich.

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Disk Jockey Doings—

Cotton Gaylon, formerly with Carl Story's Ramblin' Mountaineers (Mercury), has taken over direction of country talent at WSPG, Somerset, Ky. He has started an amateur Show and is doing disk segs. . . Tommy Carlisle, son of Cliff Carlisle, and nephew of Bill, famed names in the rustic record classification, has joined WCLK, Campbellsville, Ky., as a dj.

Roy Vernon is spinning country wax at KJAY, Topeka, Kan.

Curley Kinsey, formerly with Mercury, is spinning disks at WGTA, Summerville, Ga. . . John Carr, formerly at WNOX and WIBK, Knoxville, has started a dj. show at WHUB, Cookeville, Tenn. He is a junior at Tennessee Poly. . . Joe Powers is country wax spinner at WNAV, Annapolis, Md. Other new boys are Paul Turner, KXLW, Clayton, Mo., and Freddy Wilson, KYMA, Yuma, Ariz.

Connie B. Gay, WARL, Arlington, Va., will play one of the biggest h.b. and Western shows yet when he takes over the 38,000-seat Griffith Stadium, Washington, to stage a two-day (September 22-23) show which will feature Lefty Frizzell, Ernest Tubb, Lester Flatt and Earl Scruggs, Moon Mullican, Carl Smith and the Duke of Paducah. Gay will leave the U. S. October 1 to lead a second unit of country talent on a tour of the Caribbean zone for three weeks. Personnel of his contingent will be Billie Grammer, Smitty Smith, Chubby Wise, Betty Bean, Smokey McClenney, Jimmy Dean and Ralph

(Continued on page 97)

C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records received this week:

- I BELIEVE
Stuart Hamblen.....Columbia 20848
- SOMEBODY'S BEEN BEATIN' MY TIME
HEART STRINGS
Eddy Arnold.....RCA Victor 20-4273

IN CASE YOU DIDN'T NOTICE...

QUESTION Which of the smaller independent labels send you the most free records? Name only three:
SCORING Three positions: Three points for 1st; two for 2d; one for 3d.

WINNER	POINTS
Four Star	229
King	112
Intro	59
Gilt Edge	42
Imperial	41
Mercury	36
Tennessee	36
Dot	23
Bullet	20
Talent	16
Gotham	15
MGM	12
R.F.D.	12
Wheeling	10
Coral	8
Continental	6
Cermac	6
Federal	6
Sittin' In	6

Naturally, we are proud and we know the Votes of the Disk Jockeys put us in first place in this Chart. We will continue to please and give you the same service in the coming year.



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THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received September 19, 20 and 21

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

9	1	1.	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
12	2	2.	HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
7	3	3.	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
15	4	4.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)121-0476; (45)4B-0476—ASCAP
25	9	5.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
8	7	6.	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825—BMI
2	—	7.	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
10	5	8.	PEACE IN THE VALLEY	R. Foley	Des(78)46319; (45)49-46319; (78)14573; (45)49-14573—BMI
8	10	9.	CRYIN' HEART BLUES	Johnnie & Jack	V(78)121-0412; (45)4B-0412
3	6	10.	SLOW POKE	Pee Wee King	V(78)121-0489; (45)4B-0489—ASCAP

Another Country Hit!

Written by
Pee Wee King & Redd Stewart



Boots Faye & Idaho Call

You Tried To Ruin My Name

Capitol No. 1772

RIDGEWAY MUSIC, INC.
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YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

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Columbia's Great Country & Western Artist

CARL SMITH

with his latest release

"ME AND MY BROKEN HEART"

#20862



WILMA LEE & STONEY COOPER

singing "THE WEST VIRGINIA POLKA"

#20861



THE BILLBOARD Music Popularity Charts

Best Selling Retail Rhythm & Blues Records

Based on reports received September 19, 20 and 21

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 to date	Last Week	This Week	Record	Artist	Label
18	1	1	1	SIXTY MINUTE MAN	Dominoes	Federal (78)12022; (45)45-12022-BMI
12	4	2	2	CHAINS OF LOVE	J. Turner	Atlantic 939-BMI
6	1	3	3	GLORY OF LOVE	Five Keys	Aladdin (78)3099; (45)45-3099
15	5	4	4	I'M WAITING JUST FOR YOU	Lucky Millinder	King (78)4453; (45)45-4453-BMI
17	3	5	5	DON'T YOU KNOW I LOVE YOU	The Clovers	Atlantic 934
3	7	6	6	T-TOWN JUMP	R. Milton	Specialty 407-BMI
6	7	7	7	BLOODSHOT EYES	W. Harris	King (78)4461; (45)45-4461-BMI
3	9	8	8	SMOOTH SAILING	E. Fitzgerald	Dec (78)27693; (45)45-27693
2	—	9	9	I GOT LOADED	Peppermint Harris	Aladdin 3097-BMI
1	—	10	10	FOOL, FOOL, FOOL	The Clovers	Atlantic 944

Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	NEW	REISSUE	REVIEWED	RECORDED
IVORY JOE HUNTER I'm Yours Until Eternity MGM 11052—Hunter croons a windy ballad of his own composition in his distinctive style.		73	74	72	74
Wrong Woman Blues Ivory Joe turns to the blues for a fairly routine effort.		71	71	69	74
FLOYD DIXON-JOHNNY MOORE'S THREE BLAZERS Do I Love You? ALADDIN 3101—Dixon warbles a striking minor blues ballad with fine projection and in his Charles Brown-ish style. Johnny Moore's Blazers lend a superb background and musical interlude. Could be a big item.		82	82	82	82
Time and Place The singing is fine, the Blazers' support is strong again but the blues ditty is on the weak side.		71	71	70	72
THE JUBILAIREES Living a Lie CAPITOL 1779—Male quartet have a warm, rich side in a beautifully harmonized rendition of a winning slow sentimentalizer.		80	80	80	80
As Summer Turns to Fall Basso lead does a pretty job with this fine love-nature ballad.		80	80	80	80

"GLORY OF LOVE"

THE FIVE KEYS
AL 3099

"I GOT LOADED"

"PEPPERMINT" HARRIS
AL 3097

"IF YOU DON'T LOVE ANYMORE"

FRANK HAYWOOD
AL 3098



THE ORIGINAL! A SMASH HIT!

NO SURFACE NOISE—CLEAR AS A BELL!

"SIN (IT'S NO)"

backed by

"HEART AND SOUL"

SAVOY #817



by THE FOUR BUDDIES

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

RHYTHM AND BLUES NOTES

By HAL WEBMAN

Jimmy Yancey, a key figure in the history of jazz, died last Monday (17) in Chicago at an age variously estimated between 52 and 60 years. Yancey was one of the fathers of the boogie woogie piano style. It was he who taught Meade Lux Lewis and the late Albert Ammons the boogie woogie medium and the latter two gentlemen later became the most prominent figures in the popularizing of the idiom in the mid-thirties. Yancey has been preserved in wax by several waxeries including Victor, Columbia, Bluebird, Circle and, most recently, Atlantic. In fact, Yancey made his recordings for Atlantic only a few weeks ago for an album project. His wife, Stella, is better known to jazz collectors as Mama Yancey and she provided the vocals on many of his recordings.

Spiritual and gospel thrush Mahalia Jackson, who will make a concert appearance at Carnegie Hall on October 7, recently was awarded the Grand Prix du Disque following a folk and jazz music conclave in Paris, France. The award was made for her several Apollo waxings. Miss Jackson also made an appearance at a music conference attended by university reps, folk and jazz musicians at Music Inn, Lenox, Mass. She was selected by the group to represent an example of folk religious music. Conference table included Dr. Marshall Stearns, Professor at Hunter College; Professor Willis James of Spelman College, Atlanta; John Mehegan, Juilliard School of Music, New York; and Dr. Richard Waterman, Northwestern University.

The package, co- featuring Dinah Washington and Earl Bostic's band, which last year was one of the hottest box office entries in the r & b personal appearance field, is being reunited for another trek beginning October 26, on which date the team opens at the Apollo Theater, New York. From the Apollo, the package will work the Howard Theater in Washington, D. C., and the Earle Theater in Philadelphia before taking to the road. Beginning November 16, the team will play 17 one-nighters in the south for promoter Ralph Weinberg and following these will go to Florida winding up in Miami on December 16. Package is being sold for between \$750 and \$1,000 per date against 50 per cent of the grosses; Universal Attractions books the duo.

Vibist Terry Gibbs and his new sextet were signed by the Savoy diskery and already has sliced its first recordings. . . Al Hibler, Duke Ellington's vocalist, signed a booking arrangement with Shaw Artists Corporation. The agency already has set the singer, who will not work the Big Show arena trek with Ellington, to open on October 8 at Lindsey's, Cleveland, for a week. . . Arnett Cobb and band go into the Celebrity Club, Providence, on October 29 for a week. . . Blues shouter Roy Brown heads into the Deep South for a month of one-nighters thru October.

Oscar Pettiford heads a jazz sextet which has begun a tour of Army camps for the USO. The unit is known as the "Swingin' Jamboree" and along with Pettiford includes trumpeter Howard McGhee, trombonist Jay Johnson, drummer Charlie Rice, tenorist Budd Johnson and guitarist Clifford Best. . . Larry Steele's "Smart Affairs" revue from the Club Harlem, Atlantic City, will invade the Big Apple in October to open a new nitery, the Sugar Hill Cafe, which will be located in the China Doll spot and will be operated by Harry Steinman. . . The Little Esther-Johnny Otis

(Continued on page 95)

R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week:

CUTE-TEE	Lloyd Glenn	Swing Time 270
LUMP IN MY THROAT	Little Willie Littlefield	Modern 837

Most Played Juke Box Rhythm & Blues Records

Based on reports received September 19, 20 and 21

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 to date	Last Week	This Week	Record	Artist	Label
19	1	1	1	SIXTY MINUTE MAN	Dominoes	Federal (78)12022; (45)45-12022-BMI
14	3	2	2	I'M WAITING JUST FOR YOU	Lucky Millinder	King (78)4453; (45)45-4453-BMI
10	2	3	3	CHAINS OF LOVE	J. Turner	Atlantic 939-BMI
9	4	4	4	"T" 99 BLUES	J. Nelson	RPM 325-BMI
11	5	3	5	DON'T YOU KNOW I LOVE YOU	The Clovers	Atlantic 934
2	8	6	6	GLORY OF LOVE	Five Keys	Aladdin (78)3099; (45)45-3099
5	7	7	7	BLOODSHOT EYES	W. Harris	King (78)4461; (45)45-4461-BMI
3	6	8	8	ALL NIGHT LONG	J. Otis-M. Walker	Savoy 788-BMI
3	8	8	8	SMOOTH SAILING	E. Fitzgerald	Dec (78)27693; (45)45-27693
1	—	10	10	I GOT LOADED	Peppermint Harris	Aladdin (78)3097; (45)45-3097-BMI

Rhythm & Blues Record Releases

Annabelle—Sugar Tones (Today Is)	Onyx 2007
Bayou Bounce—Ramp Davis (The Blues)	Modern 832
Blues Has Got Me—Ramp Davis (Bayou Bounce)	Modern 832
Blues in the Evening—Dolores Dickens Quintet (I Only)	Dec 48242
Boogie Woogie Woman—Tampa Red (I Won't)	V (45)47-4275
Buzzard and the Hawk—Sugar Tones (They Said)	Onyx 0-2008
Chasing Women and Drinking Corn—Honey Brown (That's All)	Derby 772
Chico's Boogie—Red Callender Sextette (Perdido)	V 20-4266
Cocktails for Two—Arnett Cobb (Walkin' Home)	Okeh 6823
Congo Rumba—Lloyd Glenn (Cute Tee)	Swing Time 270
Cottage for Sale—Bette McLaurin (Crying for)	Derby 775
Crying for You—Bette McLaurin (Cottage for)	Derby 775
Cute Tee—Lloyd Glenn (Congo Rumba)	Swing Time 270
Diggin' the Boogie—Piano Red (Let's Have)	V (45)-47-4265
Doggin' Blues—Bobby Harris (Up and Down)	Derby 773
Fickle Woman—Jimmy Witherspoon (I Do)	Modern 836
Flight, The—Eddie Wilcox (The Take Off)	Derby 774
Free and Easy—Lynn Hope (Too Young)	Aladdin 3103
How Can You Do It—John Lee Hooker (I'm in)	Modern 835
I Done Found Out—Jimmy Witherspoon (Fickle Woman)	Modern 836
I Got Lucky—Johnny Williams (Let's Renew)	Swing Time 255
I Only Have Eyes for You—Dolores Dickens Quintet (Blues in)	Dec 48242
I Won't Let Her Do It—Tampa Red (Boogie Woogie)	V (45)47-4275
I'm in the Mood—John Lee Hooker (How Can)	Modern 835
Jeep Is Jumpin'—Johnny Hodges (Tired Socks)	Okeh 6824
Let's Have a Good Time Tonight—Piano Red (Diggin' the)	V (45)47-4265
Let's Renew Our Love—Johnny Williams (I Got)	Swing Time 255
Lump in My Throat—Little Willie Littlefield (Mean Mean)	Modern 837
Mean Mean Woman—Little Willie Littlefield (Lump in)	Modern 837
Morning as Midnight—Howling Wolf (Riding in)	RPM-333
Perdido—Red Callender Sextette (Chico's Boogie)	V 20-4266
Riding in the Moonlight—Howling Wolf (Morning as)	RPM-333
Strange to Me Blues—Maceo Merriweather (Worried Life)	Fortune 805
Take Off, The—Eddie Wilcox (The Flight)	Derby 774
That's All Right—Honey Brown (Chasing Women)	Derby 772
That's Life—Jimmy McCracklin (What's Your)	Swing Time 265
They Said It Couldn't Happen—Sugar Tones (The Buzzard)	Onyx 0-2008
Tired Socks—Johnny Hodges (The Jeep)	Okeh 6824
Today Is Your Birthday—Sugar Tones (Annabelle)	Onyx 0-2007
Too Young—Lynn Hope (Free and Easy)	Aladdin 3103

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• Advance Record Releases

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

POPULAR

- And So to Sleep Again—April Stevens (Aw C'mon) V 20-4283
- Aw C'mon—April Stevens (And So) V 20-4283
- Be Fair With Me—Jerry Cooper (If You) Rainbow 141
- Be Mine Tonight—Tony Martin-Dinah Shore (The Old) V 20-4268
- Because—A. King-E. Light Ork (Loveliest Night) Remington R-25006
- Because of You—E. Light Ork (I Want) Remington R-25005
- Because of You—Tab Smith (Dex Jay) United 104
- Blue Fedora—Guy Lombardo (Laurie Lee) Dec 27776
- Blue Fedora — Pierrottopers-Marlin Sisters (The Little) Coral 60576
- Blues in the Moonlight—"Friday" Hughes (The Devil) MGM 11058
- Boogie Woogie March—Buddy Morrow (How Near) V 20-4272
- Caravan—Luis Arcaraz (Stormy Weather) V 20-4256
- Cold, Cold Heart—Fontane Sisters (I Get) V 20-4274
- Dee Jay Special—Tab Smith (Because of) United 104
- Deep Night—Duke Ellington (Please be) Col 39545
- Devil Ain't Lazy—"Friday" Hughes (Blues in) MGM 11058
- Did I Hurtcha, Burnya, Catcha Much—Carol Channing (Meany Mean) Col 39544
- Down Yonder—Freddie Martin (Take Her) V 20-4267
- Elli Elli—The Three Suns (Koi Nidrei) V (45)-47-4258
- Ev'ry Other Day—Carleton Carpenter (It's a) MGM 30424
- Gimme a Little Kiss—E. Light Ork (I'm in) Remington R-25004
- Gotta Find Somebody to Love—Jay Lanno (What Makes) Pyramid 401
- Hangin' Around With You—Mindy Carson (Out in) V 20-4259
- Heaven is Brity—T. Royce-H. MacKay & Trio (I Can't) High Time HT-168
- How Near to a Queen You Are—Buddy Morrow (The Boogie) V 20-4272
- I Can't Care—T. Royce-H. MacKay & Trio (Heaven is) High Time HT-169
- I Don't Stand a Ghost of a Chance With You—K. Elliott (Why Didn't) High Time HT-170
- I Get Ideas—E. Light Ork (Too Young) Remington R-25003
- I Get the Blues When It Rains—Fontane Sisters (Coco, Cold Heart) V 20-4274

RELIGIOUS

- At the End of the Day—Bill Kenny (I See) Dec 14588
- Bless This House—M. Jackson (Lord's Prayer) Apollo 245
- Draw Me Nearer—Bailey Gospel Singers (I Know) Okeh 6815
- Come Ye Disciples—Prof. J. Earle Hines (Wait Till) Specialty 810
- Every Day, Every Hour—M. Knight (My Expectations) Decca 48233
- Falling Apples—L. Duchow (Tubby the) V (45) 51-1207
- Get Down on Your Knee and Pray—B. Monroe (I'll Meet) Decca 46351
- Get Right With God—Florida Soul Stirrers (I Heard) Federal 12040
- God Will Answer Prayer—Southern Sons Quartet (My God) Trumpet 131
- He Bought My Soul at Calvary—G. B. Shea (Take Time) V(45)47-4215
- He Bought My Soul at Calvary—Suzy Hamblen (I Is) Arcadia 1001
- I Been 'Buked, I Been Scorned—Blue Jay Singers (Jesus Lover) Decca 48240
- I Heard the Voice—Florida Soul Stirrers (Get Right) Federal 12040
- I Know My Jesus Won't Deny Me—R. S. B. Gospel Singers (Inside the) Okeh 6819
- I Know the Lord—Bailey Gospel Singers (Draw Me) Okeh 6815
- I See God—Bill Kenny (At the) Dec 14588
- I'll Meet You in Church Sunday Morning—B. Monroe (Get Down) Decca 46351
- Inside the Beautiful Gate—R. S. B. Gospel Singers Okeh 6819
- It Is No Secret—Suzy Hamblen (He Bought) Arcadia 1001
- Jesus and the Atheist—R. Foley (Weapon of) Decca 46357
- Jesus Lover of My Soul—Blue Jay Singers (I Been) Dec 48240
- Live So God Can Use You—The Nightingales (There's a) Dec 48238
- Lord's Prayer—M. Jackson (Bless This) Apollo 245
- Long Blessed Me—V. Cooper (Rock of) Decca 48235
- My Expectations—M. Knight (Every Day) Decca 48233
- My God is a Mighty Man—Southern Sons Quartet (God Will) Trumpet 131
- My Name Will Be Called Up There—Church Brothers (We'll Meet) Rich-R-Tone 1017
- Rock All the Babies to Sleep—Georgie's Tavern Band (Where is) Dec 45151
- Rock of Ages—V. Cooper (Lord Blessed) Decca 48235
- Take Time to Pray—G. Beverly Shea (He Bought) V(45)47-4215
- Tchin Boon Da Ra—Frankie Yankovic (Who'd Ya) Col 39532
- There's a Vacant Room in Heaven—The Nightingales (Live So) Dec 48238
- Tubby the Tuba—L. Duchow (Falling Apples) V (45) 51-1207
- Wait Until the Change—Sister Emily Bram (What a) Swing Time 279
- Wait Till My Change Comes—Prof. J. Earle Hines (Come Ye) Specialty 810
- Weapon of Prayer—R. Foley (Jesus and) Decca 46357
- We'll Meet Up There—Church Brothers (My Name) Rich-R-Tone 1017
- What a Friend We Have in Jesus—Sister Emily Bram (Wait Until) Swing Time 279
- Where is the Master—Georgie's Tavern Band (Rock All) Dec 45151
- Who'd Ya Like to Love Ya—Frankie Yankovic (Tchin Boon) Col 39532

- I Won't Cry Anymore—L. Becker-E. Light Ork (Because of) Remington R-25005
- If You Were Mine—Jerry Cooper (Be Fair) Rainbow 141
- I'm in Love Again—E. Light Ork (Gimme a) Remington R-25004
- It's a Million to One You're in Love—Carleton Carpenter (Ev'ry Other) MGM 30424
- It's My Lazy Day—Russ Morgan (Tell Me) Dec 27764
- Kiss to Build a Dream On—Monica Lewis (La Bota) MGM 11061
- Koi Nidrei—The Three Suns (Elli Elli) V(45)-47-4258
- La Bota—Monica Lewis (A Kiss) MGM 11061
- Laurie Lee—Guy Lombardo (Blue Fedora) Dec 27776
- Lies, Lies, Nothing But Lies—Eileen Wilson (Tell Me) Dec 27774
- Little Gypsy Band — Pierrottopers-Marlin Sisters (Blue Fedora) Coral 60576
- Longing for You—L. Becker-E. Light Brigade (My Truly) Remington R-25001
- Lord's Ridin' With Me Tonight—Merv Griffin (Twenty Three) V 20-4270
- Loveliest Night of the Year—A. King-E. Light Ork (Because) Remington R-25006
- Meanderin'—Vaughn Monroe (They Call) V 20-4271
- Meany Meany—Carol Channing (Did I) Col 39544
- Mister and Mississippi—T. Baker-E. Light Brigade (Sweet Violets) Remington R-25002
- My Truly, Truly Fair—L. Becker-E. Light Brigade (Longing for) Remington R-25001
- Old Salt Shoe—Dinah Shore-Tony Martin V 20-4268
- One of These Days One of Your Dreams Is Bound to Come True—Tex Beneke (Unforgettable) MGM 11060
- Out in the Cold Again—Mindy Carson (Hangin' Around) V 20-4259
- Peek-a-Boo—Gayle Walton (Petite Waltz) Pyramid 371
- Petite Waltz—Gayle Walton (Peek-a-Boo) Pyramid 371
- Please Be Kind—Duke Ellington (Deep Night) Col 39545
- Reaching for the Moon—Champ Butler (When) Col 39546
- Rollin' Stone—Perry Como (With All) V 20-4269
- Stormy Weather—Luis Arcaraz (Caravan) V 20-4256
- Sweet Violets—T. Baker-E. Light Brigade (Mister and) Remington R-25002
- Take Her to Jamaica—Freddie Martin (Down Yonder) V 20-4267
- Tea for Two—Liberace (12th Street) Advance 2013
- Tell Me Why—Russ Morgan (It's My) Dec 27764
- Telling Me Yes, Telling Me No—Eileen Wilson (Lies, Lies) Dec 27774
- They Call the Wind Maria — Vaughn Monroe (Meanderin') V 20-4271
- Too Young—E. Light Ork (I Get) Remington R-25003
- 12th Street Rag—Liberace (Tea for) Advance 2013
- Twenty-Three Starlets—Merv Griffin (The Lord's) V 20-4270
- Unforgettable—Tex Beneke (One of) MGM 11060
- What Makes Me Cry?—Jay Lanno (Gotta Find) Pyramid 401
- When—Champ Butler (Reaching for) Col 39540
- Why Didn't Somebody Tell Me—K. Elliott (I Don't) High Time HT-171
- With All My Heart and Soul—Perry Como (Rollin' Stone) V 20-4269

POPULAR ALBUMS

- Blind Blake: Songs of the Islands Album—Blind Blake and the Royal Victoria Hotel Calypso (5-10") Art (78) A1 3—J. P. Morgan; Jones (Oh Jones); Yes, Yes, Yes; Pretty Boy; Run Come See; Love, Love Alone; Lord Got Tomatoes; Pigeon; Watermelon Spoilin' on the Vine; Never Interfere With Man and Wife
- Streetscar Named Desire Album—Heinzart, cond. (1-10") Cap (33) L-289
- Touch of Genius Album—George Shearing Quintet (1-10") MGM (33) E-90—'I'll Never Smile Again; We'll Be Together Again; If You Were the Only Girl in the World; They All Laughed; My Silent Love; Minuet; Mornin' Mood; Leonief
- Viennese Waltzes Old and New Album—Macklin Marrow (1-10") MGM (33) E-94

CHILDREN

- (He'll Be) Coming Down—Gene Autry (Poppy, the) Col 39542
- Poppy the Puppy—Gene Autry (Coming Down) Col 39542
- Thirty-Two Feet—Eight Little Tails—Gene Autry (The Three) Col 39543
- Three Little Dwarfs—Gene Autry (Thirty-Two) Col 39543
- Tootle—Pat O'Malley-Mitch Miller (The Choo) Golden Record R 56
- Woodpecker Dance—Tibbles & Idriss-The Sandpipers-Mitch Miller (The Woody) Golden Record R 58
- Woody Woodpecker Song—Tibbles & Idriss-The Sandpipers-Mitch Miller (Woodpecker Dance) Golden Record R 58
- Zip a Dee Doo Dah—Sandpipers-Mitch Miller (Laughing Place) Golden Record RD 27

RELIGIOUS

- Borrowed Angel—Anita Kerr Singers (My Evening) Dec 27767
- I Ain't Gonna Study War No Mo—Jimmie Davis (Mansion Over) Dec 14590
- I've Done My Work—LaRoy Waldo (This Man) Mer 11238
- Joshua Fit the Battle of Jericho—Jordanaires (Speech Me) Dec 14589
- Mansions Over the Hilltop—Jimmie Davis II Ain't) Dec 14590
- My Evening Prayer—Anita Kerr Singers (Borrowed Angel) Dec 27767
- Search Me Lord—Jordanaires (Joshua Fit) Dec 14589



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- R-25004 **I'M IN LOVE AGAIN GIMME A LITTLE KISS**
Enoch Light and his Orchestra with Vocal Chorus
- R-25005 **BECAUSE OF YOU I WON'T CRY ANYMORE**
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- R-25006 **THE LOVELIEST NIGHT OF THE YEAR BECAUSE**
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- R-25007 **(It's No) SIN BELLE, BELLE, MY LIBERTY BELLE**
The Enoch Light Brigade with Vocal Chorus
- R-25008 **VANITY IN THE COOL, COOL, COOL OF THE EVENING**
Enoch Light and his Orchestra with Vocal Chorus
- R-25009 **MAYBE IT'S BECAUSE I LOVE YOU TOO MUCH CALLA, CALLA**
Enoch Light and his Orchestra with Vocal Chorus
- R-25010 **AND SO TO SLEEP AGAIN DOWN YONDER**
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THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

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

The Categories
Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record ads—promotion firm, legit and other "plug" aids), 10; manufacturer's distributor power, 10; manufacturer's production efficiency, 5.

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
BOB CROSBY ORK Hors D'Oeuvre CAPITOL 1776—The Crosby band fashions a first-rate instrumental which has more than a little humor and a catchy fundamental melody line.		72--75--70--72
99 Out of a Hundred The Crosby band sings and plays a lively A/B novelty; crew breaks out in two for a swinging interlude. Could make a little noise for the song's gang quality.		76--77--74--77
BILLY GRANT (Wm. Ray Gold Ork) Last Night I Went Walking NEWTONE NT-103—Rather amateurish adaptation of a Chopin theme is sung unevenly to an acceptable backing.		35--35--35--35
My Amour Grant does a fair job with a heavy-handed beguine.		25--25--25--25
DEAN MARTIN (Dick Stabile Ork) Hanging Around With You CAPITOL 1797—Martin does a pleasant job with a song which has an infectious lilting. Song's strong enough to give this side a chance.		81--82--80--80
Aw C'Mon Another fluffy ditty is done unpretentiously and with some style by Jerry Lewis' sane half.		81--82--80--80
JACK HASKELL (Low Douglas Ork) Wedding Invitations CORAL 40574—Haskell does a pleasing vocal turn on a sentimental ballad with a cute twist. The straightforward performance of the clever ditty could draw plays.		74--78--70--74
A Kiss to Build a Dream On He again does a satisfying vocal on this previously unheard side now being brought to light in a flicker, "The Strip."		72--73--70--73
JANETTE DAVIS (Archie Bleyer Ork) Mad About Him, Sad Without Him, How Can I Be Glad Without Him Blues COLUMBIA 39537—Miss Davis revives a decade old blues novelty with a neat vocal and a fine Archie Bleyer backing.		71--71--68--74
You She gives a showy flavor to the Adamson-Densilsson oldie in a bright reading of the familiar song.		69--70--68--68
BILL FARRELL (George Bassman Ork) Blue Velvet MGM 11062—Farrell shows to his best advantage on wax in some time with a muscular warble of a pretty ballad to Bassman's fine backing. His following will be clipped.		84--84--84--84
Be Mine Tonight Farrell does a fine job with the new version of "Noche De Ronda." Bassman's backing is colorful and pumps life into the etching. Good side.		82--84--81--82
LES BAXTER ORK & CHORUS (Sue Allen) Be Mine Tonight CAPITOL 1785—The pop version of "Noche De Ronda" is handled in the direct, danceable Baxter fashion with Sue Allen vocalizing pleasingly. Competent coverage on a major plug item.		75--77--73--75
California Moon (Dick Bevers) Bevers' big tenor vocals are rather out of place on this otherwise pleasant reading of a schmaltzy flicker ditty.		69--70--68--68
EILEEN WILSON (The Mellomen-Sonny Burko Ork) Lies, Lies, Nothing But Lies DECCA 27774—A brisk, hearty Strauss-like waltz verse-chorus item has an infectious right quality in performance by Miss Wilson and the Mellomen which could attract attention. Good like item.		82--83--80--83
Telling Me Yes, Telling Me No Very fast reading of a singable verse-chorus waltz with a winning quality. Another fine performance. Could surprise.		84--85--83--85
JOE "FINGERS" CARR (The Carr Hops) Down Yonder CAPITOL 1777—Carr turns in a real zesty coverage of the sleeper piano instrumental revival which has hit via Del Wood's reading on Tennessee label. Similar to the original and could catch a piece.		81--80--80--82
Ivory Rag "Ivory" of a Carr item which passed innocuously here but scored big in England. Has the carnival requirements to do better on its second ground than it did on its first.		77--77--76--78
THE FOUR KNIGHTS The Glory of Love CAPITOL 1801—This expert quartet harmonizes softly and persuasively on the standard, currently undergoing revival in the r.&b. market. A real tasty waxing.		80--80--80--80
(It's No) Sin Another good go from the foursome on coverage of a fine sleeper hit ballad. It's a late entry but a good one.		78--80--77--77
BILLY WILLIAMS QUARTET (It's No) Sin MGM 11066—Williams leads the quartet thru an excellent coverage of the hit on the fast growing sleeper ballad. Should catch a sizable chunk.		85--85--84--85
It's Over Another fine performance by the foursome on a pretty new nostalgic love ballad. Williams' solo work is standout. Make a fine mate for the coverage side.		82--84--81--81
BOB EBERLY (Harold Mooney Ork) Never CAPITOL 1786—Eberly comes on quite promisingly with a warm spoon job on a solid, quality movie ballad. His most likely effort to date for Capitol. Disking's values will depend largely on exploitation of slice and song.		85--85--85--85
Don't Take Your Love From Me The singer has a fine waxing here of one of the prettiest ballads of the generation. He does the verse of the slide to open the slide.		81--84--80--80
LEE SUMMERS ORK Got Your Wealth (When You've Got Your Health) SUTTON S-1001—The initial of the 14th could draw attention, tho the song and performance are only pleasant and rather run-of-the-mill. Good sounding band, tho.		64--64--62--66
Woman A calypso-ish minor ditty tells of the evils of the femme fet. Designed for the sympathetic male and could do some business in that respect.		67--68--65--68

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ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	POPULAR	POPULAR	POPULAR
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POPULAR

RUSS MORGAN ORK (Al Jennings) It's My Lazy Day DECCA 27764—A fine cowboy ditty is nicely revived by Morgan in a reading paced to meet the suggestion of the title. Jennings sings it lazily enough. Tasty dinking which should draw plays. Morgan contributes some trim bits.	78--80--76--78
Tell Me Why (Jud Conlon's Rhythmairs) Fine arrangement of a new pop version of "Prisionero Del Mar." The new lyric is sung rather unimpressively by the Conlon group. A good record nevertheless, particularly for dancers.	81--82--80--80
BOB SANDS (Bill Loose Ork) The Love of a Gypsy CAPITOL 3767—Sands, a Lanza-type, debuts with a full-blown reading of a gypsy ballad to a fine Loose backing. Should attract deejay attention to Sands.	77--82--75--75
When the World Was Young A lovely French ditty, in a Johnny Mercer adaptation, is done in a half-read, half-sung hambone go by Sands. A wandering interpretation of a tune which many a deejay will find quite attractive.	70--75--70--67
GUY LOMBARDO ORK (Kenny Gardner) Blue Fedora DECCA 27776—An extremely catchy, somewhat different, verse-chorus ditty is done with the usual Lombardo finesse and style. Several notches more enticing than average Lombardo, so it figures to be a brisk sales item. Could be big.	86--86--86--86
Laura Lee (Bill Flanagan) The pretty Meredith Willson alma-mater pop adaptation from the NYU anthem is handled smoothly for nostalgia and dance values by the Lombardo crew with Bill Flanagan singing it.	81--82--81--81
GENE SCHILLER (Chuck Cabot Ork) On the Beach at Bali Bali RONDO 263—Lively novelty is dressed up in a bright micky ork reading which could attract coin, particularly in the Midwest. Ditty is rather silly, but amusing.	69--69--67--70
Operator, Operator Another novelty done well by the Cabot crew. Likewise has a Mid-western appeal, tho ditty doesn't appear to have as much on the ball as the tonside's.	65--65--64--67
MERV GRIFFIN (H. Winterhalter Ork) Twenty-Three Starlets (And Me) VICTOR 20-4270—Griffin should get plenty of play for this first-rate performance on a cleverly concocted novelty admiration for Lana, Rita thru to Dagmar. Could make a noise in juke too.	83--86--80--84
The Lord's Ridin' With Me Tonight Back this one up as a fine Winterhalter arrangement, a sound Griffin reading of a poor man's "Riders in the Sky."	73--78--70--72
PERRY COMO (Mitch Ayres Ork) With All My Heart and Soul VICTOR 20-4269—Como belts out in his "H" style an appealing new ballad. Seems tailor-made for the Como market and should do well.	89--90--88--88
Rollin' Stone Perry takes his first fling at the folk-type verse-chorus tune and, as always, impresses with his natural, relaxed qualities. The Fontane Sisters join him for the roundup of this item, close kin melodically to "Goodnight, Irene." Makes a solid coupling. Should do well.	87--87--87--87
BUDDY MORROW ORK (Frankie Lester) How Near to a Queen You Are VICTOR 20-4272—Pleasant dance slice by the Morrow crew of a ballad that's substantial melodically. Frankie Lester sings it well in his Sinatra-ish style.	70--73--68--68
The Boogie Woogie March The ensemble shouts the names of 48 States in a boogie pattern. Lots of spirit and the instrumental portions are commercial boogie at its most obvious level. Should draw attention where the kids still are dancing.	73--75--70--75
TONY MARTIN-DINAH SHORE (Henri Rene Ork) Be Mine Tonight VICTOR 20-4268—There's box office power here on the anglicized version of "Noche De Ronda." The twosome do a skillful turn tho the blend isn't as satisfying as was their initial try. To be watched, tho.	85--85--85--85
The Old Soft Shoe Delightful, subdued job on a song whose title provides adequate description of it. Real tasty and to-the-point. Could be a big one.	87--88--87--87
THE FONTANE SISTERS (Mitchell Ayres Ork) Cold Cold Heart VICTOR 20-4274—The girls don't invest their coverage of the Hank Williams tune with the needed feeling or warmth as they pace thru a dull performance.	65--66--64--64
I Get the Blues When It Rains (Norman Leyden Ork) Tris have a likely side here as they do the fine sidie with proper touchiness, much abetted by use of a bass riff figure and generally buoyant arrangement.	76--78--75--74
IRVING FIELDS TRIO Flamingo Fantasy (Ralph Young, Vocalist) VICTOR 20-4211—Young utilizes his strong, virile, bass-bary pipes on a typical bit of Hawaiian travelog music, with the trio doing its best to sound like about eight instruments but not succeeding.	64--64--62--66
Sunshine Kisses (B Beans and a Peep) Fields goes further from his accustomed Latin groove with this gesture toward the corn and country market, with a neat vocal by group. A different, and effective side.	75--75--73--78
PINETOPPERS-THE MARLIN SISTERS The Little Gypsy Band CORAL 60576—Lively novelty item is done up brightly by the sisters to the snappy backing of the sharp country band.	70--70--70--70
Blue Fedora A most engaging new verse-chorus item is done with sparkle and kick by the team, with the Pinetoppers rounding out the catchy slicing with a buoyant backing. If song catches, this dinking figures to do well.	81--82--80--82
JAY LANNO (The Mirror Tones) What Makes Me Cry? PYRAMID 401—A rather attractive run-of-the-mill ballad is done modestly and rather shoddily by a boy singer and vocal group.	47--45--45--50
Gotta Find Somebody To Love This bright verse-chorus waltz had a go-round a few months ago and misses then. It doesn't figure that this rather Lord reading could help bring it back.	51--51--50--52
FREDDY MARTIN ORK (Merv Griffin & the Martin Men) Take Her to Jamaica VICTOR 20-4267—Savvy production of the zesty, perky Irving Fields rumba gets an assist from all hands, as Griffin, the boys and 88'er Murray Arnott deliver their best Yankee-Latin style.	84--84--84--84
Down Yonder Arnold and rhythm section pound out the ragtime, band delivers gang vocal, and then the horns come in for a hoke-Dixie chorus, with piano closing. At least it's different from the other efforts to cover the Del Wood hit.	74--74--73--75
APRIL STEVENS (Henri Rene Ork) And So To Sleep Again VICTOR 20-4283—A fine ork-chorus arrangement frames a comparatively straight vocal, without Miss Stevens' usual husky, provocative whisperings. As such it's a good, legit version of the new ballad, but not likely to crowd Patti Page's.	83--84--83--82
Aw C'mon The thrush gets back to her stock in trade, as she lovelies the listener to latch on to vague but highly promising raptures. The arrangement is notable for the special string sound which caught the ear on her first dinking, "I'm In Love Again," and which is becoming a Rene signature.	84--84--82--85
RUTH CASEY (Graham Prince Ensemble) Cry CADILLAC 103—Gal has presence and warmth as she does a fine job with a philosophical ballad that has its strong—as well as weak—points.	73--74--73--72
Hold Me Just a Little Closer, Daddy Miss Casey does an April Stevens on a likely bit of tease material.	74--74--74--74

(Continued on page 46)



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SWING AND SWAY NEWS
 Extra Edition ★

SEPTEMBER 29, 1951



SAMMY KAYE PLAYS TO CAPACITY AUDIENCE

Syracuse, N. Y.—Playing a preview at the new War Memorial Auditorium in this city, Kaye's appearance created a near-riot when 5,000 people were turned away from a capacity house of some 16,000. Those who were fortunate enough to get inside the auditorium were all presented with souvenir batons.

Sammy Kaye's current favorite recording of "Dixie" has an interesting sidelight. Despite the fact that most people believe this to be a Southern tune, it was actually written by Daniel Emmett in New York City in 1859 for a show of New Orleans that was searching for an inspirational Confederate Army marching song and adopted this Yankee tune after discarding hundreds of others.

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"Be Mine Tonight" and "It's All in the Game"

78rpm 39531 33 1/3 rpm 3-39531 45rpm 4-39531

"Longing for You" and "Mary Rose"

78rpm 39499 33 1/3 rpm 3-39499 45rpm 4-39499

"Would I Mind?" and "Del Rio"

78rpm 39421 33 1/3 rpm 3-39421 45rpm 4-39421

Personal Management—David Krengel
 Direction—M. C. A.

Your Weekly Guide of Top Hits by...
SAMMY KAYE

Columbia Records

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THE BILLBOARD Music Popularity Charts

Record Reviews

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

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	LATIN AMERICAN	INTERNATIONAL
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Continued from page 45

POPULAR

LIBERACE Tea for Two ADVANCE 2013—The colorful nitery pianist doodles pleasingly with the standard, weaving in clips from several unrelated ditties.	68--70--66--68
12th Street Rag The keyboardist makes a tidy display of his tongue-in-cheek musical humor with a series of frilly and amusing improvisations on the slide.	70--72--68--70
LUIS ARCARAZ ORK Stormy Weather VICTOR 26-4256—Arcaraz's mighty trumpeter carries the greatest portion of this instrumental roundup of the super standard. He plays remarkably and his fat-boned work could bring plenty of attention to the slicing.	77--80--77--75
Caravan Rather run-of-the-mill swing orking of the Ellington fare. Without trumpet solos, Arcaraz is reduced to the level of just another band.	67--68--67--66

LATIN AMERICAN

TITO PUENTE ORK Para Que Surran Los Pollos VICTOR (45) 51-5388—Puente offers a bright guaracha, with vocal by Vicentico Valdes and the ensemble. Tune is not especially distinguished, but the hip top set will find dance values in the beat.	67--66--68--67
Cuando Suenan Los Tambores A guaracha mambo, close cousin to the samba, gets a brisk, eminently danceable go; Valdes and the ensemble do a fine vocal, and the brass and rhythm sections swing.	71--69--72--71

INTERNATIONAL

SIX FAT DUTCHMEN Eeny Meeny Polka VICTOR (45) 51-1206—The combo does a bright job with some inconsequential material. The two male choruses at beginning and close are lull; the instrumental work between is strong.	70--68--70--72
Cobbler's Waltz A pretty and catchy waltz gets a typical gemütlich beer-garden instrumental treatment.	72--70--72--74

(Continued on page 94)

What more can be said...
IT'S A GREAT RECORD!
 Savannah Churchill's
"I DON'T BELIEVE IN TOMORROW"
 b/w "It's No SIN"
 RCA VICTOR RECORDS

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THE BILLBOARD Music Popularity Charts

• The Billboard Picks

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

HEY, GOOD LOOKIN'
GAMBELLA Jo Stafford-Frankie Laine Columbia 39570
 The country and Western click, "Hey, Good Lookin'," gets a rousing pop go from the Stafford-Laine team, superbly assisted by a hard, driving background. Flip is an odd piece of material about a gambling gal. The team splits both sides with powerful piping. The Tennessee Ernie-Helen O'Connell duet on "Hey, Good Lookin'" (Capitol 1809) should get some of the pop action on the tune, too.

THE OLD SOFT SHOE Dinah Shore-Tony Martin RCA Victor 20-4268
 The label's top pop disk team gets nostalgic on a light and easy reading of a cut-as-a-button ditty. The patter, tap dancing sound effects and general mood of the disk add to its effectiveness.

• 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. ROLLIN' STONE Perry Como Victor 20-4269
2. SIN Savannah Churchill Victor 20-4280
3. OKLAHOMA HILLS Bob Crosby-Dinning Sisters Capitol 1766
4. IT'S ALL IN THE GAME Sammy Kaye Ork Columbia 39531
5. WITH ALL MY HEART AND SOUL Perry Como Victor 20-4269
6. I WANT TO BE NEAR YOU Ray Noble Ork Victor 20-4248
7. AND SO TO SLEEP AGAIN Dick Haymes Decca 27731

• 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. CALLA, CALLA Vic Damone Mercury 5698
2. IT'S ALL IN THE GAME Tommy Edwards MGM 11035
3. SIN Savannah Churchill Victor 20-4280
4. IF TEARDROPS WERE PENNIES Rosemary Clooney Columbia 39535
5. TURN BACK THE HANDS OF TIME Eddie Fisher-Hugo Winterhalter Ork Victor 20-4257
6. UNDECIDED Ames Brothers-Les Brown Ork. Coral 60566
7. WITH ALL MY HEART AND SOUL Perry Como Victor 20-4269

• 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. SIN Eddy Howard Mercury 5711
2. UNDECIDED Ames Brothers-Les Brown Ork. Coral 60566
3. SENTIMENTAL JOURNEY Ames Brothers-Les Brown Ork. Coral 60566
4. CALLA, CALLA Vic Damone Mercury 5698
5. I CAN'T GO ON WITHOUT YOU Eddie Fisher-Hugo Winterhalter Ork Victor 20-4257
6. TURN BACK THE HANDS OF TIME Eddie Fisher-Hugo Winterhalter Ork Victor 20-4257

• The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. LONESOME WHISTLE Hank Williams MGM 11054
2. HUMMING BIRD Johnny and Jack Victor 20-4251
3. CRAZY HEART Hank Williams MGM 11054
4. LET YOUR CONSCIENCE BE YOUR GUIDE Johnny and Jack Victor 20-4251
5. WALTZING BY THE OHIO George Morgan Columbia 20850

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|--------------------------------|-----------------------------|-------------------|
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| | ALL OVER AGAIN | 45 RPM—MGM K11035 |
| BILL FARRELL | BLUE VELVET | 78 RPM—MGM 11062 |
| | BE MINE TONIGHT | 45 RPM—MGM K11062 |
| ROBERT Q. LEWIS | WHERE'S-A YOUR HOUSE | 78 RPM—MGM 11056 |
| | THERE SHE GOES | 45 RPM—MGM K11056 |
| BILLY WILLIAMS QUARTET | (It's No) SIN | 78 RPM—MGM 11066 |
| | IT'S OVER | 45 RPM—MGM K11066 |
| GEORGE SHEARING Quintet | DON'T BLAME ME | 78 RPM—MGM 11046 |
| | BRAIN WAVE | 45 RPM—MGM K11046 |

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On the Stand

Continued from page 29

superb reed section, an acceptable trombone section and a trumpet section which will require some working over. Rhythm is steady and never tapers with the beat. As an ensemble, it will need work together to iron out the blend. The singing department, Frankie Lester and Jean McManus, is quite satisfying. Lester, for many years with Hal McIntyre, is a good Sinatra-type, while Miss McManus, newly imported from California, has a small voice but a pleasing, rather distinctive sound and jazz-infected style. She's quite decorative, too, but will need better gowning for more potent effect.

The band's library, at this point, is made up largely of its recorded items. It is being supplemented as fast as can be written with flexible medleys of hit songs written in a given year, similar in concept to the recorded Songs of Our Times series. This gimmick allows for a great diversity of tried-and-true tunes, and the medleys are built with enough vocal and instrumental variety to keep them interesting. The writing, most of it done by Dick Rhodes, is perfectly

suited to the band's mission, sectional writing in the main to offer some color in running down to the dance beat the melody lines of the offerings. Jimmy Mundy provided the band with a handful of original jazz manuscripts, which are fundamentally beat rifiers of the type he used to do for Count Basie.

Morrow Tops
Morrow unquestionably is one of the best instrumentalists in the business; he has been for a decade. He's playing better, more soulful trombone today than he has in the period that this reviewer knows him. He's developed a style which is akin to the late Jack Jenney's, blended with occasional overtones of the jug-type tram current this day via the Bill Harris school. It's considerably to his advantage that he's steering clear of the smooth Tommy Dorsey tram style, for the latter even today has no peer at this school of aliphorn. Buddy, as a fronter, is more relaxed and genial than he was some five years ago in front of his first band.

With the promotional know-how of the Flanagan-Hender-Woods office behind this band and the

band-conscious RCA Victor company grooving the crew's works, Morrow is a certainty to develop rapidly into an upstanding box office entity.
Hal Webman.

Eddie Oliver (Reviewed at Mocambo, September 4)

Records, none. Personal and band manager, Jim Oliver. Booking, Music Corporation of America. Feature billing, Eddie Oliver and ork. Eddie Robinson, vocals. Recent play dates: none. TV shows: none.

Trumpet: Hal Ableser. Saxes: Jim Oliver, Paul Herbert, Eddie Robinson. Rhythm: Elmer Heintzelman, bass: Ralph Donerly, drums: Eddie Oliver, piano. Vocals: Eddie Robinson. Arrangers: Eddie Oliver, Paul Hebert. Leader Eddie Oliver.

This nitery ork (7) provides terp-minded patrons with a solid rhythmic beat, accent on danceability and melody. Currently at Mocambo, on the strip, where they have been for the past five years, Oliver and company have built a large following among the film set and younger crowd. Band usually works a 20-minute set, seguing from tune to tune with little break.

Ork's book is built around show tunes and standards, with occasional pop selections for relief. Arrangements are stock, framing the keyboarding of maestro Oliver. Special arrangements are cuffed for some original material. Saxes from the body, with appropriate shading. A muted trumpet blends well, creating what is termed a typical nitery effect—soft, danceable, with no musical tricks.

Oliver's pleasing, youthful personality in injecting into the group, making for pleasant listening and dancing. Joe Bleeden.

Frankie Carle

(Reviewed at Coconut Grove, Ambassador Hotel, Los Angeles, September 4)

Records, RCA Victor. Band manager, Bill Young. Booked by Associated Booking Corporation. Press, Folodare-Greer, Al Rylander, Sam Geison. Feature billing, Frankie Carle. Recent key playdates, Waldorf-Astoria, Statler Hotel.

Trumpets: Ken Runyon, Art Tancredi, Jacob Brill. Trombones: Karl Dekarske, Don Maddux, Bernie Pazienza. Saxes: Percy Booth, tenor; Ray Hoffner, alto; Jack Birchill, tenor; Al Anthony, tenor; Maurice Bruckmann, bary. Rhythm: Bob Boyer, drums; Gerald Weeks, bass; Russell Siebert, piano; Frankie Carle, piano; Stanley Black, guitar. Vocals, Lary White, Don Maddux, Joan House, Peggy Barrett. Arrangers: Al Avola, Stanley Black. Leader: Frankie Carle.

Like so many other bands, this outfit is concentrating on dance music. Result is that customers at this famed hostelry are finding the orkster's rhythms very tempting.

A muted brass section combines with Carle's tinkling to form melodic interludes. Carle manages to mix up his book to good advantage, playing many oldies by request. Rhythm section is kept in the fore and maintains a snappy pace for terp-minded patrons. As usual, Carle's intros are handled by his piano and rhythm, which fits the quiet, distinguished mood of the room. Orkster alternates at piano with Russell Siebert. At times brass section gets too loud resounding distastefully here but such moments are few. Singing department is strong with shapely lovelies, Joan House and Peggy Barrett, and Larry White and Don Maddux capably vocalizing.
Joe Bleeden.

The Big Four

(Reviewed at the Open House Club, Lindenwood, N. J., September 16.)

RECORDS: Mercury. Personal Manager, Don Palmer. Booked by Joe Glazer. Feature billings. TENOR AND BARITONE SAX (leader), Charlie Ventura. DRUMS: Buddy Rich. BASS AND VOCALS, Chubby Jackson. PIANO: Marty Napoleon.

Newest in the wave of all-star units to ride the crest, The Big Four stacks up as one of the most potent yet for both musical and commercial designs. Each have for years held top-drawer recognition among the instrumental jazz greats of this era. And save for 88-er Marty Napoleon, who has held down the Steinway seat

Bergman's Talent Points

Continued from page 3

the execution of same. And here Bergman displays his widely unsuspected talents. The musical themes run the gamut from light, frothy gay compositions thru blues pop styled balladry to somber, heavy classical construction. And each piece is a highly polished example of its kind. Several, notably the sweeping melody representing Aquarius (January 26 thru February 18), and the dreamy, warm theme depicting a Pisces type (February 19 thru March 20), could easily be lyricized and developed as pop tunes.

The arrangements, too, are uniformly tasteful, displaying a knowing use not only of instrumental values, but a particularly adept employment of male and fem voices. A 23-man orchestra

(15 strings, five woodwinds, three horns and three rhythm) was used on the date, along with a 12-voice choir (six boys, six girls, and featuring dulcet-toned soprano Sally Sweetland). Album consists of three records, six sides, two of the Zodiac signs per side.

To round out the excellence of the package, well known Washington, D. C., deejay Eddie Gallaher handles the narration with just the right balance of seriousness and humor, and with a relaxed, talking-right-to-you style.

RCA Victor originally planned to put the album on the market in the fall, but is now considering holding it up until after the first of the year. In this reviewer's opinion, it would be a pity to miss the potential sale inherent in the holiday buying season. The package would make a fine, different gift, as well as a good item any time of the year.

Cleffers See Need

Continued from page 16

calling. He pointed to what he considered fallacies in the Lengsfelder plan and characterized the current writer classification (60-20-20) system as being correct in formula. But the method of interpretation and application is incorrect, he stated, and therefore the plan departed from the purposes and hopes of its founders. Herman stated that under the present interpretation, performances actually exert an 88 per cent pressure, which he claimed is out of all proportion to the actual worth of performances in each member's classification.

Session was presided over by Prexy Otto Harbach, who appointed a number of cleffers, supporters of the Lengsfelder plan, to sit in with the classification committee in trying to arrive at a solution to present inequities.

An ASCAP spokesman stated that a committee will examine the formula of the present classification system and sound out the possibilities of suggesting changes to the Department of Justice. This source characterized the committee as representing segments of the entire writer membership.

There was general hope that the Society would not stray far away from the 60-20-20 plan, which was arrived at after years of bickering.

with a number of the musical names, saxer Charlie Ventura, skin-beater Buddy Rich and bull fiddler Chubby Jackson have wielded the wand in front of bands of their own.

Generating a kind of musical excitement that brings back the frenzied emotional kicks that were branded as "swing music" in '39 and '40, the collective efforts of this highly individualistic four can very well swing back the music parade to swing. Keyed to Ventura's driving sax dynamics, and Napoleon's impeccable keyboarding, it's the genuine swing rhythm that sounds as fresh and as enthusiastic as any of the musical notes being kicked around in the musical whirl today.

With their musical virtuosity leaving nothing to be desired, The Big Four also pays strict attention to both the visual and vocal aids what with television placing emphasis on the see as well as hear. They offer an Evolution of Jazz specialty that gives devastating satires of such luminaries as Holiday and Eckstine of the Billies, Herbie Fields, Krupa and Basie et al. The four, who weld their musical talents together, also provide effective unison vocals, and Rich gets opportunity to show off some considerable tap dancing talents. As such, The Big Four makes a big musical splash on all scores.
Maurie Orodneker.

Discovery Records Discovers Angel

HOLLYWOOD, Sept. 22.—An unidentified angel looms on Discovery Records' horizon with upward of \$30,000 believed to be going into the Coast indie. Discovery Prexy Albert Marx is currently in the midst of severing ties with Good Time Jazz Records which with Marx has been handling the label's operations. "A change is about to take place," said Marx, "and I'm looking forward to it."

A source that has requested to remain anonymous told The Billboard that as soon as Marx gets an alleged \$30,000, he will receive unlimited funds with which to get underway full-scale activity. The 30G, which will aid in pulling the diskery out of the red, will be more or less good faith money, necessary to bring in other money to hypo both sessions and promotion.

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45353	334 When the Saints Go Marching In Good Morning, Mr. Echo	45357	8096 Hey, Good Lookin' Let's Live a Little
45352	333 Sweet Violins I'm in Love Again	45256	8095 Always Late I'll Hold You in My Heart
45351	332 Because of You Come On-A My House	45347	8094 Howlin' at the Moon I Can't Help It
45346	331 Wang Wang Blues My Truly, Truly Fair	45294	8090 Strange Little Girl Down the Trail of Aching Hearts

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WE'RE SORRY WE "SLIPPED UP," GEORGE!

In the George Morgan ad that appeared in The Billboard's Annual Disk Jockey issue, we neglected to mention that

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Continued from page 1

order to channelize all claims, the union has notified all branches to send all claims for money due to the national office.

Many of the claimants for money are non-name performers with an estimated total running as high as \$75,000. Among these are clowns and standard acts. To this, said responsible sources, can be added \$10,000 due Jimmy Durante; \$9,050 owed Milton Berle; and \$40,000 claimed for Carmen Miranda. Then there is a line of Dorothy Dorben Dancers on the hook for \$6,600; Dick Haymes

for \$5,250; and Rochester for \$13,000. In some cases, the William Morris office is represented; in others it is Music Corporation of America.

To add to the confusion, the U. S. Collector of Internal Revenue slapped a \$656,151 plaster on the LeBlanc Corporation Friday (21), which ties up all the corporation's assets, according to A. C. Donnelly, New Orleans Collector of Internal Revenue.

According to trade circles, AGVA pulled the initial boner for not insisting on bonds and for permitting performers to work without such bonds being collected. They point to AGVA's ineptitude in a former case, involving Biller Bros. Circus which was stranded in New York after performers with that circus were assured that they had nothing to worry about and that all the money for salaries was up with the union.

96 Token

The first bond collected by AGVA from Hadacol was by Jerry Hirsch, New Orleans, and that for about \$9,000, which is now shown didn't even cover the salaries of the ordinary performers with the show. The big offices, according to insiders, collected advances for their names. In some cases, these advances were turned over to AGVA's Chicago office. In other cases, it is said, the checks were deposited by the offices and came back for varying reasons.

The Morris office, finding itself in difficulties, sent its attorneys to New Orleans to discuss the matter with LeBlanc's lawyers. William Morris said it had nothing to add that would clear up the confusion until they heard from New Orleans. Up to press time, there was no further word.

Waiver Sought

In the meantime, however, it was learned that at least one office had asked for waivers from AGVA so it could start legal action against LeBlanc. AGVA replied that any such action would have to be paid for by the talent office; actors should not be asked to pay for legal aid for a fiasco that the talent offices were responsible for.

Some sources claim that LeBlanc will pay off all debts when a second installment of the \$8,000,000, for which he sold the Hadacol firm, reaches him either Monday (24) or Tuesday (25). As of the present, the tab amounts to about \$110,000 for the cancelled dates, plus the dough due on dates already played but not paid for, amounting to another \$100,000 or so.

According to a round-up, it seems that Hank Williams, MGM country singer, and comedienne Minnie Pearl, both from Grand Ole Opry, were about the only ones who came out of their tour with dough in full, except for money due for unplayed time. Jim Denny, WSM Talent Bureau head, who booked the two, said he demanded and got full pay a week ahead.

While the fog of claims and counter-claims were getting thicker, it is understood that the New Orleans Musicians' Union local had okayed the use of the Sharkey Bonano band for a 10-day swing thru Louisiana with LeBlanc, starting September 25.

CHICAGO, Sept. 11.—AGVA Chicago topper Jack Irving yesterday (21) told *The Billboard* that since Hadacol owed performers, the Guild will process claims on contracts as well as services rendered. Tour, which broke up this week in Dallas, still had 12 days to go.

AGVA also is notifying Lee Marx, Candy Candido, Ted Evans and others secured by LeBlanc for the latter's gubernatorial campaign expected to get under way immediately, that they should not work with LeBlanc until this matter is cleared. The above were paid by the senator for their first week on his political junket, but were not paid for their last week on the Hadacol Caravan. AGVA is advising members to apply their current checks on what is owed them by Hadacol.

FLACK FIASCO

N. Y. Finest Too Gentle, Stunt Flops

NEW YORK, Sept. 23.—It was Tony Bennett's first Paramount date as a star and his press agent, Sid Ascher, thought up a gimmick he hoped would break in all papers. So for Wednesday (19), the opening day, Ascher hired sound trucks to blare out Bennett's recordings, had cars with banners announcing Bennett's appearance, and the people in the cars all carried roman candles. Before arranging the stunt Ascher was careful not to get a police permit for the parade. The idea was to get the cops to stop the cavalcade, ask for the permit and, when none could be produced, make a pinch which would then break in all the papers.

So the parade rolled up Broadway. Sound trucks blared out *Because of You*, roman candles gave Broadway an eerie appearance, horns blew, and traffic slowed up. The kids shrieked and people stopped and stared. The only disinterested bystanders were the cops. No one stopped the parade.

N. J. Spots Cited By Price Board

CAMDEN, N. J., Sept. 22.—Six spots here and one nitery in Wildwood, South Jersey summer resort, were ordered to show cause this week why the U. S. District Court here should not issue injunctions preventing them from continuing in business. Judge Thomas M. Madden signed the applications for injunctions made by Alexander Feinberg, assistant district attorney, to compel the clubs to comply with the Office of Price Stabilization regulation covering eating establishments. It was the first such action taken in New Jersey.

According to Martin F. McKernan, Camden district OPS enforcement director, the spots failed to comply with requirements of Ceiling Price Regulation No. 11, in that they did not file statements showing food costs and other data required of eating places, taverns and other such establishments selling food and beverages for consumption on the premises. Hearings on the injunctions have been set for October 5.

Extra Added

Brief but important night club-vaudeville news

Philadelphia

Sidney Drosner left the Latin Casino to become floor manager at the Club Ebony.

Clement Epstein, entertainer, and Herman Berger, cousin of music publisher Jerry Marks, have opened a theatrical booking agency. It's the fifth return trip to Dumong's for the Five Mel-O-Dots.

La Veda Morel, whose line played all last season at Palumbo's, has signed to produce a line at the Latin Casino.

Pepper Davis and Tony Reese head the opening show at Frank Palumbo's on the 27th.

Mac Lerner inaugurates a new show policy in the first floor English Lounge of his Lou's Moravian with the Lynne Sisters and Fats Wolf. . . . Mario Mira comes back from the Wayne Room, Washington, to open at the Black Cat, which had shuttered for renovations.

Helene DeMayo, the former thrush known as Helene Standish, coming back to show business, with the country club circuit for break-ins. . . . George Levin left the managerial staff of the Latin Casino to front a room of his own.

Bill Gerson, brother of Dallas Gerson, owner of the Latin Casino, opened his own room, Pep's Bar, with Eddie Heywood the opening attraction. . . .

AGVA Moves to Co-Operative Plan With Artists' Reps

EMA-ARA Suspends 13 Midwestern Members for Non-Payment of Dues

CHICAGO, Sept. 23.—The American Guild of Variety Artists this week took its biggest step toward a co-operative program with the Artists Representatives' Association when the entertainers' union reps currently in San Francisco for the American Federation of Labor's national confab, backed the Entertainment Managers' Association here in a move to suspend delinquent members. AGVA backing is another phase in a series of mutual benefit efforts between ARA and the actors' union. Up to two years ago AGVA and ARA were almost continually hussling, but since consummation of the Form B-51 negotiations both orgs are working together.

EMA-ARA suspended 13 of its Midwest members early this week for non-payment of dues. According to a recently passed provision, a member who does not pay his dues comes under suspension, and Jack Irving, Vic Connors and Henry Dunn of AGVA told the local board of governors that any agent, suspended from EMA-ARA, would be disenfranchised.

This means the suspended agents would not be able to book AGVA members. The only method to gain reinstatement, Irving said, was payment of dues in full. If not, AGVA will post notices of the disenfranchisement in all its locals.

Suspensions

EMA-ARA members have already been notified of their fellow agents' suspension. Local percenters who received suspension included Lyman Goss Jr., Len Fisher Frank Spamer, Joe Riley, James K. Thompson, Ben E. Young, William S. Canham, Alma Clauser, and Paul Weiss. Out-of-towners suspended were Stan Stanley, Cedar Rapids, Ia.; Curt Berger Milwaukee; John Coon, Kansas City, and Max Friedman, Des Moines. This suspended list represents 13 of the 160 members in the Midwest org.

ARA has worked out a deal with the bonding firm, which sets up the coverage program for \$1,000 bonds for club-date skedders, whereby ARA-ites now will pay \$25 for the three-year period instead of \$10 per year, as previously announced. It was pointed out that the State bonds, which are demanded in New York and Illinois, would not fully cover agents on national negotiations, so that the

AGVA bond is necessary coverage. The three-year bond program was worked out because a one-year paper necessitated new paper work every year of renewal.

Outdoor Show Code

It was further reported that Jack Katz, ARA national legal counsel, has told EMA-ARA that the contemplated outdoor showbiz code, which AGVA has been attempting to negotiate, will probably be negotiated as an ARA-AGVA agreement. He told EMA-ARA that any individual members who are approached by AGVA to ink an outdoor code should notify Katz, who will, if necessary, fly to any part of the country to assist in the negotiation.

Katz said that starting October 2 AGVA reps and ARA will start talking over the nitery portion of the Form B-51.

Big Week-End Lifts NY Vaude B.O. to 280G

NEW YORK, Sept. 23.—Big week-end business lifted last week's returns, bringing grosses for the combo houses up to \$280,000 as against the previous week's \$268,000.

Radio City Music Hall (6,200 seats; average \$150,000) opened with a good \$135,000 for *Capt. Horatio Hornblower*, tab version of *The Mikado*, and the Albins.

Roxy (6,000 seats; average \$70,000) bowed out with \$80,000 for the third and final week, the last being a nine dayer, for *People Will Talk*. (Frank Fontaine and the Harmonicats were in the first week.) The bill started with \$113,000 and went to \$80,000. The new show has the Latin Quarter show plus Billy Daniels with *No Highway in the Sky*.

Paramount (3,654 seats; average \$65,000) finished its three-week run with *His Kind of Woman*, Jan Murray, Toni Arden and the Elliot Lawrence band, with \$50,000, after an opening of \$87,000 and deuce of \$62,000. The new bill has the Louis Prima ork, Tony Bennett and *Flying Leathernecks*.

Palace (1,700 seats; average \$18,000) skidded down to \$15,000 for *Basketball Fix* plus 10 acts. The previous week's figure was \$21,000. The new bill, headed by Herman Hyde, Archie Robbins and eight other acts has *Lorna Doone* as the flick.

Mastbaum Sets Package Shows

PHILADELPHIA, Sept. 22.—Warner Brothers have come to terms here with the musicians' and stage hands' unions so the Mastbaum Theater, circuit's largest de luxer, will go back to spot shows.

Mastbaum's new policy will start on October 11 with Patti Page and Guy Mitchell headlining the show. Understood that all the buying, by the Warner booking office in New York, will be on a "package basis," with shows coming in on percentage deals. With the Earle on a catch-as-catch-can basis as well and along similar lines, both houses will not be lit at the same time. However, it is reported that the Fox Theater, another de luxer operated by the 20th Century-Fox chain, has opened negotiations with the musicians' union for similar set-ups if and when.

DEFAULT SUIT

Agent Joyce Files Against Comic Gale

PHILADELPHIA, Sept. 22.—Jolly Joyce, filed a complaint last week against Alan Gale, nitery comic who is taking over the Martinique in New York, for failure to abide by his managerial contract. Joyce, who has handled Gale for the past eight years, charged that the comic refused to accept an engagement for two weeks at \$4,000 a week, starting last July 26, at Bill Miller's Riviera in New York.

Complaint filed with American Guild of Variety Artists charges that Gale's refusal to accept the date, meant loss of \$400 commission to Joyce and he asked the union for a judgment giving him 10 per cent commissions on the basis of \$4,000 a week while Gale appears at the New York nitery. Joyce added that Miller was willing to move the two-week booking to October but that Gale turned it down unless his entire unit was bought for a \$7,500 figure per week. With Gale would go a four-piece musical unit, a tap-dancing team, two waiters and two bartenders who also act as comedy stooges.

Joyce claims that Gale has been turning down bookings for the past five months since leaving his Miami club. He added that while Gale was operating the Miami nitery, he did not press him to accept dates, but since he's been out of the operation, he still keeps turning down the bids. Joyce also said that he has invested between \$20,000 and \$25,000 in promoting, advertising and building up the comic.

Landis Angles For 4th Nitery

HOLLYWOOD, Sept. 22.—Chuck Landis, who already owns three niteries here, is negotiating for a fourth club, with plans to open in six months. Landis did not reveal the site for his new cafe, but it is known to be on Wilshire Boulevard close to West Los Angeles. He currently operates the Tiffany and Surf clubs, his other spot, the Paddock Club, being dark.

Landis said that the proposed nitery has a capacity of 350 and will feature pop and jazz attractions. Landis was the last operator of the famed Trocadero, selling to Monte Proser after the war.

\$1,409 AGVA Payment

HOLLYWOOD, Sept. 22.—American Guild of Variety Artists Insurance Bureau concluded payment of \$1,409.10 to dancer Bonnie Bryant, covering injuries sustained in an auto accident June 18. This is the largest sum AGVA has shelled out on the Coast since the Guild's insurance plan went into effect this year. In excess of \$21,000 has been paid on claims to date in the entire country, according to Matthew M. Adler, head of the insurance division.

(Continued on page 32)

Cotillion Room, Hotel Pierre, New York

(Tuesday, Sept. 18)

Capacity, 265. Price policy, \$3 minimum plus \$2 cover week-ends. Shows at 9:15 and 12:15. Booking, non-exclusive, with Stanley Melba, room manager, buying all talent. Publicity, Kurt Hofmann. Estimated talent budget, \$2,000.

Re-opening of the chi-chi room brought out such a mob you'd think the joint was for free. Actually it's one of the most expensive rooms in town. But all tables were taken the night before the preem. Whether Yma Sumac or the bus boy brought them in is a moot question. The fact is that Miss Sumac is still a curiosity and as such does draw. However, the Pierre's trade is a steady one, and lots of it probably came in because it was the opening. The show was just so much extra.

Stick to Peru

To Miss Sumac's credit let it be said that her much publicized four-octave voice was never in better fettle. Working with three boys (one on guitar; two on drums) the gal started with a series of eerie sounds representing the chants of her native Peru, that were as disturbing as they were effective. Her next was a song picture of strange jungle birds.

(Continued on page 83)

RKO Boston, Boston

(Thursday, September 20)

Capacity, 3,200. Price range, 35 cents-\$1.10 all shows. Three shows daily. RKO chain booker, Dan Friendly.

Spike Jones proves that a plumber's plunger, baseball bat and six-shooter have more appeal than the conventional baton, re-lighting the stage of the RKO Boston to capacity biz for the first time since the appearance of Josephine Baker last June.

Show moves at a frantic pace, only sagging in spots due to its excessive length. Standard Jones gags got the expected response and the 57 varieties of clowns in the troupe socked over the comedy to big laughs. A lot of Jones is purely sight and the color and sound of his acts seemed to project a lot more effectively than even on his successful video appearances.

Persian Market, Some Enchanted Evening, Laura, and others hit the comic bullseye. Most successful were the Poet and Peasant Overture climaxing in the collapse of the backdrop and Hawaiian War Chant, done in luminous suits after the house lights were lowered. Optical illusion in this latter act had Jones pounding the drums with four arms.

Bill King turns in some fine juggling with hatchets and flares. Helen Grayco, eye-filling thrush.

(Continued on page 86)



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Night Club-Vaude Reviews

Paramount, New York

(Wednesday, September 19)

Capacity, 3,654. Price range, 55 cents-\$1.50. Chain booker, Harry Levine. Show played by Louis Prima's ork.

The big news here is the first stem appearance of the newest hot rod in the bobby sox set, Tony Bennett. Bennett, whose waxings of *Because of You* and *Cold, Cold Heart* currently are one-two on *The Billboard Best-Selling Chart*, proved to be quite a nimble singing entertainer. His loose-and-easy body and arm motions are an offshoot of the Frankie Laine school and provide the lad with a considerable weapon with which to overcome personal deficiencies in appearance.

Bennett's singing style is a peculiar mixture of innuendos in jazz and broad phrasing and a sugary tenor sound comparable to an anglicized version of the Neapolitan Street Singer. At any rate, Bennett bowled over the bobby sox crowd in attendance, tho his sway with the elders in the house was hardly magnetic. His production

(Continued on page 82)

Palace, New York

(Thursday, September 20)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five, week-ends. RKO booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

Altho it was somewhat more balanced, current show does not match the previous one in overall quality.

The Congaroes (4) got off to a stodgy start. Two boys did a fair tap sequence, followed by the two gals. When all four got back into their jitterbugging, they began to pick up, so that they finished with a decent band. John Gallus followed, combining playing of the clarinet, juggling of balls and puppeteering a line of 14 droll dolls. Tho not outstanding at any one of those, the novelty of doing them together got him warm responses.

Duval's magic was simple but effective, dying scarves and pour-

(Continued on page 83)

Oriental, Chicago

(Friday, September 21)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows daily. House Booker, Charley Hogan. Show played by Sherman Hayes' house band.

Jane Powell is the whole show for this three-weeker, coupled with the pic, *Angels in the Outfield*. The 38-minute show sparkles when the vivacious blond singer from the filmusicals comes on. She starts slowly, doing too many toney songs but on her fifth number broke into a raucous novelty, which pulled a hand three times bigger than the more classical and standard stuff. After that she clicked with two more numbers. She displays a sock voice, poise and charm in patter between her numbers.

The Three Rockets, Negro male tapsters, have the makings of a fine precision team, but they still need rehearsal. Boys, who are taller than most teams, make a swell appearance, but lack the show-stopping individual cleating feats to make them top caliber.

Joe Termini went thru his standard panto playing of stringed instruments. Termini has changed the music considerably since his last appearance, but he needs some stronger comedy bits to recharge the act. Johnny Sippel.

Latin Quarter, Boston

(Sunday, September 16)

Capacity, 400. Price Policy, \$3.50-\$4 minimum. Shows at 8:30 and 11:30; three on Saturdays. Operators, Eddie Meister, Lee Fields, Willie Oxman, Booker, Nick Agneta. Publicity, Anne Fulehino. Estimated talent budget, this show, \$7,500.

The stronghold of the puritan fathers has become a bastion of burlesque with *Top Banana* at the Hub's Shubert Theater, the old Howard's chaste gates reopened for the winter season and Minsky's *Follies* leading off the second stanza at the Latin Quarter. While the results wouldn't bear the Cotton Mather stamp of approval, they are rocking many a proper Bostonian on his pedestal with some of the most exuberant and gusty entertainment hereabouts for some time—and the Quarter show is no exception.

There are girls in blue tights and girls in pink tights in the current session, and the swishing of plumes and veils makes the air-conditioning superfluous. In general, the acts follow the burlesque format, with a lot of broad comedy stashed among processions of long-stemmed lovelies. There's a good deal to be said for the approach—the acts keep moving and there's a constant variety and color.

Soek Acts

Rudy Cardenas, teeing off the romp, went over big with his smart juggling routines, employing balls, sticks and tumblers. He's added a few new gimmicks since he appeared here last spring at the RKO Boston, but his finale with three hats drew solid mits. Jeff Mann and Dick Dana got yocks with their stock vaude material involving a scene in a restaurant and one beating a drum. Leo Diamond displayed some fancy harmonic lipping in *Jalousie, Mama Inez* (in which he also uses gourds and mambo drums) and a Spike Jones-inspired

(Continued on page 83)

Palmer House, Chicago

(Thursday, September 20)

Capacity, 500. Price policy, \$1-\$1.50 cover, with \$2 minimum. Shows at 8:30 and 11:30. Publicity, Fred Townsend. Production and exclusive booking, Merriell Abbott. Estimated budget this show, \$7,800. Estimated budget last show, \$6,000.

Continued from page 3

The show got the longest and biggest mitt ever accorded a show here in seven years when the entire troupe did a mass finale. Writer-Director Dick Barstow has welded a show that is heavy on top dancing. The Cabots, two good-looking dark-haired lads and a sensuous blonde, contribute a new type of adagio ballet. Bambi Linn, out of legit, and her hubby-partner, Rod Alexander, do straight ballet stepping. Tommy Wonder, whom this critic remembers as strictly a tap dancer, did some original semi-acrobatic ballet sans taps. Margaret Banks, a lissome blonde, did well with an ethereal toe ballet. While this might seem over-burdened with dancing, it's not, for each of the youngsters has a different, refreshing approach.

Comedy gets plenty of time. Cliff Norton, working with sock material by his TV writer, Charlie Andrews, got yocks for two bits, one a biting satire on the verbose used car dealer who does his own TV commercials and another slightly philosophical treatise on women. Curvy Louise Hoff, as the steno to a show producer, hasn't got quite the material to work with that Norton boasted, but she shows talent that warrants a look-see from some Broadway producer casting for a capable comedienne.

The Songsmiths, three good-looking males, do an okay job of acting and show good vocal harmony. Lead tenor, Dave Smith, has an unusual voice that warrants a record firm look-into. Jody Miller, a pretty brunette, does the fem vocalizing.

Good costuming and some fine portable backdrops lend plenty of color to the sparkling performances of the youngsters, who probably average about 25 years of age. One prop, a specially made auto, which Norton uses in his TV commercial bit, is a real stage ingenuity, with even an automatic collapsing convertible top. Eddy O'Neal did a fine job of emceeing and his ork played the new book fluently.

The Gilded Cage, New York

(Thursday, September 20)

Capacity, 700. Price policy, \$4-\$4.50 minimum. Operator, Lou Walters. Shows at 8 and 12:30 (extra show Saturdays). Booking, non-exclusive. Publicity, Zussman-Bayne. Estimated talent cost, \$7,500.

The former Bop City, Zanzibar, Hurricane, et al., has had a tremendous face-lifting job done. It is now a lush spot, well lighted and handsomely redecorated.

The show is an intriguing sight spectacle obviously geared for the tourist trade. It has exquisite costumes, a lot of action, studied corn and some of the funniest comedy heard in a long time. What it lacks is cohesiveness, direction and production; or perhaps it has too much production. Much of these will probably be worked out as the show settles down. But basically there's plenty to find fault with.

Format is a combo of hoke, deriding-do in the old tradition, toggled out in lush costumes of the present some of which show plenty of

(Continued on page 83)

Olympia, Miami

(Wednesday, Sept. 19)

Capacity, 2,170; four shows daily. Price range, 62 cents-\$1.03. House booker, Harry Levine. Show played by Les Rohde's band.

In the final spot on the bill, comedienne Sibyl Bowman drew enough laughs and applause to prevent the current show from becoming the year's weakest. She's a natural laugh-getter, copping—by far—the biggest hand on the bill.

Miss Bowman launched her stint with an oldie based on a Scandinavian prima donna; and finished up with an impression of Jessie Baker. Each takeoff got yocks as she segued from a Mary Martin to a Bea Lillie then to a Dietrich and finally into La Baker.

In the headline spot was Decca's Don Cherry, a handsome blond lad with an okay voice but lacking showmanship and aplomb to make him a standout vaude act. He got solid applause for his *Tumblin' Tumbleweed*, but nothing exceptional for *Vanity, Cara Cara Carabella*, and *Maybe It's Because I Love You Too Much*. He's hot on records, but he's cold on stage.

As openers, the Brenham Brothers scored okay with their fast afro-dance routines, displaying some slick footwork. Ventriloquists Leonardo and Anita did a novelty ventro routine using seven puppets in as many Latin-flavored voices, for about par for the course. Comedy piano and vocal duo Wally Ward and Mitzy completed the bill, with Les Rohde's house band furnishing the musical backgroundings in his usual fine fashion.

Herb Rau

Vine Gardens, Chicago

(Thursday, September 13)

Capacity, 200. Price policy, \$2.50 with a 50-cent cover charge. Shows at 8:30, 12 and 2. Exclusive booker, Paul Marr. Operators, Jimmy and Johnny Pappas. Estimated budget this show, \$2,800. Estimated budget last show, \$2,100.

This North Side nabe spot has brought back its big local one-two punch in Jessie Rosella and Billy Carr. The hefty Miss Rosella looks and sings much better than her last time in, piping ditties of all types with equal facility and her host of local friends gave her big mits all the way. Carr's presentation is still tops for showmanship. He's a sock ad libber with customers. Basis of his act is still his fine Jolson impressions.

Max Furman and a red-headed foil need some new material. Furman also could use some kind of original delivery, for he copies the best characteristics of a number of different comics and the conglomeration of delivery never comes off. He was working at a disadvantage, for the Carr-Rosella fans gave him no attention and the talk din was terrific.

The Pappas father-and-son operation has smartened up the floorshow with a five-girl line, the Vinettes, whose costuming and looks are good. But girls dance like they'd never worked together before, even tho the routines are simple.

Johnny Sippel.

Roxy, New York

(Friday, September 21)

Capacity, 6,000. Price range, 50 cents-\$2. Four shows daily. House booker, Sam Raush. Producer, Arthur Knorr. Show played by house ork.

Lou Walter's Latin Quarter package, including Billy Daniels, is doubling here from the Slem nitery. What runs off like a good show in a night club is an uninteresting package on the big stage of the Roxy. Daniels, working as usual with Benny Payne at the piano and duetting on several numbers, saves the show from almost complete oblivion. His highly stylized versions of *Who Cares?*, *Lady of the Evening*, *Sunny Side of the Street*, *Yiddish Momma* and *Old Black Magic* drew rapt attention.

(Continued on page 83)

Latin Casino, Philadelphia

(Tuesday, September 18)

Capacity, 550. Price policy, \$3.50-\$5 minimum. Shows at 8:30 and 12:30. Owner-managers, Dallas Gerson and Dave Dushoff. Booking, non-exclusive. Publicity, Sid Gathrid and Jerry Katz. Estimated budget this show, \$7,500.

The lone lush-and-plush room in town with names started with the Ink Spots, who provided a pleasant roundelay of their song hits topped by their ever-blooming *If I Didn't Care*.

In support are a variety of acts just as substantial to make the opening show a full-fashioned package. Sandwiching the setting are the La Vida Moray Girls, eight ponies who are above par in appearance, prancing and costuming.

Olsen, Joy Start

An opening mambo routine of the line set the stage for the start-

(Continued on page 86)

Parisian Room, Old Town Hall Inn, East Hartford, Conn.

(Monday, September 10)

Capacity, 368. Price policy, \$2.50 minimum. Shows at 9:30 and 12. Owner-operator, Larry Simmons. Press, Simmons. Estimated budget this show, \$1,000. Estimated budget last show, \$1,000.

The area's largest nitery has resumed its Monday thru Saturday floorshow, replacing its summer split week policy and cafe op Larry Simmons makes up in entertainment what he lacks in marquee value.

The current show consists of Paddy Cliff, emcee-comic; Fay Lamarr, exotic dancer; the Medford Trio, and Kay McQuade, accordionist.

Cliff carries along his share of

(Continued on page 83)

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Hocus - Pocus

By BILL SACHS

THE Fifth Annual Convention of the International Congress of Magicians, held in Paris early in September, attracted some 500 amateur and pro conjurers from 19 countries. Highlighting the conclave was a gala five-hour show on Saturday (8), running from 1 to 6 a.m., with two half-hour breaks for refreshments, while a three-piece orchestra provided music for anyone who had the strength or desire to dance at that

hour. Some magi participated in the marathon, with Jean Weber, of the Comedie Francais, serving as emcee. Funds derived thru the show went to the benefit of the veteran magicians of France. The first part of the three-part program was staged under the direction of Sanas and was given over to table magic and kindred entertainment. Among those participating were Odips, of the Musee Grevin, Paris; Robert Perrin, vent; Gustavo, pickpocket trixster; Feller; Sanas; Barreau and partner; Georges Guerin; Alquier; Fu-Ling-Yu; Guy Bert; Sunaya; Naltet and Yvette Doncieres; Mac Fink, and Tho-Ki-Yenn. The second and third parts of the program were given over to those acts who were competing in the finales for the prizes of the year. Participating were Balesky, from Russia; Geoffrey Buckingham, from England; George Teros, France; Barrie, American; Tornado, from Sweden; Clement, Belgium; Albinio and Tiny, Holland; Frakson, Spain and America; Huguette de Lysiolle, from France; Monarque, Belgium; Jay Palmer and Doreen, America; Odips and the Domergue Brothers; Morozo, from Italy; Carzola, France, and Mystic Craig, American. Orchestra was conducted by Maurice Boulais. Convention wound up with a banquet and awarding of prizes at Hotel Lutetia Sunday night, September 9. Geoffrey Buckingham, of England, won first prize and was awarded the Robert Houdin Medallion and the title of Magician of the Year. First prize in manipulation went to the Swedish wizard, Tornado. Albinio and Tiny, Dutch deceivers, copped first prize in showmanship. Monarque, of Belgium, grabbed the honors on originality. Huguette de Lysiolle, of France, was named the best fem magician. George Teros took a special prize for his shadow-graph work. Jay Palmer and Doreen, Americans, were voted the top comedy act. Next year's convention will be held in Geneva.

PALMER AND DOREEN returned to London this week after a month on the Continent, including a week at the International Congress of Magicians' convention held in Paris early in September. They have postponed indefinitely bookings which were to take them to India, Egypt and Greece in order to play under USO Camp Shows for American and English troops in Germany. Palmer and Doreen will make the trip to Korea with the same USO unit early in January. Larry Weeks, juggling magician, writes from Taegu, Korea, under date of August 26: "I am with a USO unit here, tripling as emcee, juggler and company manager. I also have another four-girl unit in Korea working ahead of ours. When in the same sector, I serve as general manager of both units. We are following in the path of the unit Paul LePaul was on. They were in Korea 21 days; we will be here 34 days. En route here, we stopped off in Honolulu, where Howdy Reynolds, magician-vent and businessman, was on hand to greet me and to present each member of the two units with a fresh Hawaiian lei. From Honolulu we went directly to Wake Island and then on to Tokyo, where we played 19 shows (Continued on page 82)

Burlesque Bits

By UNO

JESSICA ROGERS is current at the Frolic Club, Tampa, with the Paddock Club, Miami, to follow October 6. . . . Manaca King, after his summer's engagement for Fred Sindell's shows at Coney Island, N. Y., opens September 28 at the Bell Club, Fort Lee, N. J., and then goes to the Silver Saddle, Newark, and the Hawaiian Club, Albany, N. Y. . . . Bobb Lang and Gayle Page are in the headline spot at the Rainbow Room, Phoenix City, Ala., thru Dick Dixon, of New Orleans. . . . Marion Lee became the grandma September 11 of a girl born in Veterans' Hospital, Brooklyn. Parents are Aaron Isler, her son, and Jean Boidoff. . . . Bobby Vail, comic, is rehearsing with the George Abbott play, "The Number," which will feature Dane Clark. Vehicle is due to open at the Biltmore, New York, October 25. . . . Betty Howard, featured this week at the Hudson, Union City, N. J., transports herself between dates in a new Chrysler. . . . Bob Collins, comic, closed three weeks at the Gayety, Norfolk, where chorines, stagehands and musicians have had their pay increased by the management.

SUNYA SLANE, after a year's course at the Newspaper Institute and another at the Magazine Institute, has sold her first story, "Once Upon a Stage," to Writer's Digest. The article won 28th prize out of 5,000 entries

Hirst, Midwest Circuits Open

NEW YORK, Sept. 22.—Burlesque for the 1951-'52 season will play a total of 21 weekly stands over the combined route of the three major circuits, the Hirst, Midwest and Ohio. The following is a list of the stops and the way the shows will travel. Hirst units take to the road from the Grand, St. Louis, to the Gayety, Cincinnati; Roxy, Cleveland; Casino, Pittsburgh; Lyric, Allentown, Pa. (Saturdays only); Howard, Boston; Hudson, Union City, N. J.; Trocadero, Philadelphia; Gayety, Baltimore; Empire, Newark; Plaza, Reading, Pa. (Saturdays only), and the Casino, Boston, making for a total of 10 weekly stands and two one-nighters. Midwest Circuit proceeds from the Casino, Boston (on the Hirst) to the Palace, Buffalo; Gayety, Toledo; Gayety, Detroit; Empress, Milwaukee; Alvin, Minneapolis; Folly, Kansas City, to then connect with St. Louis on the Hirst, a total of six weekly stands. The Ohio or the Jack Kane wheel includes the Mayfair, Dayton; Gayety, Columbus; Park, Youngstown; State, Canton, and Embassy, Rochester, for five more week stands. In process of formation is a possible new circuit in the East, just now in its preliminary stages with Sid DeMay and Al Dow the operators.

Principals lined up for the season's quota of units on the Hirst Circuit comprise Marty Collins, Sid Nadell, Larry Norman, Sherry Shannon, Pat Robbins, Debra Dante and Benny Melton, for the Grand, St. Louis, week of September 20; Freddy Lewis, Bozo Snyder, Bob Lee, Barbara Sayre, Florida Fuller, Tyna Mona and Ralph Elsmore, house singer, Roxy, Cleveland, September 21; Al Rio, Hap Hyatt, Mervin Harmon, Melaine LaBeau, Niki Vela, Lotus DuBois and Phil Layne, house singer, Casino, Pittsburgh, September 21; Artie Lloyd, Jimmy Matthews, Tommy Dew, Sue Gaye, Dunny Dare and Iris Condis, Lyric, Allentown, Pa., September 22; same cast plus Georgia Sothorn for the Howard, Boston, September 24; Jack Rosen, Harry Levine, Harry Ryan, Texas Lee, Maureen Marsh, Betty Howard and Jack Lynn, house singer, Hudson, Union City, N. J., September; Irving Harmon, Joey Cowan, Lew Denny, Mary Ann, Irene, Trudine and Jimmy March, Trocadero, Philadelphia, September 23; Harry Clexx, Tiny Fuller, Pat Burns, Jet Smith, Shirley Stanley and Linda Leslie, Gayety, Baltimore, September 23; Benny Moore, Harry Bentley, Wilbur Rance, Pandora, Donna Costello, Trudy Wayne and Tommy Layne, Empire, Newark, N. J., September 21, and Bert Carr, Claude Mathis, Don Lynn, Claudeen and Princess LaHoma, Plaza, Reading, Pa., September 22,

and deals with her experiences in showbiz. . . . John Quigg opens September 28 at the McCarter, Princeton, N. J., in the road tour of "Darkness at Noon." . . . Art Watts reports good biz for his unit now touring the Kemp Time. Company comprises Watts, Buddy O'Day, Erby Wilson, Red Coghburn, Brew Moore, Vince Anthony and Johnny Robertson. Chorines included Norma Watts, Mary Anthony, Juanita Pannier, Margie LeBlanc, Henrietta Carewe and Lucille Marsh. Amy Fong is in featured spot. . . . Mitchell Johnson, son of Jim and Tillie Gerard, former burly team, is supervising two shows on TV, "Stop the Music," sponsored by Colgate, and "Rooty Kazooty," a Coca-Cola program. . . . Grand, St. Louis, opened its 13th season September 6, with Freddie Lewis, Bozo Snyder, Bob Lee, Tyra Mona, Barbara Sayre, Florida Fuller, Benny Melton, Yvonne and DeCaro, Brock Brothers, hand-balancing act, and Otto Eason, roller skater. Chorus includes Mary Veanes, captain; Betty McDaniels, assistant; Terry Craft, Veena Duncan, Josephine Schellenger, Jetta Barone, Jane Kersten, Eleanor Smith, Jean Owens, Jean Cox, Jewell Pruitt, Margaret White, Betty Hein, Carol Owings and Mary Catherine Harris. Dick Libes is concessionaire; Richard Zeisler, manager; Ralph Lia, treasurer; Morris Rose, assistant; Frank Reidelburger, ork leader; Billy Koud, producer; Joe Fritz, doorman, and Julia Slesinski, head usherette.

ROSITA ROYCE opened September 24 at the Lamplighter Club, Baltimore, thru Dave Cohn, whose other recent bookings are Faye LaMarr, Show Boat, New Lebanon, N. Y., September 17; Carmen Hope, B. & B., Johnston, R. I., September 17; Diane Delys, Lamplighter Club, Fall River, Mass., September 17; June Allen, Wayne Room, Washington, September 17; Solitaires, Hawaiian Room, Albany, N. Y., September 18; Davis and Reis, Tic Toc Club, Syracuse, September 17; Diane Delys, Old Town Hall, Hartford, Conn., September 24; June Allen, Iroquois Club, Louisville, September 24; West and Lexing, Bubbles Darlene and Frank Capri, Chanticleer Club, Baltimore, September 20, and Faye LaMarr, Bellis Club, Springfield, Mass., September 25. . . . New book, tagged "Fifty Years of American Comedy" and containing a list of former burly greats and a treatise on the need for new training grounds for comics, dedicated to the late Rags Ragland, is slated to appear on the stands before the end of this month. Bill Treadwell is the author, and George Lewis, the press representative.

CTAA to Stiffen Its Regulations

HOLLYWOOD, Sept. 22.—Constitution of the California Theatrical Agents' Association is being worked over by the group's attorney, Ralph Rosen, to bring by-laws up to date and sharpen CTAA jurisdiction. Results will be presented to the association membership in two weeks. At the same conclave, agents will elect new officers. Ted Lesser, who became CTAA proxy last November, is considering taking on members in other States. At present, CTAA is a State org.

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AGVA to Pull Las Vegas Acts

HOLLYWOOD, Sept. 22.—Ernie Fast, American Guild of Variety Artists rep., is in Reno today with orders to pull all shows except at the Golden Hotel. Move resulted when niteries failed to agree on AGVA's insurance plan. Guild Coast chief, Eddie Rio, leaves Monday (24) for Las Vegas to wind up insurance negotiations there and will act accordingly if Vegas clubs don't okay the insurance. To date no Vegas spots have inked insurance pacts. Main beef of outstanding cafes is that they can't see paying premiums of high-salaried acts. AGVA points out that the fact is overlooked that many of the artists are not in the top bracket and should not be expected to meet payments.

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EDITORIAL

Fogging Bright "Noon"

It seems a great pity that a simmering dispute between Sidney Kingsley, author of the play *Darkness at Noon*, and Arthur Koestler, author of the book on which it is based, should come to a sudden airing just as a road company of the play is about to embark on a national tour. Squabbles of this kind can profit little to anyone, and do material harm to the play. *Noon* is a great play, acclaimed by the New York Critics Circle, and subsequently by the theater electorate in the Donaldson Awards, as the best of the year. *The Billboard* has called the presentation of its anti-Communist doctrine a public service. As such, the message it can carry to the hinterlands should not be jeopardized by petty dissension.

Now, after all these months, both Kingsley and Koestler have put it up to the American Arbitration Association to adjust their grievances. Koestler enumerates several. Kingsley submits that what Koestler wants is a change in the basic contract, and he is seeking an impartial interpretation of it. It all seems quite trivial.

Koestler, thru his attorney, declares that Kingsley has deliberately disregarded an obligation to consult him in the preparation of the play; that Koestler's name wasn't given proper billing in the publishing of the play by Random House; that Kingsley failed to gain his endorsement of a radio presentation of the play; and that he wants Kingsley restrained from disposing of any rights to the play without his authorization.

The Other Side

On the other hand, Kingsley told *The Billboard* that his contract with Koestler specified that all foreign and domestic rights to a play to be based on the Koestler novel were to belong to Kingsley, with Koestler having the right of countersigning subsidiary rights, subject to Kingsley's final approval of any script changes. The play, when finished, was to be submitted to Koestler for political concept, but final analysis was up to Kingsley.

Kingsley says a draft of the play was submitted to Koestler, who side-stepped making suggestions, but later wrote Kingsley that *Noon* was politically and artistically the playwright's own baby, and that any blame attached was Kingsley's responsibility. Kingsley then wrote him again for suggestions, adding that, if the play were a success, he was more than willing to share the credit with Koestler. According to Kingsley, the latter in essence replied that he wanted no part of it. Thereafter, says Kingsley, for over a year Koestler has refused to offer him any direct constructive criticism.

However, the play was a success and was set for publication in book form. As to Koestler's claim to inferior billing, Kingsley says his quarrel is with Random House, the publishers. The deal was made on a three-way contract.

The Nub

The crux of the disagreement, however, rests in foreign presentations of the play. Koestler wants his hand in any European production. *Voice of America* wanted to do an air version of the play to Europe. Koestler, according to Kingsley, came up for the first time with written suggestions for script changes, but only sent Kingsley a copy thru his agent. Changes consisted of a dozen sentences and a slight change in one scene.

Kingsley says he offered to compromise, but in the end Koestler refused the right to broadcast. Now, says Kingsley, Koestler refuses to countersign on Scandinavian, French, Italian and German offers unless he is accorded the right of rewriting separately in any language. Unfortunately, Kingsley says, Koestler doesn't know the Scandinavian tongues.

In sum, he says, Koestler doesn't want *Noon* to be done in Europe without interferences in the writing, and this is an abrogation of their contract.

Koestler is due here from France early next month. Kingsley hopes that the matter may be ironed out amicably without resorting to final arbitration. Meanwhile, it is to be hoped that the disagreement, which seems a childish affair at best, will work no hardship on the touring production of a great play which does America a great service just by being on the boards.

Ballet Plaint Nixed by Court

NEW YORK, Sept. 22 — Roger Eudes, Paris impresario, who recently tried to stop the Ballet Theater presentation of *Le Jeune Homme et la Mort* (*The Billboard*, September 15), this week was denied his motion for a temporary injunction against the company. New York Supreme Court Justice McNally ruled that Eudes's papers did not clearly establish his rights to the ballet.

The judge declared, however, that Eudes may have an early trial on the issue if he wishes.

Eudes had claimed that he commissioned *Le Jeune* from its four creating artists and had all rights to it, which, he said, he had not granted to Ballet Theater.

Swedish 'Kate' Gets Smash Hit Raves

STOCKHOLM, Sept. 22. — The Swedish version of Cole Porter's *Kiss Me Kate* scored a smash hit at its opening, on Friday night (14), at the Oscar Theater. All Stockholm papers eulogized show, production and cast.

Special credit was given to the singing leads, Ulla Sallert and Per Grunden. Ulla Sallert duplicated the hit she scored in the role of Annie Oakley in the Stockholm production of Irving Berlin's *Annie Get Your Gun*. Production director Svend Aage Larsen also was lauded for his staging of the show.

'Joey's' Miami Bow Delayed By Orker's Row

MIAMI BEACH, Sept. 22. — Opening night's performance Tuesday of the Brandt Circuit's *Pal Joey* at the Roosevelt Playhouse was delayed half an hour while management and musicians' union officials thrashed out a union rule calling for a six stand-by orchestra during the run of the show.

The *Joey* unit, with two pianists furnishing the music, played all summer in Eastern cities with only two stand-by keyboarders. Local union execs insisted upon regular band, basing their ruling on similar number of musicians playing for last winter's musical-vaudeville shows *Bagels & Yox*, *Borscht Capades*, and *Catskill Scandals* in same house.

At certain time, with no decision reached, management called theater topper Harry Brandt in New York, who agreed to accede to union's request. Jerry Baker, American Guild of Variety Artists' local rep, sat in with the musicians and management as the arbitrator. Paul Wolfe, musicians' rep, said local ruling calls for 12 men in a musical comedy, but that his group agreed to cut that number in half because of the off-season performance.

Pal Joey is Brandt's sixth stage production of summer season here, altho prior presentations were all dramas. Carol Bruce stars in current show, bolstered by local performers in bit parts.

Philly Shubert Houses Off to Bright Season

PHILADELPHIA, Sept. 22. — With excellent box-office returns for the season's starting fortnight of Ginger Rogers in *Love and Let Love* at the Forrest Theater, coupled with a good start at the gate for the current three preem weeks of *Paint Your Wagon* at the Shubert Theater, Nat Abrams, managing director of the Shubert houses here, reports the "if" bookings have become for sure with the prospects of keeping the four Shubert houses alive all season brighter than ever.

While the September month chalks up only two attractions, there are five definite openings thus far for the first two weeks of October with all four Shubert houses lit.

Forrest relights October 1 for *Faithfully Yours*, coming in for a fortnight. Walnut Street Theater gets its first offering on October 8 with a two-weeker for *The Number*. Shubert Theater follows *Paint Your Wagon* on October 9 with three weeks of *Top Banana*. A double opening is set for October 15 when Locust Street Theater gets its first booking of the season with two weeks of *Barefoot in Athens* while the Forrest brings in the National Company of *The Moon Is Blue* for a limited run.

Equity Welfare Group Names More Benefits

NEW YORK, Sept. 22. — The Actors' Equity Welfare Committee announces that benefit performances for the fund, which teed off last Sunday (16) with *South Pacific*, will continue with *Stalag 17* scheduled for Sunday (30) and *Seventeen* set for October 14.

Tickets for both may be obtained at the union's headquarters and, during the last few days preceding each performance, at the 48th Street and Broadhurst Theaters.

Hotels Called Beneficiaries of Legit, Urged to Support Theater

NEW YORK, Sept. 22. — New York hotels, along with the major department stores and restaurants, should plan to give financial help to the theater and other arts. That was the substance of a statement by Bill Zeckendorf, real estate op, at a meeting at the Savoy Plaza this week (20) of the Hotel Sales Managers Association, New York Chapter.

Speaking off the cuff, Zeckendorf told the hostelry reps present that 15 to 20 per cent of their transient trade—the difference between profit and loss—are drawn to New York not by the hotels themselves but by the town's theaters, concerts and mu-

seums, which thus constitute a sort of subsidy for hotel bookings.

"Has it occurred to you what would happen to the hotel business in this town if the theaters were closed by edict tomorrow morning?" Zeckendorf asked the gathering. "I think it is safe to say that the drop in hotel occupancy in this town would be nothing short of catastrophic."

Urges Interest

Declaring that the hotels should take more than an academic interest in the welfare of the theater, he called the hotel men "free riders" in this respect, because "to the best of my knowledge no

really substantial contribution, in money, effort, time, thought or consideration is being given by you, who are so much the beneficiaries of this indirect subsidy."

Zeckendorf wound up by proposing "that there should be a common meeting ground, headed by the most responsible men in your industry, with those of the theater."

Zeckendorf, president of Webb & Knapp, is responsible for the sale to American Broadcasting Company of studios at 7 West 66th Street. He is a member of the board of the American National Theater and Academy.

Rehearsals Called for New Stem Shows . . .

Terese Hayden, who staged Joel Wyman's "Dinosaur Wharf" at Spring Lake, N. J., during the summer, plans to sponsor it on Broadway beginning November 8. Rehearsals have been set for October 15. Wyman has not been represented on the Stem before.

Raymond Rouleau has replaced George Cukor as director of "Gigi" which Gilbert Miller will bring to the Fulton November 21. Cukor was prevented from taking the job by his commitment to direct the Garson Kanin-Ruth Gordon screen play, "The Marrying Kind." . . . The touring company of "The Autumn Garden" will go into rehearsal October 4 under Harold Clurman's direction. Frederic March and Florence Eldridge will resume the roles they had in the Stem production.

Helmut Danfine will have the papa role in the road company of "The Happy Time." On Broadway the role was originally held by Claude Daphin. . . . Harold Grossman, who has been assistant manager of the 48th Street Theater, becomes manager of the playhouse early next month. . . .

Van Druten Script Now "I'm a Camera" . . .

Title of John Van Druten's latest has been changed from "Sally Bowles" to "I Am a Camera." Under Gertrude Macy's auspices, the show goes into rehearsal October 15, with Van Druten directing. Julie Harris will have a leading role. . . . The Circle in the Square Company, downtown group, has postponed its opening of John Steinbeck's "Burning Bright" to Wednesday (26). . . . Katharine Cornell aims to bring the revival of Somerset Maugham's "The Constant Wife" to a still-to-be-selected Stem house December 7. But the show, which will retain most of the cast from its Central City, Colo., showing this summer, will tour Cincinnati, St. Louis and Kansas City before that. Rehearsals are set for October 29. . . . Saint Subber has taken option on a French play, "Ami-Ami," by Pierre Barillet and Jean-Pierre Gredy, until next September. Being sought are an adaptor and director, with Anita Loos and John C. Wilson, respectively, being mentioned. The play,

Sides and Asides

which will be transposed to a New York locale, calls for a cast of six. The yarn involves a working wife, whose husband keeps house for her. . . . John Patrick's latest script, "Lo and Behold," has been taken by the Theater Guild. . . . Christopher Fry's "A Sleep of Prisoners" will be brought to New York by Luther Greene and staged at the St. James Protestant Episcopal Church for a limited engagement beginning October 16. A tour will follow. Profits from the venture will be distributed to religious and educational organizations. The show will have its original English director and cast, including Denholm Elliott, Donaldson Award winner last year for his Stem debut in "Ring Around the Moon." Edwin Justus Mayer, whose last Broadway show was seen in 1930, has been chosen to do the adaptation of Jules Romains' "Dr. Knock," which long has been in the repertoire of the late Louis Jouvet. John Krinsky, who will sponsor the production, expects to start rehearsal in November with William Gaxton in the lead.

Shubert Blames Union Demands

CINCINNATI, Sept. 22. — J. J. Shubert, owner of the local Cox and Shubert theaters which formerly housed legit shows, this week blamed union demands for his decision to sell the houses.

"Unnecessary, burdensome and prohibitive costs" are to blame for the theaters' poor financial showing, said Shubert, who cited contract requirements for stand-by musicians and stagehands. "They charge us for services they do not give and which we do not need," he said. If Cincinnati legit is to continue, he said, "there must be found some new way of financing the theater, or the practices of those unions must be converted."

"Previous contracts with the unions, said Noah Schechter, Cox manager, call for seven local musicians and seven local stagehands for each show. Many shows do not require music, he said, and traveling stage crews may need only one local man. Shubert said a theatrical season here should run 40 weeks, but labor costs prevent it.

Union officials countered by pointing out that short seasons in the past have prevented the unions from scaling down contract demands. They indicated that if Shubert could insure them a season of 20 to 25 weeks there would be little contract difficulties.

BROADWAY SHOWLOG

Performances Thru September 22, 1951

DRAMAS

Affairs of State	9-25, '50	415
(Music Box)		
Diamond Lil	9-14, '51	11
(Broadway)		
Lace on Her Petticoat	9-4, '51	23
(Booth)		
Out West of Eight	9-20, '51	4
(Barrymore)		
Stalag 17	5-8, '51	159
(48th Street)		
The Moon Is Blue	3-8, '51	227
(Henry Miller's)		
The Rose Tattoo	2-3, '51	265
(Martin Beck)		

MUSICALS

A Tree Grows in Brooklyn	4-8, '51	179
(Alvin)		
Bagels and Yox	9-12, '51	15
(Holiday)		
Borscht Capades	9-17, '51	7
(Royale)		
Call Me Madam	10-12, '50	396
(Imperial)		
Gyps and Gulls	11-24, '50	345
(46th Street)		
Seventeen	6-21, '51	108
(Broadhurst)		
South Pacific	4-7, '48	1064
(Majestic)		
The King and I	5-19, '51	205
(St. James)		
Few on the Aisle	7-18, '51	75
(Mark Hellinger)		

COMING UP

(Week of September 23)

Twilight Walk 9-24, '51

(Fulton)

Out-of-Town Reviews

PAINT YOUR WAGON Shubert Theater, Philadelphia

A musical play with book and lyrics by Alan Jay Lerner and music by Frederick Loewe. Produced by Cheryl Crawford in association with Bea Lawrence. Directed by Daniel Mann. Dances and musical ensembles by Agnes De Mille. Settings designed by Oliver Smith. Costumes by Motley. Lighting by Peggy Clark. Orchestration by Ted Royal. Musical direction by Franz Allers.

CAST: James Barton, Olga San Juan, Ralph Bunker, Rufus Smith, James Mitchell, Richard Abene, Jared Reed, Gordon Dilworth, Tony Baraar, Daniel Reed, Jan Sherwood, Josh Wheeler, Marjane Maricle, Bert Matthews, Gemma De Lappe, Mary Burr, Lorraine Havercroft, Robert Penn, Kay Medford, John Randolph, David Thomas, Tom Al Chuan-Tao Cheng, singers and dancers.

Although it's only the first new musical offering of the season, it takes little soothsaying to recognize that the combination which created *Brigadoon* has the same winning formula in *Paint Your Wagon*.

Whatever it takes of story and song to spell out a hit have been put into this opus by Alan Jay Lerner and Frederick Loewe. And producer Cheryl Crawford, who completes the triumvirate that brought *Brigadoon* to the boards, spared none of the proverbial expense when it came to cast or costume.

It's the story of the lusty and gusty forty-niners striking gold in the virgin hills of California. It's the building of a boom town with its music halls and fandango dancers—only to become a ghost town when the dust loses its golden gloss. It's in such pages from the history books that they've placed the rough and rowdy prospector, Ben Rumson, around whom a whole town bearing his name is mushrooming. And it's around his daughter, Jennifer, a blossoming gal of 16, that a heavy male population even resorts to wife-trading to make for a non-existent distaff side of their being. For excepting Julio Valveras, the young Mexicali prospector living alone in the hills, all the men in the town are old enough to realize that she's too young for them.

There are many more twists and turns to the book—so much so that it weighs down the first act and makes for a second act that is mostly story and little show. However, the dead spots that kept the first stanza going to 10:15 are so obvious that the slicing requires little articulation from a critical pew-sitter.

Major surgery, however, is required for the second stanza. After it gets going in the established key by a can can dance ensemble, the second act settles down for what becomes mere story telling. Only lift it gets before the flag-waving finish is the *What Do Other Folks Do?* song specialty by the principals.

However, what is already paraded in view predicates to get all the gears meshing in a fashion bound to create a gold rush at the Winter Garden gate in New York after its three preeminent and pruning weeks here.

The manifold capabilities of James Barton, as the old prospector, and Olga San Juan, as his young daughter, in carrying song and story, gives the kind of coating that makes *Wagon* move merrily along. Barton gets the chance to re-live many of his *Tobacco Road* moments as well as revive his soft-shoe eccentricities that date back to the early century years of vaudeville. And to prove that he's quite a few steps ahead of his age, he can still spin out a cartwheel. He's the cussingest and hardest of the men—dispensing his brand of justice that compliments his brand of drink. And at the same time he's the softest, particularly when he strikes a nostalgic vocal note as he sings *I Still See Eliza*, his first wife and everlasting love.

Miss San Juan, making her stage debut in the East, is very much at home behind the footlights. Not only does the small girl possess a big voice, but also displays a sense of surety which makes her projection both in lyrics and in prose cut her character in top drawer fashion all the way.

Wagon can also take credit as the vehicle which promises to do for Tony Bavaar what his career in television has been unable to. As Jennifer's young Mexican lover, who gets the conventional story-book ending after the usual quota of cardiac aches and pains, Bavaar stops *Wagon* in its tracks with his romantic tenor. He strikes gold of his own in the score callings. Of the entire tune-

THE MUG Chapel Theater, North Hollywood, Calif.

A drama by Steve Warren and Richard Morrell. Directed by Wes Steadman. Produced by Joseph J. Keane. Setting, Joseph J. Keane. Press, Jeannie Baird.

Juan Gomez.....Steve Warren
Sandito Lopez.....Guy Chookorian
Lupo Garcia.....Timothy Carey
Fernando Gutierrez.....C. L. Barreto
Julio Jimenez.....Emil Hannah
Carmelita Jimenez.....Rita Conde
Ramona Torres.....Bob Bradshaw
Joe Roberts.....Clyde Trumbull
Candy Lane.....Louise Milas
Mike Keuyon.....Cal Curran
Carlos Gomez.....Bobby Castro

Chapel Theater's current offering, *The Mug*, is disappointing as far as cast, story and direction go. Only high spots are an occasional sequence in the yarn and an infrequent performance by an actor in this drama of the fight game. Play is under par as compared to the group's previous effort caught by this reporter, *While the Sun Shines*.

Castwise, *The Mug* isn't convincing. Co-author Steve Warren as the quick-tempered, bull-like Juan Gomez, turns in a good job. Rita Conde's bit as the Mexican gal trying to get to the United States, is commendable. Warren's yarn skims the surface of the fistie sphere and only at times does it offer much for thought. There's too much action and shouting in the beginning and it takes too long for the plot to unfold. It isn't until the second act that the story develops and by this time, audience is tired of all the ruckus and doesn't care much what follows. Wes Steadman's direction could have been sharper to pick up play's tempo.

Less said about the story the better. It is woven around a pug from the U. S. who is matched with a Mexican fighter. The Yank, played by Clyde Trumbull, thru his vicious fighting, knocks out the Mexican who eventually dies from the blows. It is later revealed that Roberts' manager had fixed it so his boy would fight, win and later be charged with murder, realizing that the guy's hard punching could kill a man. Manager was always jealous of Roberts' success with the feds. Yarn gets further involved with an additional killing, two threads of love interest and an unrealistic three rounds of boxing.

Warren could have done what he did with fewer words and less action. A good rewrite on the plot; and play plus better characterizations could lift this to better fare. As it stands now, it should be written off as an E for effort. Bobby Castro as the boxer who dies was realistic enough since he has done much professional fighting in these parts. Joe Bleeden,

ful score, rich in folk Americana character, the real stardusters are a pair of Latin-styled lullabies which Bavaar sells big. For the song hits, it's particularly *I Talk To the Trees*, with Carino Mio a strong possibility.

Still another strong attribute is the large and rousing male chorus—strong in appearance and as much in voice. In fact, they make it easy to gloss over the absence of the girls until the stage coach arrives late in the first act. All stout-hearted men, they make a rousing and merry *I'm On My Way* ditty something to hear over and over again.

Also on the credit side are the dance pattern efforts of Agnes De Mille. Her ballets are woven into the story fabric itself and actually heighten the interest and quicken the pace. As exciting as Mary Burr's can-can is the footwork of James Mitchell in leading the male dancers. And in both cases, the show can stand more of both. Costumes and decor are elaborate and eye-filling and a generous portion of credit falls to the share of Daniel Mann for an excellent staging chore.

Maurie Orodener

Legit Routes

Darkness at Noon (McCarrie) Princeton N. J., 28-29
Death of a Salesman (Royal Alexandra) Toronto
Faithfully Yours (Shubert) New Haven, Conn., 28-29
Glad Tidings (Erlanger) Buffalo, 27-29
Guys and Dolls (Philharmonic) Los Angeles
Happy Time (Nixon) Pittsburgh
Kiss Me, Kate (Opera House) Boston
Member of the Wedding (Erlanger) Chicago
Mr. Roberts (WRVA Radio Theater) Richmond, Va., 24-26; (Playhouse) Wilmington, Del., 27-29
Moon Is Blue (Barrie) Chicago
Oklahoma (Hershey) Hershey, Pa., 27-29
Paint Your Wagon (Shubert) Philadelphia
Remains To Be Seen (Colonial) Boston
Saint Joan (Plymouth) Boston
South Pacific (Shubert) Chicago
Top Banana (Shubert) Boston

TOP BANANA Shubert Theater, Boston

A musical comedy. Book by Hy Kraft. Music and lyrics by Johnny Mercer. Dances staged by Ron Pletcher. Settings and lighting by Jo Mielziner. Costumes by Alvin Colt. Directed by Jack Donaghe. Press representative, Bill Doll. Company manager, Joe Roth. Orchestration by Don Walker. Musical director, Harold Hastings. Presented by Paula Stone and Mike Sloane.

Danny.....Eddie Hanley
Vic Davis.....Jack Albertson
Tommy.....Bob Scherer
Walter.....Walter Dare Wahl
Jerry Biffle.....Phil Silvers
Chiff Lane.....Lindy Doherty
Mae.....Herbie Faye
Betty Dillon.....Rose Marie
Sally Peters.....Judy Lynn
A Man.....Johnny Trama
Rosa Witwell.....Zachary A. Charles
Mr. Parker.....Bradford Hatton
A Model.....Basha Regis
Featured Dancers: Hal Lomas, Joan Fields
Ted (Sport) Morgan.....Jo Himself

Tho it is a musical comedy about show business, almost half of *Top Banana* takes place in a department store. Tho Milton Berle inspires the book, the principal character has time only to call his mother twice a year. Tho *Banana* aims a few barbs at television, its main moments come from the oldest of the lively arts, burlesque. And tho it has a lengthy first act with arid stretches of dialog and an imitative ballet, it is bright, brassy musical comedy at its best—six weeks of tightening and revision on the road and *Banana* should be lushly ripe for the stem.

Uncle Miltie's influence is observed percolating in the character of Jerry Biffle, ex-burlesque comic who has upstaged himself to the top in video. Hy Kraft has given Jerry a romantic contretemps and a bit of a conflict between his sponsor and his egomania. It is sufficient, as musical plots go, to retain a pew-sitter's interest. However, the first act is devoted to the development of character and exposition, and action does not really get underway until the second stanza.

The contributions of Johnny Mercer's score, Jo Mielziner's sets and of Phil Silvers' personality surrounded by a group of low comedy clowns, inject into the book a sparkle, a pace and a gorgeousness that some of its threadbare passages lack. Mercer has written *That's For Sure, You're So Beautiful That—, Be My Guest*, a trio of fetching ballads, plus a couple of blues numbers and a series of patter songs that appear sure-fire.

All the Elements of Success

Here are all the elements of a first rate success, for Mielziner has created some breathtaking backdrops and Silvers in association with Herbie and Joey Faye and Johnny Trama is immensely funny. The question raised, however, is whether or not the average pew-sitter has enough knowledge of the workings of show business to appreciate fully most of the hilarious parody of the trade that takes place.

The answer is probably affirmative. Silvers and the others revive "All Cut Up and Bleeding," the "Niagara Falls Routine," "The Bucket of Suds" and a dozen other old burly standbys, and there is a wonderful ballet at the end containing a complete burlesque show, off-key tenor, the "Girls of All Nations" number, a stripper and a raid. Due to the timing, the stage business worked in, and the zest with which it is done, even an Ubangi could understand it.

When the show turns its attention to video, the results are not as effective. Possibly this is due to the fact that the medium is not held in such affectionate regard as burlesque from the viewpoint of the book. At any rate, the jibes cast in its direction are more pointed and slightly heavy-handed in comparison with the nostalgic spoofing of the peel wheel.

Silvers at His Best

As the energetic Biffle, Silvers is doing the best work of his career and in addition manages to invest the characterization with a sympathetic personality. Rose Marie has her big chance in the colorful, ingenious ballet, *San Souci*, and makes the most of it; Lindy Doherty can put a madrigal across, while Ted (Sport) Morgan, an airdale, joins the Grenadiers in a swatch of barber-shop harmony and stops the show.

In all, *Top Banana* proves a backstage plot can be made fresh and interesting via imaginative work in all departments. Moreover, at a time when arena staging, business-suit audiences and electronic lures are stripping the dazzle and meandust from show business, *Top Banana* cloaks it with the spangles of old-time romance. Bob Taylor.

Broadway Opening BORSCHT CAPEDES Royale Theater

English-Yiddish revue. Staged by Mickey Katz. Special music by Joseph Humshinsky. Settings and lighting by Charles Elson. General manager, Edwin Knill. Press representatives, George and Dorothy Goss. Presented by Hal Seiger.

Cast: Mickey Katz, Phil Foster, Dave Barry, Barry Sisters, Hansche, Jack Hilliard, Patsy Abbott, Alan Shackner.

Ted Adair Dancers: Sonia Levkova, Harold Lawrence, Carmen Mantova, Faye Keith, Carol Chanson, Troubles Weithorn, Eddie Andrews, Peter Holmes, Carey Lewerett, Vincent Marino, Max Solomon.

Like its competitor entrant, *Bagels and Yox*, which arrived in town last week, *Borscht Capades* adds up to a big, bilingual floor-show. But there the resemblance ends. If an English-Yiddish revue, which is obviously gaited to a highly specialized audience, can click on the Stem at a \$4.80 top, *Borscht Capades* is likely it.

This time, at least, there is some semblance of real theater about it, with microphones scrapped, proper settings and lighting, and enough competent direction to pattern it into something infinitely better than a small-time vaude. Also, it boasts some performers who are nearly as funny in English as they evidently are to the customers who know Yiddish. In sum, *Borscht Capades* has some bright moments.

The really bright moments stem from a pair of comics and a fem singer, all hitherto unknown to this reporter. Phil Foster is a very amusing guy indeed. His relaxed, throwaway delivery featuring anecdotes about his mother and neighborhood life in Brooklyn in general is funny enough to transcend any language barrier. Seemingly, his material could go on forever, but somehow this reporter didn't get itchy, which is a pretty good test of any comic's sales ability. There ought to be many a spot for him in conventional Stem revues. He restores the almost lost art of the comedy monolog.

The other comic, Dave Barry, who bills himself as the professor of "fractured Yiddish," is also a very fast hand with a funny story. Barry works mostly in English with a twisted accent that sometimes, comes out amazingly. His Yiddish cracks must be quite as funny, judging from the howls they provoked.

The third high spot is the singing of a young lady who calls herself Raasche. She has a small true voice which packs charm. The show's most effective moment is her singing of *Lighting the Sabbath Candles*, and later on the bill she scores again with nostalgic, Jewish folk pieces called *Songs My Mother Taught Me*. A pew-sitter doesn't have to know Yiddish to appreciate her quality.

Band Okay

For the rest the entertainment stacks up fair to middling. Mickey Katz, who enjoys considerable recognition in Jewish circles for his recordings of *Yiddish Mule Train* and *Wild Goose*, and his band cut the show. Katz likewise gets deserved credit for directing the proceedings. He is a good musician and the band is fine, but his clowning is strictly gaited for language-speaking pew-buyers.

Others featured are the Barry Sisters, who harmonize pleasantly enough, Jack Hilliard, who chants similarly in the male top vocal slot; Alan Shackner, who contrives a moderate harmonic performance, and Patsy Abbott, who is far too loud and brash for her own good. Ted Adair's dance patterns for his group exhibit no lively imagination, but they do have a homey flavor to fit this kind of show and give it movement and a revue touch. Bob Francis

U-I Plans Second "Inside Series"

HOLLYWOOD, Sept. 22—Universal-International's contract players will put on the second annual *Inside U-I*, a series of dramatic and musical skits, Wednesday (26) and Thursday (27) in the studio's large theater set. Last year's event resulted in a number of the younger players getting major film roles. Studio dramatic coach Sophie Rosenstein is in charge of production.

Participating are Peggy Dow, Joyce Holden, Susan Cabot, Tony Curtis, Piper Laurie, Rock Hudson, Yvette Dugay, Lorie Nelson, William Reynolds, John Hudson, Alice Kelley, Richard Garland, Judith Braun, Hugh O'Brian, Beverly

45G ADVANCE

Ballet Theater Kick-Off Okay By Till & Toes

NEW YORK, Sept. 22—Ballet Theater opened its 13th New York season at the Met Opera House Thursday (20) with a sure-fire bill. A full house of enthusiasts (including a solid line of standees) gave a warm reception to all three works.

Jean Babilée and Nathalie Philippart were back in *Le Jeune Homme et la Mort*, a thankworthy occasion, since this is certainly one of the company's potent properties. It again proved highly impressive in the combo of Cocteau's shocking story line, Oliver Smith's somber decor and the intense performance and superb technique of the French pair. It's good news that the husband-wife duo will be seen in a new work next week, Babilée's own choreography of *Til Eulenspiegel*. If there is a fault in *Le Jeune*, the main one is its brevity. It is also somewhat regrettable that a more modern score was not selected. While the Bach *Pasacaglia*, with its majestic theme and classic structure, cannot fail to impress, even if played on a banjo, to some it must seem an incongruous background to a tale of purple passion in a garret.

"Giselle" Tees Off

The program opened with *Giselle*, an old favorite to many, but surely tedious to many others. Its back-of-hand-to-forehead motions, its mixture of melodrama and fantasy cannot win the admiration of the many progressive minded in the ballet coterie. To one pew-sitter, Alicia Alonso's performance seemed little more than nice at the beginning, despite round applause. But once she got off her rocker and passed into the other world, L'Alonso was in top form in every respect. Igor Youkevitch, while still every bit the master, was, on this occasion, second in audience acclaim. As the Queen of the Willis, Mary Ellen Moylan turned in a stunning job.

Finishing off the program was Jerry Robbins' *Interplay*. It's spirited and intriguing work, with noteworthy contributions from John Kriza and Eric Braun.

Under NYC Co.

Advance sale for the 2½ week season at curtain time for opening was \$45,047.15. That's just a shade less than was enjoyed by the New York City Ballet Company at its City Center opening here September 4. The Met has about a 500-seat edge on the City Center.

Ballet Theater is widely considered to have the most colorful and diversified repertory currently to be seen. Company toppers feel they are attracting more than just balletomanes to their showings. On the strength of that and the artistry of the aforementioned performers, Ballet Theater looks forward confidently to their six-month nationwide tour beginning October 8.

Other premieres this run will be Bronislava Nijinska's choreography on the Schumann Piano Concerto and her new version of *Princess Aurora*. They will also have a revival of Michael Fokine's *Bluebeard*, which hasn't been seen since 1946. Gene Platnik.

Tyler, Palmer Lee and Bodil Miller. Audiences are comprised of studio execs, producers and directors.

AGVA THANKS LINDSAY, CROUSE

BOSTON, Sept. 22—The local chapter of the American Guild of Variety Artists has passed a resolution thanking authors Russel Crouse and Howard Lindsay for kind remarks inserted about AGVA in their current comedy, *Remains to Be Seen*.

The gratis press agency comes in Act II when the harried songstress heroine, chivvied to leave a million-dollar bequest to a universal language foundation, announces she is going to give it all to AGVA, which paid her hospital bill and lent a helping hand while she was at liberty.

WIRTZ-SCOTT ICER ADDS CAROL LYNNE

Rehearsals Start for November Bow;
Casting Completed for Format Change

CHICAGO, Sept. 22. — Arthur M. Wirtz's revamped *Hollywood Ice Revue*, starring Barbara Ann Scott, also will feature Carol Lynne, star of the Rockefeller Center Ice Show for several years.

Also in the new show will be featured numbers by the Three Bruises and Skippy Baxter, who also were with the Rockefeller Center show, Michael Kirby and Freddie Trenkler, according to Tommy King, ice show press man.

The show will go into rehearsal at the Chicago Stadium Monday (24) and will open in Milwaukee on November 7. The subsequent route will include Indianapolis Coliseum, St. Louis Arena, Chicago Stadium, New York's Madison

Square Garden and Detroit Olympia, King said.

Following the Detroit run, the show will go into Canada, the star's home country, and will go to Europe for a summer engagement.

With Wirtz will be the same organization which he has had for previous shows, William H. Burke is assistant producer. Catherine Littlefield is in charge of choreography and staging. Grace Huston has been signed as principal costume designer. Tommy King, who has returned from active duty with the Marine Corps, will handle press work for the ice show as well as for the International Boxing Club.

Miss Scott was signed to head up the show after Wirtz, who has produced the show for 15 years, and Sonja Henie, its star in previous seasons, parted company recently. Miss Lynne originally was signed by Wirtz in 1941, when she was brought to New York.

The new show will represent a sharp break from the previous format, according to King, in that the several headliners will have individual feature spots.

N. Y. Season In Good Start; Map Campaign

NEW YORK, Sept. 22. — The metropolitan area fall skating season is off to a flying start, with all roller and blade arenas running on full schedule, including Mineola Roller Rink, which bowed Wednesday (19), and Brooklyn Ice Palace, relighted Saturday (22). Since opening, most ops report better biz than for the same period last year.

Debut night crowds were generally above expectations. Vincent Padula, co-operator of Park Circle Roller Rink, Brooklyn, said that the 700-odd skaters who turned out for opening night skating and two brief exhibitions comprised the biggest group of first-nighters for P.C. since the war.

On the heels of debut activities came plans for the 1951-'52 campaign: Still on the planning board are the Junior Roller Derby, with national headquarters at Vic Brown's New Dreamland Arena, Newark, N. J., and a second edition of last year's highly successful Metropolitan Inter-Rink Roller Racing League. Both are RSROA projects.

ARENAS AND AUDITORIUMS

Trustees Seek 125G Program For Sioux City Auditorium

By DAPHNE (DEE) POLI
SIOUX CITY, Ia., Sept. 22.—Municipal auditorium trustees here have urged city council to carry out a four-point \$125,000 program to complete the auditorium. The \$3,000,000 building is a year old. Improvements requested by the trustees, they said, are needed for satisfactory operation.

The improvement program would provide:

Paving of the present graveled parking area at a cost of about \$75,000.

Installation of lighted marquee signs at several entrances to pro-

vide facilities for announcing current and coming attractions.

Installation of an hydraulic hoist at the rear of the building to replace the manually operated pulley system now used to raise scenery and equipment to the second-floor stage level.

Change of the interval between seats on the elevated ramp on the aud floor from two inches to five.

Festival in Red

Fall Festival of Stars, annual at the building, opened the season with a \$25,000 gross for seven shows in five days. Loss was figured at \$5,000. Talent included Cass Daley and Ethel Smith with 10 vaude acts, Tiny Hill's orchestra and a line of 16 girls. Production was staged by Frank Wirth Productions, New York, under direction of George A. Bauer, and was sponsored by Siouxland Activities, with Tommy O'Loughlin as promotion manager.

O'Loughlin linked the loss with the increased attendance at many county fairs in operation at the same time.

Approximately 5,000 Shriners filled the auditorium Friday (14) for a show in connection with a two-day convention of the Midwest Shrine Council. Professional acts and Shrine groups were on the program.

Municipal Auditorium's exposition hall and banquet halls were used for the Shrine sessions and business meetings. Dance in the building's arena followed a parade Saturday. Eleven Shrine temples from five States and Canada were represented.

Jones Donates To NY 'Winged Skates' Event

NEW YORK, Sept. 22.—Milton H. Aranson, owner of the Johnny Jones Jr. Company, Pittsburgh skating supply dealer, last week contributed 110 pair of street skates to *The New York Journal-American* winged skate promotion which kicks off in New York early in October.

"Anything which emphasizes the recreational value of roller skating, whether in the rink or on the street, is healthy for the business," said Aranson. "I have little or nothing to gain from a street promotion except that it helps everyone in the business. Skating needs more promotion. I'd like to see the formula spread thruout the country. Other newspapers should be interested in sponsoring such a promotion."

Aranson visited the *Journal-American* and conferred with its promotion chief, Jim Morton.

Aranson also announced that his booklet, *101 Roller Skate Facts*, will be distributed this month, free to all rink operators. The booklets contained helpful hints on how to promote, exploit and publicize a rink.

Prep Gotham 'Winged Skates'

NEW YORK, Sept. 22.—An entry list of better than 10,000 boys and girls, with 1,000 of them receiving awards, is anticipated for *The New York Journal-American's* third annual Winged Skates classic, scheduled to get going September 24, with trials at 27 locations in the five boroughs.

Conducted jointly with the New York Department of Parks, the event may be entered at any one of 520 parks and playgrounds or by write-in to the newspaper.

Competition has been announced for 12 divisions, ranging from 're mite class to the senior. All amateurs, regardless of association affiliation or lack of it, are eligible.

Culmination of the Winged Skates will be city-wide finals, October 21, on the Central Park Mall. Between September 24 and that date will be district and borough championships.

Expansion Mapped At Myers Skatery

CINCINNATI, Sept. 22.—Taking their cue from consistent growth at the box office in the two years they have operated Price Hill Roller Rink here, Lou and Charles Meyer this week announced that ground has been broken for a 2,000 square foot addition to the rink to cost an estimated \$7,500. The original structure measured 50 by 90 feet.

The addition will be constructed of steel and concrete block faced with white tile. It will house a lobby and modern refreshment bar. Space occupied by the present lobby will provide more skating area and additional seating facilities.

Speed Derby Nights At Detroit's Arena

DETROIT, Sept. 22. — Speed skating, which has been in the background in rink operation in recent years because of emphasis upon artistic skating, will be programmed this year at Arena Gardens here. The change is the result of interest by the public—since television became widespread—in the Roller Derby. Thus the Arena is scheduling a Speed Derby Night for the first Tuesday of each month, starting October 2.

A study of the complete schedule at Arena shows a balanced program, reflecting the opinion of Fred A. Martin, partner and manager. Sessions are being held Wednesday thru Sunday. Matinee sessions are held on Saturdays and Sundays. Five classes are offered in different classifications, one each day—Wednesday, fundamentals, 6 p.m.; Thursday, advanced skating, 6 p.m.; Friday, general skating, 10 a.m.; Saturday, children's class, 10 a.m., and Sunday, couple dancing, 6 p.m. Fees range from 50 cents to \$1.

Busy Schedule

The rink is open for practice seven hours or more daily on Wednesday, Thursday and Friday. On Saturday special practice sessions are held on schedule—figures, 4 p.m.; free skating, 5, and dancing, 6. Fee is 50 cents for a two-hour practice session. Private lockers, including locker room service, are rented at \$3 per month. Arena also has daily instruction sessions by the professional by special appointment.

The Speed Derby unit, Martin said, will "serve to build new tim-

ber for the Roller Derby. The unit is open to all members of Arena Gardens Roller Skating Club, with an annual fee of \$1.

Each skater entering the Speed (Continued on page 55)

Outlook Okay For Parkview; Summer Good

CARROLL, Ia., Sept. 22.—Prospects look bright for excellent fall and winter business at Parkview Roller Skating Palace here, says Owner Charles C. Ludwig, who reported recent business at a new summer peak for the spot owing to unusually cool weather in the area.

Since Parkview caters chiefly to the rural trade and farm folks are well supplied with money these days, there has been no wolf growing at Ludwig's door. An important contribution to gross, said Ludwig, has been supplied by the sale of skates and accessories. He carries a complete line of equipment.

Ludwig believes the coming season will be good for full-time operators, but believes that part-timers will encounter rough going, maintaining that an owner must devote full time to make a rink business successful.

Local skaters are now rehearsing Parkview's seventh annual floorshow, which tees off with two showings in the local rink and then takes off for showings at rinks in neighboring towns for a period of several weeks. The show carries an elaborate assortment of scenery, equipment and costumes.

Ludwig's business is helped considerably by a substantial advertising program. He carries daily ads in the local paper and those of surrounding communities. He also sponsors a Skatin' Sam nightly radio program and a morning "guess-the-temperature" contest via radio.

Start Canadian Arena

FERNIE, B. C., Sept. 22.—Work has started on the \$70,000 Fernie arena. More than \$61,000 of the money was raised thru service clubs, Labor Day celebration, a coal company donation of \$5,000, individual donations and pay roll deduction plans at near-by mines.

Set Red Deer Location

RED DEER, Alta., Sept. 22.—City Council has decided to locate the new \$165,000 Red Deer arena at the exhibition grounds. The decision climaxed a six-month debate over the site.

Clean-Up at K. C. American Royal Building

KANSAS CITY, Sept. 22.—Actual work of cleaning up the American Royal Building, damaged by the mid-July flood, is going forward with an eye to having the structure in top shape for the American Royal Livestock and Horse Show, October 13-20.

Immediate clean-up action followed a decision announced last week by show officials that the building could be made ready in time and that the 53d Annual Royal will be held on originally scheduled dates.

The arena and cattle annex of the buildings are on the second floor and escaped much of the damage wrought below. Workmen thus concentrated on the ground floor, removing silt and debris. Major damage occurred to ramps, doors, windows, loading docks, the junior farmer exhibit area and enclosed box stalls for horses.

Interest in the 1951 show is expected to run unusually high because of recovery operations, and the large \$80,000 purse for winners of various events. The horse show again offers a \$50,000 prize list.

Other events scheduled in connection with the American Royal include the 23d national convention of Future Farmers of America, October 7-11, with FFA judging teams and band staying over for the Royal opening, October 13, and the conference of 4-H Clubs which will be held in conjunction with the show.

The annual coronation ball for the Queen of the event will be held in Municipal Auditorium October 12.

Portsmouth Skeds Sale

PORTSMOUTH, O., Sept. 22.—Shoe skates, skate cases and other accessories valued at \$160 made up the door prizes awarded at the Friday (14) reopening of the Portsmouth Roller Arena. The management has announced a forthcoming sale in which the price of all skating equipment will be sharply reduced.

Bowl-O-Rink Resumes

NEW BRITAIN, Conn., Sept. 22.—The Bowl-O-Rink here has resumed operations with skating scheduled for Sunday afternoons and every night except Tuesdays and Thursdays.

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Roadshow Rep

BRUNK'S COMEDIANS, owned and operated by Henry L. Brunk, last week jumped out of Colorado en route to New Mexico and possibly Texas for the remainder of the season, which ends about December 1. Brunk says that the show has had a good tour despite early spring rains. He said that its July-August business was its best since before the war. A hailstorm early in the season damaged the tent in several spots, but repairs were made quickly. Maggie Task, of Chicago, and a member of the St. Louis Municipal Opera for three seasons, has replaced Bert Griffin on the show. Verge and Alyce Lester closed recently to return to Fort Worth where Lester's father is seriously ill. Irene Vivian replaced Mrs. Lester on the concession stand. Recent visitors included May and Everett Evans, who make their home in Denver; Luke Anderson, of Wallace & Clark Circus; Neil Walters and son; Cecil Kenyon, Curley Bowers; Bob Bunch, agent for Bob Stevens Circus; Harvey Brandon and family, and Terry and Mrs. Kassel, who were with Fred Twyman for several seasons. The Brandons and Kassels, now operate successful business enterprises in Cortez, Colo. Nan Wilson, ingenue, and Wally Marks, juvenile man with the unit, announced their engagement recently. They plan to be married in Elgin, Ill., Nan's home town after the show closes. Brunk says that he is contemplating operating a No. 2-Unit next season to play Eastern Colorado and Nebraska.

JACK DRISCOLL, old-time rep and roadshow performer, is trying his hand at some amateur promotions in Louisiana and making his headquarters in Glenmora. Arthur Stratton, another old-timer in the rep and roadshow field, writes from Winnifred, Mont., that he met several busking shows and two platform shows while en route to Montana from the Midwest. He says that they were doing business and that he also visited the Clifford Family Show, three-act unit, which "is smart and puts on a nifty drama and musical bill. They play anything that comes along and soon will move into schools, a field that they have never tried. Frank Clifford, owner of the unit, was an old-time med showman around Chicago and Indianapolis and for a number of years was in advance of roadshows." Girard, hypnotist, is mulling a try at schools in Eastern Oregon. He worked an open-air merchandising show out in Baker, Ore., this summer.

RALPH COMMELY, who has a platform show in Wyoming, reports fair returns for his summer's efforts. "I have lost much time because of bad weather and the fact that I've been working outdoors," Commely writes. "However, I'm looking for a better winter since I will take on some schools in addition to operating a hall merchandising show. With me the past summer has been George Concannon, who has worked with me in Texas in other years. My wife, who has been summering in Minneapolis, will give me a lift on the entertainment end for my school dates." W. A. Davidson, who opened his church solo show near Toronto September 11, is moving toward Western Canada where he will play a number of sponsored dates in small towns as well as school work. Davidson uses 16mm. films as part of his presentation. J. H. (Jack) Cutter reports only fair returns for his platform show which he has in Southwest Texas this summer. Writing from Stiles, Tex., Cutter says that hot weather just about licked him as well as every other small show. He says the money was to be had but that

one can't hold people when the glass reads 110 or over. Cutter will move toward New Mexico where he plans to try indoor promotions in small towns.

CAPT. BILLY BRYANT, noted showboater, author and lecturer, emceed a 10-act bill at the Huntington, W. Va., Fair, which starred Cliff (Ukulele Ike) Edwards. Billy appeared as a gueststar at the Gallipolis (O.) Community Theater's presentation of "East Lynne" at the Washington Opera House recently. Marjorie White, founder and director of the group, plans to go to Miami University, Oxford, O., during the winter to present Bryant's "Hamlet and Yeggs." Billy says that Miss White plans to make the cast Equity as soon as possible and at Gallipolis next summer the unit will use the star system. Mr. and Mrs. Leroy Nicholson, she's the former Pearl Wilson, renewed acquaintances with Ted, Mary and Iola Ward, Mike North, Joe and Mother Baird, Myrtle Pullen, Katherine and Dorothy Holt, Clyde and Bea Davis, Charles and Ethel Meyers, Howard and Jean Macy, Ralph and Hazel Moody, Jim Foster, Horace Murphy and Pearl Kincaid, all former stock and rep troupers, during a recent visit to Hollywood.

TATE FAMILY PLAYERS are playing Western Canada spots to reported fair returns. Charles E. Gray reports from Newburyport, Mass., that he has been showing Maine's coastal towns with a novelty trick this summer. He says, however, that the territory is nothing to brag about and that the State has been overworked with all kinds of outdoor shows. "Along with that, competition from horse racing and other forms of entertainment have been too much to buck," he adds. Gray plans to get going immediately with a feature pic that he has worked for the past several winters. Bert Wellman, who has been working a busking show this summer in Northern Minnesota, is stationed at Eveleth, Minn., from which point he soon will head for Western Canada with a solo hall show. John S. Fox, veteran rep and tent show trouper, is still active and will celebrate his 63d birthday November 4. He's headquartered in St. Albans, W. Va.

W. E. CALLAHAN has his 16mm. pic attraction set to play spots around Leroy, N. Y., this winter. He played about 30

Detroit Arena

Continued from page 54

Derby is required to get regular racing and training outfits, and to abide by RSROA rules on speed skating, assuring a high standard of work. Practice sessions will be held from 7 to 9 a.m. Sundays—early enough so that skaters can train without interfering with church attendance. A monthly fee of \$2 covers training and coach fees.

Speed Derby Night, of which eight have been scheduled, will include a complete program in each division—juveniles (A, B and C groups separately), Juniors, Novice, Intermediate and Senior, for boys and girls. Distances run from one mile to one-sixth. The novice class is being restricted to those 16 or over who have never officially placed in speed events. Some are straight competitive events, while others are handicaps. To be added in November will be mixed team races.

Public Attraction

Speed Derby Nights are planned as attractions for the public, with regular admission charge of 74 cents, which includes two hours of skating followed by racing events starting at 9.

A wider spread of speed events is envisioned by Martin. "It is our hope that many other rinks in Michigan will form speed units," he said. "This will insure inter-rink competition, and give every speed skater an opportunity of enjoying the sport."

dates at summer camps and in small towns this summer.

Charles (Doc) Burman writes from Cimarron, Kan., that he has had his platform show in Oklahoma this summer. He plans to play schools in Western Kansas and Northwest Oklahoma during the winter.

Landers Family Show launches its school date season in Southeast Oregon October 1. Unit has been vacationing for the past several weeks in Grant's Pass, Ore. "Things in this area are only fair," letters L. K. 'Lou' Walker from Frederick, Okla. "The same applies to West Texas. I've met three platform shows and several family outfits. The platform shows are working merchandise in some spots but no mad. The latter is pretty much taboo in Texas." Paul Cortell advises from Benton, La., that he will have a school show this winter after working a spook and mystery attraction in small vaude houses and town dates for sponsors during the summer. Cortell carries a trailer-museum outfit and plans to move toward New Mexico where he spent the past two winters.

Berle Barbecues Brats

Continued from page 3

probably will continue to rate high as a video show in spite of it.

Otherwise—

Otherwise the fall '51 debut was solid entertainment in the same sense that it's been these past several years. Jane Froman came thru with her usual exciting and polished song-selling on *Good Day, Embraceable You* and *With a Song in My Heart*. Miss Froman's production here, however, hardly matched the presentation she got on the *Pinza All Star Revue* stanza a little earlier in the season.

Fisher, aside from being put thru the aforementioned *Old Glory* bit, sang effectively on *Bring Back the Thrill* and *Turn Back the Hands of Time*, both RCA Victor click disks, and conducted himself in gentlemanly fashion with Berle and Cantor in spite of everything.

Eddie Cantor becomes more amazing as each year passes, simply because another year has passed. His exuberance and vibrant personality continue undiminished. He did well in the comedy routines, and in his standard songs with and without Berle.

In its guest star exchange system, incidentally, NBC has really developed something to bring joy to the heart of the bankroller. The Cantor-Berle team-up on the Texaco-gate section of the show figured to make the important Colgate - Palmolive - Peet crowd love NBC forevermore, and it goes without saying that the Texas Company will soon get similar happy treatment on an early Colgate stanza.

The Nicholas Brothers contributed their usual sock dance offerings to the proceedings. Sid Stone pitched Texaco in his tried and

true routine. The sponsor and agency no doubt know what they're doing in continuing this selling approach. To this viewer, it has long since lost its novelty appeal and selling impact.

It was figured earlier that Berle might have a tougher time holding the Number One slot this year, in view of CBS' plans to throw a Max Gordon-produced, Frank Sinatra-starring hour against him. Those plans are now in jeopardy, however (see story in this issue) and against no stronger competition than he had last year, Miltie figures to continue top dog. Taste, schmalz phooey. Big chunks of viewers apparently don't care.

TELEVISION—Reviewed Tuesday (18), 8-9 p.m. EDT. Sponsored by the Texas Company thru Kudner Agency, Inc., via National Broadcasting Company-TV. Cast: Milton Berle, Fatsa Marco, Sid Stone, the Texacomen Quartet, Alan Roth orchestra. Guests: Eddie Cantor, Jane Froman, the Nicholas Brothers, Eddie Fisher.

TV Impresses

Continued from page 1

inch tube sets, plus transmitting apparatus, of course.

Theater screens are installed in arenas, one seating 6,000, the other 8,000, and both play to capacity all day long. Well attended, too, are stores and other demonstration points where smaller sets are in use. An American company is presently performing *Oklahoma!*, smash Rodgers-Hammerstein musical, via video, and new highs in German (both East & West) ohs-and-ahs are being registered.

Drivin' 'Round the Drive-Ins

WALLACE B. BLANKENSHIP, president and founder of the Wallace Theater Circuit, has announced plans for construction of a new drive-in at Crosbyton, Tex. The Trade Wind Drive-In has been opened at La Marque, Tex., by Long Theater Circuit. It has a 700-car capacity and 100 seats at its patio near the snack bar. The Red Raider, a 1,000-car capacity drive-in, is scheduled to open in Lubbock, Tex., October 1. Spot is owned and operated by J. B. Beesen and W. O. Bearden. F. W. McManus and Wood Fain plan to build a 500-car drive-in at Jasper, Tex. Joe Brown, manager of Long Theater in Texas City, Tex., has announced that a new 700-car capacity drive-in has been opened there, with H. C. Clements as manager. Mr. and Mrs. Harry Hammill have opened the Hondo Drive-In at Hondo, Tex. T. L. Duke has been named manager of Long's Drive-In at Angleton, Tex.

FAMILY DRIVE-IN, 700-car open-airer in Clifton Heights, Pa., has made a frontal attack on the whole system of motion picture clearance. Last week it filed an anti-trust suit in U. S. District Court, Philadelphia, asking for triple damages of \$255,000 against all major film distributors. Drive-in's operators allege that they have been unable to get films any sooner than 42 to 49 days after the first-run showings in

Philadelphia and frequently have had to wait longer before getting picture product. . . . Walter Schumacher installed new projection lamps at his Pottsville drive-in, near Pottsville, Pa. . . . Co-operating with a group of electrical household appliance dealers in Reading, Pa., the Reading and Mount Penn Drive-Ins successfully staged prize award night shows at which \$2,000 worth of television sets, electric ranges, toasters and other articles were awarded to the patrons of the open-airers. . . . Atlantic Drive-In, Pleasantville, N. J., the newest of the six drive-ins operated by the Walter Reade Theaters, received trade recognition last week "as one of the most modern and well appointed of all current theaters." The theater has been advised by the "Exhibitor," pic industry trade publication, that it has been voted "The Industry Seal of Approval" and would receive a special bronze plaque signifying that it was one of a handful of theaters thruout the country selected by a special board of motion picture technical experts as having the "necessary general modern excellence" to receive the award. . . . Mrs. Joseph Dolgin, wife of the Pine Drive-In Theater, Waterbury, Conn., executive, has been named director of an amateur Jewish Community Playhouse. She has been active in amateur theater work in Hartford for a number of years.

Coast Thrills to Red Probe

Continued from page 3

rectly from the hearing room while hearings were in session. Station, using a polaroid land camera (rapid processing still camera), was able to flash on pix of witnesses a few seconds after they took the stand while they could be heard via the audio presenting their testimony. When proceedings grew dull, station picked up interviews with some of the pickets. At one time, station focused on a car in front of the building which happened to catch fire.

TV's threshold treatment only enticed the public's appetite for more. Station was flooded with pleas and protests from viewers demanding that Chairman John S. Wood reverse the decision. Congressman Wood, after reconsideration, said TV would be okay with him provided other members of the committee agreed. Only rub, remaining members were in Washington.

KTTV's Dick Moore long-distanced Washington Tuesday, pulling three of the committee's members off the floor of Congress and explained the problem. All three wired their approval to Wood, and effective with Wednesday's session (19) TV was permitted on a morning-only basis. This, with Thursday's session, gave way to televising the complete sessions, unless, of course, witnesses registered objection to being televised. As soon as KTTV got into hearing room, protests from other stations forced coverage to be pooled, with all local stations (excepting KLAC-TV and National Broadcasting Company's KNBH) sharing in the pick-up.

TV's pick-up of the committee at work brought home with full

impact the meaning and import of the congressional probe. Friendly witnesses (who, incidentally, all permitted their being televised) related a chilling tale of a foreign force seeking to infiltrate American minds. Equally forceful to the home viewer was witnessing those who hid behind constitutional loopholes, and even some would not freely admit their intention to defend their country in face of foreign attack.

Bill Welsh, KTTV's ace man on special event pick-ups, handled the Monday and Tuesday telecasts, but once the pick-up was thrown open to the other stations, was relieved from his commentary job. Reason was a protest by American Broadcasting Company's TV topper Donn Tatum, who felt that Welsh was too closely identified with KTTV, and if ABC's KECA-TV was to carry pick-up another man should do the gabbing chores. To escape association with any one station, pool of five outlets decided on Raymond McKelvey, chairman of Occidental College's political science department.

McKelvey, despite his academic qualifications, was comparatively poor on the job. An annoying habit of referring to the coverage as a "tele-cast" was only second in fault to his tendency of waxing too professorial when discussing various issues with interviewees. While delving into the connotations and ramifications of constitutional amendments is a fascinating topic for the classroom or panel shows, it seemed out of place on this pick-up in which the not-too-versed man in the street was so vitally interested.

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The Final Curtain

ALDEN—Joseph R., 65, songwriter, September 18 at his home in Grand Rapids, Mich. He was best known for his song, "Sleepy Time Gal."

BARRIST—David, 60, veteran motion picture theater owner in Philadelphia, September 14 at his summer home in Ventnor, N. J., after a short illness. Until his retirement four years ago, he operated the Ritz, Mayfair and Airport theaters, Philadelphia, as well as the Quality Premium Distributors in that city. He was also a former publisher of The Exhibitor, film trade journal. Surviving are his widow, Edith, a son, a daughter, three brothers and a sister. Services September 16 in Philadelphia, with burial in Roosevelt Cemetery there.

BEATTIE—Douglas, 44, former Metopera baritone, September 18 in Fresno, Calif. He made his stage debut at the age of three and his operatic debut in 1933 as a basso in Genoa, Italy. Returning to the United States he appeared at the San Francisco Opera and Symphony, the Chicago City Opera and Town Hall before making his Met debut in 1939. He played supporting roles mostly in Wagnerian operas for two seasons. With the beginning of the war he retired from his music career to manage the family citrus ranch.

BUSCH—Fritz, 61, noted operatic and symphonic conductor, of a heart attack September 14 in London. He conducted at the Glyndebourne Opera in England and the Metropolitan in New York, where he specialized in the German repertoire. Born in Germany of an eminent musical family, he early took a stand against Hitler and left that country. He is survived by his widow, the former Grete Boettcher; son Hans, operatic stage director; two daughters, Eta, wife of baritone Martial Singher, and Gisela; brother Adolf, violinist and leader of the Busch String Quartette, whose daughter is married to pianist Rudolf Serkin; and brother Herman, the cellist.

CHAPMAN—Jessie, 83, mother-in-law of Jessie Lancaster Burgeon and formerly of the Two Johns act, recently in Oakland, Calif. She was a member of the Old-Time Vaudeville and Dramatic Artists' Club.

COLE—Howard S., 75, Bonham, Tex., movie chain operator, recently in that city. Survived by his widow, three sons, a daughter and a brother, Col. H. A. Cole, Dallas, also a film exhibitor.

DUNGAN—Warren L., 61, formerly of the Al G. Field and Lassie White minstrel troupes, September 10 at his home in Jackson, O. He had been retired since 1928. Services September 13 in Jackson.

FERRUSSI—Domenico, 80, in Bridgeport, Conn., September 14 after a short illness. He was the father of Mickey Ferris, former dance director for Texas Guinan, theater ticket agency operator and now night club operator in Connecticut. Also survived by two other sons, Louis and George, both of Bridgeport; four daughters, Mrs. Anna Caplan, Mrs. Lillian Sost and Mrs. Esther Mastrone, of Bridgeport, and Mrs. Theresa Scoville, Southbury, Conn. Burial in St. Michael's Cemetery, Stratford, Conn., September 17.

KESNER—Frank J., 76, chief electrician since 1932 at the Center Theater, New York, of a heart attack while on the job during "The Colgate Comedy Hour" September 16. Survived by a daughter.

GUERRERO—Jacinto, 56, well-known Spanish composer of operetta scores, in Madrid September 15.

HARRIS—William Rhodes, 24, announced for Station WABB, Mobile, Ala., killed September 13 when his car collided with a train. He formerly announced at Hattiesburg, Miss. Survivors are his widow and daughter, Mobile, and his father and mother, Mr. and Mrs. William R. Harris, Anniston, Ala. Burial at Anniston.

Nelly Golette Show

Continued from page 15

tion of the salient features of Piaf, Francois, Baker, et al.

Accompanying herself on the piano, and very musically, too, Miss Golette opened with a lengthy resume of the tune which she was about to offer, something about "ze flahrs and leetle bairds and ze weecked fox," and then proceeded to do the tune in a 600 m.p.h. French that would defy translation by even Blue Angel regulars.

Next came *Somebody Loves Me*, which, because it was to be sung in English, she explained in French. Sounds complicated, but it was really a funny bit, the best thing on the show. She followed with her own piano arrangement of *Stormy Weather*, in a sort of super-cocktail style, quite listenable. Then, and it was something to set the teeth on edge, she jazzed *Alouette*. Her closer was a medley of three French pops which have attained considerable currency here, and here she showed that she is potentially a likely performer, as she restrained herself from vibrating her eyeballs, winking, smirking and all the other opera comique moves with which she invested her other songs.

Outside of the super-smarties who live at the East Side franchised bistros, its hard to envision much of a TV audience for La Golette, whom, we suspect, would do very nicely in just such a live setting. Jerry Wexler.

HAYES—John F., 81, president of Hayes Amusement Enterprises, September 14 at his home in Philadelphia after a short illness. Starting with one of Philadelphia's first nickelodeons, he founded the amusement firm which operated the Columbia and York theaters, Philadelphia, and several other theaters in New Jersey. His wife, the late Ella M. Hayes, was a partner in the theater business. A son, John Harold Hayes, survives. Services September 19 in Philadelphia, with burial in Old Cathedral Cemetery there.

HEINSOHN (BRONLEE)—Walter, actor, September 11 in Ashley, N. D., while playing an engagement for Williams & Lee Attractions. Survived by his widow, Joanne, and son, Jack. Burial in Lutheran Cemetery, Ashley, September 12.

IN LOVING MEMORY
Of My Dear Husband
M. W. "DOC" HOY
Who died Sept. 20, 1950
Gone, but never forgotten.
His Wife CLYDE

KERR—Henry N., 84, father of Charlie Kerr, pioneer Philadelphia orchestra leader, September 12 at the home of his son in Miami after a short illness. His son retired from the music business 10 years ago. Two other sons also survive. Services September 15 in Philadelphia, with burial in Whitmarsh Memorial Cemetery there.

KING—Allen, 55, circus animal trainer and staff man, in Chicago September 15. He was with Miller Bros. Circus and had been with the Barnes, Haggenbeck, Floto, Cole, Rice and Mills shows, as well as an animal show at the Century of Progress, Chicago, and formerly operated his own circus. Survived by his widow, Olive (Details in Circus Section).

MERRITT—Cem (Meretsky), September 14 in Windsor, Ont. He was general manager of the Meretsky Theater Circuit in Windsor until it was absorbed by Paramount two years ago. Survived by a brother, Simon Meretsky, leading Canadian film executive.

NOMANOS—Fanny, 70, who worked for nearly 40 years with trained parrots throughout Europe, in Copenhagen September 13.

PEDERSON—Victor Emanuel, 67, former acrobat with the old Sells-Floto Circus and in vaudeville in Waterford, Conn., September 12. Survived by his widow, Violet; four brothers, Wilhelm, of Christiansia, Norway; Hans and Frank, of Rockford, Ill.; and Ernest, Chicago; and a sister, Mrs. Frieda Loken, also of Christiansia.

PITOEFF—Ludmila, 51, one of France's outstanding actresses, recently in her home near Paris after a long illness. With her late husband, George Pitoeff, she introduced Pirandello, Chekov, Gorki and Strindberg to French audiences. In 1941 she came to the United States with a troupe to appear in plays of Paul Claudel. After some time in Hollywood she returned to Paris in 1946. Her last role was as Charlotte Bronte in "Sylvre." Survived by seven children, most of them associated with the theater.

Another Listen

Continued from page 15

more than a hard-voiced egomaniac. Miss Swanson was also at fault, in that she fairly spat her lines at the mike, thereby speeding up the pace to almost a distortion of the original drama.

In contrast, William Holden as a penniless screen writer befriended by the wealthy actress managed to convey on the air the exact shading of his heroic interpretation in the flicker. Ingenue Nancy Gates was adequate as the love interest, but her reading reflected the same exaggerated pacing as Miss Swanson's.

Script-cutting job was competent enough, altho Miss Swanson's best scenes (namely her deft take-offs on silent film stars) were necessarily dropped from the radio version as "non-audio." Ironically, one of the play's high spots occurred when the film queen visited Cecil B. DeMille, her old director on the Paramount lot, and erstwhile guiding light of the Lux Theater. Radio scene had Miss Swanson merely talk about the visit.

Act breaks consistently bypassed logical curtain spots. For instance, instead of breaking when Holden discovered the butler had been writing the actress' fan mail, the script moved on to the beginning of the next sequence before finishing the first act.

Lux soap commercials were styled in the usual "Hollywood starlet use it, why not you" vein, with Miss Swanson contributing a personal plug at the close. Incidentally, Gloria Swanson scored higher personality-wise on this brief commercial bit than she did during the entire drama. June Bundy.

RAFUL—Frank, 47, veteran manager of Summit Beach Park, Akron, September 11 in City Hospital, Akron, where he had been under treatment for a heart condition. A native of Pittsburgh, Raul had lived in Akron since 1916 and had served several years as a Municipal Court bailiff until his appointment as Summit Beach manager in 1936. He also had been associated with Kiddielands in Florida and Laguna Beach, Calif. Survived by his widow, a former serialist known as Sensational Mazion; his mother, Dora, and a sister, Mrs. Anna Sherman, all of Akron; another sister, Mrs. Rosaline Miller, Detroit; and three brothers, Sam, Akron, and Joe and Paul, located on the Coast. Services September 12 and burial in Sandy Hill Cemetery, Akron.

RAUM—C. L. (Jack), 57, grandstand show and rodeo producer, September 18 at Elwood, Ind., of leukemia. He entered the rodeo field about 1901, shortly after joining up with the Ringling Circus as an animal trainer, and was one of the originators of the Orlando (Fla.) Fair. He later produced rodeos, grandstand revues, thrill shows and Wild West shows, with two units currently on the road playing Midwestern fairs. He was one of about five registered steplejacks. Survived by his widow, Bebe, associated with him in the business and formerly a rodeo rider. Interment at Elwood.

RIGGS—Ralph, 66, musical comedy actor and dancer, September 18 in Memorial Hospital, New York. He was born in St. Paul when his mother, Rose Stillman, was heading her own "Uncle Tom's Cabin" troupe, and in less than a year he made his first stage appearance as Eliza's baby. By the time he was 16 Riggs had appeared in such attractions as "Little Lord Fauntleroy" and "Ten Nights in a Barroom."

STUART—Frank, 57, theater manager, September 16 in Detroit of a cerebral hemorrhage. He was a film salesman for General Film Company in Toledo and Detroit, starting in 1915; later was with Fox Films and at one time was manager of the Southern district for Producers' Distributing Corporation. He later was with Excellent and Monarch Pictures exchanges in Detroit. Stuart also formerly headed a theater owners' association in Michigan and later became general manager of the Jacob Schreiber Circuit in Detroit. He was also formerly manager of the Circle and Midway theaters, Dearborn, Mich., and at the time of his death was at the Grande Theater, Detroit. His widow, Goldie, survives.

WREN—Margaret Marlowe, 65, widow of Johnnie Wren and who formerly appeared with him in vaude under the name of Wren and Marlowe, August 26 in an auto accident in San Francisco. She was a member of the Thespians and is survived by two daughters.

YANCEY—Jimmy, 63, one of the Negro musicians generally credited with the popularity of boogie-woogie, September 17 in Chicago. During the 1920's and '30's he played piano in a number of South Side spots. He influenced Meade Lux Lewis and Al Ammons. He cut a Victor album and singles and also cut singles for Bluebird and Okeh. Surviving is his widow, Stella, who as "Mama Yancey" cut a number of vocal sides.

Marriages

GILBERT-RAY—Paul Gilbert, nitery comedian, and Paula Ray, singer on radio Station WGN, Chicago, in St. Louis September 7.

McGOWAN-CUMMISKEY—Walt McGowan and Dawn Cumiskey, both of the announcing staff of WCCC, Hartford, Conn., September 22 in Hartford.

NICHOLSON-WILSON—LeRoy Nicholson, of Ballinger, Tex., and Pearl Wilson August 15 in Reno, Nev.

STALDER-RAYN—Walter Stalder, professionally known as Waata, performer with Circus Louis, and Birthe Rayn, non-pro, in Copenhagen September 15.

Births

ESTREN—A son to Mr. and Mrs. Joe Estren September 12 in Burbank, Calif. Father is musician in Russ Morgan's orchestra.

FRENCHALC—A son, Wayne to Mr. and Mrs. Michael Frenchalch September 7 in Somerville, N. J.

KRAMER—A daughter to Mr. and Mrs. Mandel Kramer. Father plays Peters on "Country-terry," NBC radio series.

KIRSCHNER—A son to Mr. and Mrs. Bernard Kirschner September 13 in Philadelphia. Father was associated with the combine operating the Chick nitery, Philadelphia, until its closing earlier this year.

MacKENZIE—A daughter, Laurie, to Mr. and Mrs. Hugo MacKenzie September 11 in Bryn Mawr Hospital, Bryn Mawr, Pa. Father is publicist for RKO Pictures in the Philadelphia area.

MORGAN—A son, Thomas, September 12 in Searcy, Ark. to Mr. and Mrs. Johnnie Morgan. Father plays guitar with the "Punkie Caldwell Sextet" and mother is a former musician.

Divorces

COOGAN—Ann McCormack, film and radio actress, from Jackie Coogan, actor, September 18 in Los Angeles.

From the Top

Continued from page 15

appeal. That audience would be the hipsters. Whichever such look in would be sure to rate the show "gone" and "crazy."

Guest to Fit

The small Jerome combo makes plenty artful music in the discordant, almost-bop tradition, and guest are carefully selected to fit into the pattern. Thelma Carpenter has long sung tunes with a stylistic emphasis on achieving unique bends in notes and phrases. The Three Flames actually don't deliver as much music as undisciplined noise, and were not up to the hip musical standards set by the rest of the show. Production is good, with light comedy touch achieved on this stanza by having a trio of pretty girls walk aimlessly into the studio looking for a fashion show. The atmosphere is generally informal, with Jerome and his men in shirt sleeves, and only guests dressed with any formality at all.

If the hip market in New York is big enough, and there are indications it is, this show could easily attract them. It's certainly non-competitive to its mass-appeal, opposition on virtually all other stations. Joe Csida.

All-Star Revue

Continued from page 15

some Kellogg cereal, but then the cop jumps because he's given away his Kellogg's. There's nothing funny about contemplated suicide, even when it's gagged up, and this particular technique for self-destruction has been too heavily publicized to strike any thinking viewer with anything but revulsion.

Boy Scouts

Entertainment-wise the show moved fast, tho the comedy routines were hardly uniformly sock. The Chic Johnson-John Melani Boy Scout bit, segueing into Melani's excellent piano and accordion performances, was truly funny, as were Johnson and Marty May in the invisible raincoat routine.

Two Ton Tessie O'Shea, making her American video debut, came over as a younger tho second-rate Sophie Tucker. She has all of Sophie's exuberance, and then some, but lacks Soph's finesse and polish. Her *Hoop de Dooet* with Johnson was, nevertheless, zingy.

Party in Round

For the audience participation segment of the show, O and J have brought to the cameras their tried-and-true "Party in the Round." For the horde of viewers who go for watching old ladies tortured and ridiculed, this section of the show will have much appeal.

O and J every week might be pretty hard for even the hardest fans to take, but rotating with other All Star packages it should achieve one sponsor's aim, which is to hit as varied, as well as the largest possible audiences over Revue's span. Joe Csida.

Arthur Murray Party

Continued from page 15

puppets and comedian Herkie Styles, in the order named. The Bairds really should have opened the show with their delightful vocal trio of "hep littlies" singing A. M.'s theme song "Arthur Murray Taught Me Dancing in A Hurry." Mrs. Murray was at her best in a brief chatter session with one of Baird's wooden boys, and the producers overlooked a good gimmick by not bringing her in with the bouncing trio, via a comparison of dance steps or something. Stunt would also have provided a neat spot for a commercial.

Comedian Styles is a brash young man whose idea of being funny is to insult an audience for failing to yock it up every time he cracks a joke. It's a technique that even the biggest funny men use sparingly, since it can easily boomerang and make a house thoroly dislike the performer in question. Style's entire routine consisted of taking cracks at the audience and the Murrays. At one point he remarked "Wouldn't it be funny if this job lost me the Roxy." The studio audience, which evidently shared this sentiment, gave the gag the only big laugh on the show.

Kathryn Murray's biggest asset on video is her ability to make a show seem more like a home than a half hour program, a technique which she obviously couldn't apply when the cameras kept her at arms' length from the guests, as they did on this show. June Bundy

CAPSULE COMMENT

Continued from page 15

pre-week-end nighttime slot this season may attract some family audience.

Alan Young Show (TV), CBS-TV, Thursday (20), 9-9:30 p.m., EDT. A well-produced show with well-integrated commercials handled in the main by Young himself. The formula sketches and Esso plugs were satisfactory to viewers and will probably prove equally profitable to sponsors. (See full review this issue.)

Jack Benny (Radio), CBS, Sunday (16), 7-7:30 p.m., EDT. You've heard this one a couple of hundred times before. And it's still great. In spite of continued excellence it figures to have tough sledding in video areas. It will stay high in the ratings but probably show a steady decline in homes reached. (See full review this issue.)

Frosty Frolics (TV), KTLA, Hollywood, Wednesday (19), 8-9 p.m., PST.

KTLA's Landsberg stages his own ice show at a neighboring rink and it all makes for pleasant viewing. Show's chief hazard is the unfair but natural tendency on the viewer's part to compare the weekly seg with the comparatively excellent productions unveiled by the traveling ice troupes. Show promises to build into a top rating getter, but tightened production and quickened pace are needed. Its best: Sponsor American Vitamin's plug, using a gal in an oversized pill jar gliding over the ice.

Studio One (The Angelic Avengers) (TV), CBS-TV, Monday (17), 10-11 p.m., EDT.

"Studio" is one of, if not the finest dramatic shows on television. One viewer would hate to see a Legion of Decency or Fat Women's League jump down its throat for risqué storytelling. (See full review this issue.)

What's the Question (TV), KLAG-TV, Wednesday (19), 7:30-8 p.m., PST.

Moderator Harry Koplan (co-packager with Johnny Christ) puts panelists Marvin Miller, Carroll Carroll, Hillary Brooke and Dan Jenkins thru their easy paces on an entertaining but not too novel quizzer. In this one, panel is faced with the answer from which it determines the question. Off stage voice gives viewer the answer in advance. If experts miss, viewer who mails in question gets \$25 bond. Seg moves smoothly, but Koplan would do well to stick to script reading only on questions and answers and avoid reading other matter.

Juvenile Jury

Continued from page 15

12, comes up with suggested solutions to problems of other moppets, much as was done on the veteran AM stanza, with co-producer Jack Barry serving as moderator.

The show, in many respects, is one of the most amusing on the air in its own off-beat way. The kids on the panel, fortunately, are not the wise-guy, know-it-all type of brats who immediately rile the viewer, but seem like ingenuous, wholesome kids. A smart feature, newly added to the show, is to ask the jurors for their impressions of how a certain common piece of apparatus functions. This show it was an airplane. Their interpretations of the theory of flight were vastly amusing.

Actually, this stunt was more interesting even than the usual procedure on the show. Here, a visual stunt on behalf of the sponsor has the kid with the problem coming onto the scene by stepping thru the hole in a huge prop Scotch tape dispenser.

Barry did a competent job of handling the kids, and many of his comments obviously were directed, not at the moppets or the juvenile viewers, but at adults. This is the kind of show that any grownup who likes kids will enjoy.

Commercials for the bankroller involved showing some the many uses to which the sponsor's product can be put, such as repairing binding on books and placing identification tags on phonograph records to be used at parties. Sam Chase.

Merced, Calif., Bettors '50 Gate By Slim Margin

MERCED, Calif., Sept. 22.—An attendance increase of 824 was marked by the Merced County Fair, which ended its five-day run here Sunday (16). The event was attended by 57,134 as against 56,310 last year, with a new Thursday, new one-day, and a new five-day attendance mark being set.

Comparative attendance figures follows:

	1950	1951
First Day	9,836	8,821
Second Day	9,147	11,480
Third Day	9,228	8,514
Fourth Day	19,504	20,173
Fifth Day	8,594	7,546
Total	56,310	57,134

Opening on a Wednesday (12), the event pulled its second largest crowd the next day when it observed kids day. The record day's mark was Saturday when 20,173 clicked the turnstiles. The first, third and fifth days were under the 1950 attendances for comparative days.

F & M Bookings

Booked by Fanchon & Marco Los Angeles, the grandstand show, Hollywood Varieties, featured Shirley Mills, vocalist; the Vigilantes, male quintet; Dick and Dinah (Riley), comedy acrobatics; Joe Mole, comedy cyclist; Hector and His Pals, dog act; Anne Garri Girls (8); Johnson and Johnson, jugglers, and Dick Lewis, clowns and table rock. Free attractions, also booked thru F. & M., included

(Continued on page 63)

Chitwood Unit Draws 8,312 At Springfield

SPRINGFIELD, Mass., Sept. 22.—Buddy Wagner's Joie Chitwood thrill show unit topped all mid-week grosses at Eastern States Exposition here Wednesday (19) before an overflow crowd of 8,312. Record was scored on a normally weak afternoon following three performances by Jack Kochman's Hell Drivers.

Factors in building the big gate were a strong promotional campaign plus such added features as Capt. Eddie Allen's balloon ascension and Frank Frake's dynamite casket thriller. Chitwood stunters played before another sizable house Thursday (20).

Wagner also reported full houses at the Reading (Pa.) Fair and York (Pa.) Fair. Both Eastern Chitwood units, one under Wagner's direction and the other guided by Bob McFarland, have consistently attracted big crowds with only one rain-out reported by each show during the entire fair season.

Wagner unit showed to 6,312 spectators at Freeport (L.I.) Municipal Stadium Wednesday (12). Date was staged by promoter Jake Kedenberg, track operator, Gerry Walker handled the advance for the date.

Annals to be played this year for the first time by the Chitwood org include North Carolina State Fair, Raleigh, and Southern States Fair, Charlotte, N. C.

San Jose Fair Pulls 203,022; Midway Up 28%

SAN JOSE, Calif., Sept. 22.—The Sant Clara County Fair pulled an attendance of 203,022, compared with 191,000 last year, during its seven-day run which ended here Sunday (16). Take of the West Coast Shows on the midway was 28 per cent over 1950, Russell E. Pettit, secretary-manager, said.

Pettit told The Billboard that entries exceeded all expectations

(Continued on page 60)

FETE ROYALTY WESTERN STYLE

CALGARY, Alta., Sept. 22.—Part of the entertainment for Princess Elizabeth and the Duke of Edinburgh when they visit Calgary for five hours October 11 will be a chuckwagon luncheon in the Stampede Corral, big new fairgrounds arena. Later they will view a re-enactment of the famed Calgary Stampede at the fairgrounds, with top cowboys participating.

Minneapolis Aqua Cele Drops \$4,585

MINNEAPOLIS, Sept. 22.—Minneapolis Aquatennial this year wound up with a loss of \$4,585.75 compared with a loss of \$1,636.58 last year, according to the association's financial report released here this week.

Total receipts this year amounted to \$60,962.26 against expenses of \$65,548.05. Income last year was \$57,954.98 while expenses in '50 amounted to \$59,591.56.

Russell C. Duncan, president of the industrial firm bearing his name, and a former president of the Chamber of Commerce here, has been elected president of the organization. Other re-elected officers include D. W. Onan and C. T. Hagman, vice-presidents; Harold Anderson, secretary, and Gordon C. Ballhorn, treasurer.

Mid-South Ahead Of '50 Attendance

First Two Days Count Hits 48,756;
Rain Hampers Grandstand Talent

MEMPHIS, Sept. 22.—Mid-South Fair went into its third day today well ahead of the '50 attendance pace despite intermittent rain thus far. Official front-gate count thru Friday (21), second day, was 48,759 against 44,033 for the same period a year ago.

Attractions have been hard hit by rain and resulting mud. The Homer Todd contest rodeo, featured entertainment at the fair for 19 performances in the 6,800-seat outdoor arena, lost its program to rain Friday night and Saturday afternoon and, while its show tonight is set to come off, the weather forecast is unfavorable. Show is scaled at \$1.50, including tax.

Lucky Lott auto thrill show, signed for eight performances on the first four days of the fair, has been belted by a combination of rain and an isolated location. Set to show in the fairground's speed bowl, a midget auto track, the unit arrived too late to put on its Thursday afternoon (20) show.

Int'l Dairy Expo Pacts Attractions

INDIANAPOLIS, Sept. 22.—International Dairy Exposition at the Indiana State Fairgrounds here, October 6-13, has signed a Barnes-Carruthers hippodrome show, Staples Rodeo and the Joie Chitwood auto thrill show as attractions. The expo has dropped the 60-cent front gate that prevailed during the first six days last year.

Staples Rodeo will be in the Coliseum October 6-8 and will be followed by the B-C show for five days. Chitwood org will perform in front of the grandstand October 6-7.

Barnes' show, International All-Star Hippodrome, will include Ethel D'Arcy, high act; Emil Palenberg's bears; Antaleks, Orantors and Adaros, perch; Barretta, high act; Melinos and Tom and Fran, roly-boly; Kirk Trio, ladders; Shyrettos, cycles; Cathalas Trio,

(Continued on page 60)

TULSA COUNTS 221,000 WITH TWO DAYS TO GO

Longer Run Assures Increase
For Midway; Building Planned

TULSA, Okla., Sept. 22.—Tulsa State Fair thundered far ahead of its 1950 score as it moved into the final two days of its eight-day run here Friday (21). Paid attendance thru Thursday (20), its sixth day, was 221,000, compared to 175,000 for last year's five-day schedule.

A record 71,280 persons paid the gate Sunday (16), when 20,000 cars packed parking areas. Advance ticket sales, offering a bargain rate, reached 85,000 ducats this time, compared to 68,000 last year.

Robert W. Adams, president, and Clarence C. Lester, manager of the fair, estimated Royal Crown Shows would gross 10 to 15 per cent more in eight days this year than last year's shows won in five days on the midway.

Hartington, Neb., Starts New Race Track

HARTINGTON, Neb., Sept. 22.—Cedar County Fair has started work on a new quarter-mile race track here for completion this month. Stock car races are skedded for this fall and floodlights are planned for night racing next spring.

The Hadacol Caravan played the pavilion as a part of the fair Saturday (15), opening day, and drew 11,000. Joie Chitwood's Thrill Show came in for two performances Sunday (16) and tabulated a total attendance of 10,000. The Barnes-Carruthers unit, under Rube Liebman, was the grandstand attraction. Paramount Fireworks Company, headed by Fred Herrin, of Tulsa, gave the nightly pyro shows.

Lester stated that commercial exhibits at the fair were up 60 per cent and that some had to be

turned away. For the first time, a spring livestock show was combined with the fair and came off successfully. No separate livestock show will be held next spring. Lester also said that new barns, to cost an estimated \$80,000, will be built at the fairgrounds.

The barns will be part of an improvement program begun this year and scheduled for completion in 1952 at an estimated cost of \$300,000, Lester stated. Tulsa's present non-profit fair organization operates its own concessions in the grandstand, and Lester said this was particularly profitable this year. It also tripled its advertising budget and used 100 display boards, including 40 donated by a local automobile agency, to plug the fair. New at Tulsa this year also was the assignment of Pinkerton men to each gate.

FOR HEADLINERS

Detroit Fair To Continue Name Policy

DETROIT, Sept. 22.—The policy of using names as crowd-pullers will not be dropped by the Michigan State Fair despite the unprofitable 1951 Coliseum business, James D. Friel, fair secretary, told The Billboard this week.

Friel attributed the losing Coliseum takes to labor difficulties and weather conditions which beset the recent fair.

However, some changes in style of presentation of the Coliseum show are in order, Friel said.

To safeguard against a repetition of labor disputes during future fairs, Friel plans to have substantial agreements with labor unions worked out well in advance of openings.

Changes in the administrative operation of the event now is in the planning stage. This includes placing the theatrical director, musical director and publicity chief under contract beginning January 1 of each year. At present, fair is not in a position to hire until June 1 of each year.

Horan Group Packs 'Em in At Rochester

NEW YORK, Sept. 22.—One of the best single day showings of the current season was scored by the J. F. (Irish) Horan Lucky Hell Drivers at the Rochester (N. H.) Fair last Sunday (16), the thrill show operator reported here this week. Performances were staged in the afternoon and at night.

The day before, Saturday (15), the unit also registered good business, altho the matinee showing was rained out. Night event went on as scheduled and the audience reportedly included many persons who would have attended the afternoon show had it been staged.

The season has been good thru-out, Horan said, with the exception of the loss of two days at Syracuse. It is still possible that the earnings lost at Syracuse might be made up, he said.

Gotham Rodeo Advance \$\$ Trickling In

NEW YORK, Sept. 22.—Sale of ducats for the \$6-top World's Championship Rodeo which opens at Madison Square Garden next Wednesday (26) night has gained little momentum in overcoming the 40 per cent slump in advance earnings reported last week.

Spectacle is ready to preem, with stock arriving here today. Animals will include 330 bucking horses, 80 steers, 80 bulls and 70 calves. In addition there will be 75 horses for show purposes and

(Continued on page 60)

Tenn. Runs Ahead in Spite of Polio Scare

NASHVILLE, Sept. 22.—Tennessee State Fair is beating its 1950 pace this week and is doing it despite a much-publicized polio threat that prevented the annual from romping well ahead of last year.

Unofficial figures thru Friday (21), fifth day of the six-day run, stood close to 100,000, according to L. E. Griffin, fair secretary, slightly above last year at the same time.

Altho warnings were put out via radio and newspapers to keep children under eight at home, schools closed for kids' day, Friday (21) and a satisfactory turnout of youngsters were on the grounds. Brief showers in the afternoon failed to dim their enthusiasm and a fair midway ride gross was racked up by Al Wagner's Calvade of Amusements.

Grandstand attractions, free with the exception of today's big-car auto races, have been playing to

capacity all week, attendance being helped by sunny weather.

The Ernie Young night production, which features Sam Howard's water show, received good notices and packed 'em in all week. Acts supplementing the swim and dive routines include Chuck Brown and Rita, comedy bars; Rollins Brothers, hand balancing; Buddy and Jean, roller skating; Olveras, perch, and the Kleins, comedy duo.

(Continued on page 63)

BIG SHOW SHIES FROM FAIR'S "BIG THURSDAY"

COLUMBIA, S. C., Sept. 22.—A bombshell in the form of a planned date here for the Ringling circus on October 25, "Big Thursday" of State Fair week, failed to explode. After scheduling the date, L. W. Pickett, show agent, yesterday announced its cancellation, saying that the Big One might return for a stand at a later date.

First announcement of the date drew the ire and fire of veteran fair manager Paul V. Moore, who said the association would fight the move to the limit. Traffic officials moaned that the crush of traffic, which swells the city to twice its size on Thursday, would be even greater. Eating and sleeping facilities are hopelessly taxed during fair week. City officials frowned on the date.

Cancellation followed a conference between Moore and Pickett. Moore is reported to have stressed the fact that some 35,000 tickets

have long been sold for the football classic between South Carolina and Clemson which is annually staged at the stadium in the fairgrounds. The audience includes just about everyone in this vicinity who can meet the Big Show's price scale. In addition, the annual draws many thousands of additional spectators on the big day.

The circus announced its intention of playing here in large newspaper ads. It was reported that Moore began tying up possible show lots even before knowledge of the stand became generally known. The show lot in the vicinity of the fairgrounds was reported unavailable.

Altho not State owned or administered, the annual includes a number of prominent political personages among its directors. Consensus was that it would take more than the Big Show to disrupt the fair's "Big Thursday" which has earned institutional status.

HE MIGHT BE CLOWNING

MUNICH, Germany, Sept. 22.—Leon Gombert, a Belgian clown appearing with the Apollo Circus, recently won 5,000,000 francs in the Belgian reconstruction lottery. News of the fortune reportedly equal to about \$100,000, had little effect on the joey's antics. He gave his partner 200,000 francs, and then announced that he had no intention of quitting clown alley in the near future.

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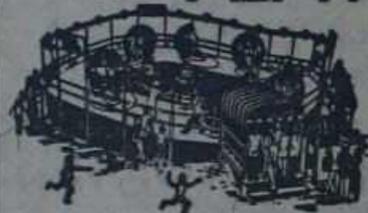
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CLOSE-UPS: ANDY HANSON

Ex-Farmer's Success as Fair Mgr. Tied to Attractions

(This is another of a series of articles on little known facts about people prominent in outdoor show business.)

By CHARLIE BYRNES

ANDY HANSON'S background is largely agricultural and his first interest in fairs was as a livestock exhibitor. But he is a leading exponent of a strong professional attraction program at fairs and his success as a fair executive stems largely from pushing attractions.

In '48, when Hanson took over as manager of the All-Iowa Fair at Cedar Rapids, he demonstrated his reliance on a strong amusement program. He revamped the fair's attractions, hyped its sagging livestock exhibits and doubled attendance in one short year. Main factors in hiking attendance from 67,000 to 132,000 in a single year were the presentation of a railroad carnival and more extensive day and night grandstand entertainment, plus a big expansion of the livestock department.

Record Come-Back

The record come-back of the Cedar Rapids annual can be traced to experience gained by Hanson in over 33 years of participation in the Midwest fair movement. While still in his teens he began as a livestock exhibitor and then moved into the management end, first as secretary and president of the Albert Lea, Minn., annual and



ANDY HANSON

later as a member of the board of the Minnesota State Fair.

Born April 2, 1900, on a farm near Albert Lea, he received his early education there and, after graduation from the University of Minnesota School of Agriculture in 1920, took over his father's farm and operated it until 1945, when he purchased his own near the Freeborn County Fairgrounds.

In 1918 he was first introduced to the behind-the-scenes activities at a local fair when he and his

(Continued on page 63)

Out in the Open

Roy Rupard, secretary-manager of the State Fair of Texas from 1914 to 1947, is president of the Mesquite, Tex., fair this year and is assisted by Earl Cogburn, veteran outdoor showman.

Stanley W. Wathon, New York talent rep, planned to Montreal Wednesday (19) to catch the opening of his act, the Three Manleys, Thursday (20) at the Bellevue Casino. Wathon, after attending to several other business matters in Canada, will return to catch the New Jersey State Fair at Trenton this week.

Earl Newberry, Leo Overland and Joie Chitwood, of the auto thrill show bearing the latter's name, were in Chicago, Tuesday (18) for a business conference. Earl Shippley, clown-turned-agent for the Chitwood show, was in Chicago the same day en route to wind up his season at Jeffersonville, Ind., Sunday (23).

William de L'horbe Jr., chairman of the American Recreation Equipment Association's program committee, was in Chicago Monday (17) arranging for the association's meeting to be held in November. Fred Markee and Russell Jones are on the committee with de L'horbe.

Lorenz Hagenbeck, director of the Hagenbeck Tierpark in the Stellingen section of Hamburg, and who recently returned from an extended visit to the United States, reports that attendance at the big zoo this summer showed an increase of nearly 50 per cent over that of last season.

Jack Eyerly, West Coast ride manufacturer, visited Rockaways' Playland Wednesday (19) after a tour of New England funspots. He was shown thru the Long Island fun center by Manager Dick Geist. Mrs. Bess Hamid, whose own night show has had a splendid

season, caught the Hamid firm's major effort, "Grandstand Follies of 1951," at the Allentown (Pa.) Fair Tuesday (18). . . . Arthur E. Campfield, head of the New York tent firm bearing his name, attended the annual to check on the unit he built for the covered stage. . . . Other Allentown visitors were H. H. McElroy, general manager of the Central Canada Exhibition, Ottawa, and members of his board who are visiting a number of U. S. annuals, and Harry Correll, Bloomsburg (Pa.) Fair exec. . . . Allentown prexy, Howard Singmaster, and his wife will journey to the West Coast after the conclusion of the fair. . . . Chet Hagen, NBC news department staffer in New York, has returned to his office after aiding Russ Moyer in exploiting the Reading (Pa.) Fair. Moyer and frau Mary moved into a new house recently.

J. B. Clark, publicist for the Charlotte, N. C., Fair, took over Tom Fesperman's entire column in The Charlotte News with a glowing and literary report of the fair that was to come. Fair manager Dr. J. S. Dorton credited Clark with writing well about "nothing" when, in reality the author had a model, tho vacant, plant and a participating knowledge of what had been done in the past.

West Union, Ia., Grosses \$31,517

WEST UNION, Ia., Sept. 22—Fayette County Fair wound up this year's event with total receipts of \$31,517 and a balance on hand of \$1,135. The board was able to pay off some \$1,500 in old debts and make permanent improvements costing \$3,620, Ed Bauder, secretary, announced.

Receipts from ticket sales were under a year ago, with total sales bringing in \$16,505 compared with \$18,273 in 1950. Concessions brought in \$4,512, while other revenue came from entry fees and rentals.

Largest expenditure was \$8,558 for music and attractions while total premium payments were \$4,313, slightly under last year's \$4,577.

Saskatoon Mulls '52 Improvements

SASKATOON, Sask., Sept. 22—Consideration will be given this year to the erection of a new main entrance arch at the Saskatoon Exhibition, according to S. N. MacEachern, manager. The exhibition board might also decide to build a new grandstand attractions platform, he said, and would scout the possibility of a new industrial exhibit building.

Shelby Marks Banner Week, Shows Score

SHELBY, N. C., Sept. 22.—Cleveland County Fair, first of a trio of North Carolina annuals to be staged by Dr. J. S. Dorton, drew big crowds in fine weather this week, indicating that the remaining events, Charlotte and the State Fair at Raleigh, can count on banner runs.

Solid show events kept the grandstand jammed to near capacity thruout the week. Jack Kochman's Hell Drivers packed the stand on Wednesday. Joie Chitwood is slated to take over the track tonight for a thrill presentation after the Sam Nunis-promoted big car auto races this afternoon. George A. Hamid & Son talent was featured in front of the grandstand nightly.

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Grandstand Review

A Night in Bagdad

(Reviewed Saturday Evening, September 8, California State Fair, Sacramento)

A Night in Bagdad is the third of three show stanzas staged during the 11-day run of the fair. Opening for the last four nights of the annual, it features Dennis Day, who pulled solidly, crowds running about 16,000 per performance. This show, like others featuring the Sons of the Pioneers and Jerry Colonna, was presented by Don Mulford and Stuart Allen, of the Music Corporation of America staff.

Bagdad is well staged, with good lighting adding much to its effectiveness. However, it is overburdened with musical talent. The shows pulled a total attendance of 101,456, for a gross of \$52,252.50.

Staged on two levels, the show opens with a line of 16 girls moving neatly thru a Carlos Romero routine to a good hand. Louis Velarde, bedecked in turban to carry thru the Moorish effect, wins top mitting with his bounding rope work. Finishes strongly with a three-consecutive-somersalt turn.

Oldies Win Favor

Henry (Woo Woo) Stevens ran thru some oldies on his banjo accompanied by Al Lyons and orchestra. Stevens' patter is mostly corn, but his eight tunes, with audience participation, keeps the customers in a good frame of mind. Altho his turn is designed for the intimate spots, Stevens suffered little by being across the track from his patrons.

The Romero Brothers (3) perform smooth balancing and acrobatics, the wind-up being a backward somersault by one of the members with his hands and feet tied. The Continentals, vocal quintet, were added to the show caught. They do about six numbers, with the lads getting in smart harmony and lively gestures on the last three.

Johnny Matson stopped the show with his accordion and trumpeting. His patter, too, is from Iowa.

The Will Mastin Trio, featuring Sammy Davis Jr., followed with

the second and third show stops. The threesome offers rhythmic tapping and soft shoe but the mitting is gained by Davis for his solo stepping and mimicking of screen stars.

The 16 girls are back in haremish costume for another turn, this time using fans that glisten, along with their costumes, in the black light.

Dennis Day Hits

Dennis Day, tenor, has the audience in his hand from the start, when he comes on singing It's a Grand Night for Singing. Diversifying his turn with a monolog on Jack Benny's free spending, Day follows with nine tunes, each building to a show-stop. He encores with McNamara's Band and begged off for an all-on finale that came after two hours and 10 minutes of show.

Al Lyons and Orpheum Theater ork of Los Angeles play a good show. Musicians for Dennis Day's stint were directed by Charles (Bud) Dant.

The annual's show program opened with Circus Days, for five days. Colonna headlined the stanza, with other talent including Black Brothers, comedy; Ed Learmont and his trained animals; Clara and Adolph Delbosq and Serenado, the Musical Horse; Paul Gordon, unicyclist; Bozo, the Capitol Records clown (Pinto Colvic); Wild Fire, the movie horse; Mark Smith's Liberty horses and ballet on horseback, and the Duane, aerialists.

Playing two days, September 4-5, was Way Out West, headlined by the Sons of the Pioneers. Acts included the Mulcays, harmonica duo; Harry (Woo Woo) Stevens; George Dunn, philosopher-comic; Johnson Brothers, jugglers, and the dancing chorus of 20, which appeared in all three shows.

Sam Abbott.

Mullins Scores Big in Holland

UTRECHT, Holland, Sept. 22.—Circus Jose Mullens, with a 4,500-capacity big top, has had a good season in Holland, registering top attendance in The Hague, Rotterdam and Amsterdam. Circus has been presenting good program, featuring the Mullens horse numbers.

On the bill are Andre Belga, juggler; the Babusios, Belgian clowns; Gunter Laysson, with the Benneweis Elephants; Five Dailys, gypsy acrobats; Diana, riding act; Erika Wyss, with Johnny de Kok's Panthers; Ly Laysson, cloud swing and slide, and Henri Hukemuller,

Cincy Carthage Draws 41,909; Weather Hurts

CINCINNATI, Sept. 22.—Rainy Thursday (13) prevented Greater Cincinnati Carthage Fair, September 11-15, from equalling last year's paid gate figure of 47,978, but the 41,909 people who laid it on the line were regarded by fair officials as an excellent turnout in view of the bad weather break, said Clarence A. Peters, secretary-manager. The all-time paid mark, established in 1948, is 53,000.

Gooding Amusement Company Unit No. 1 occupied the midway and exceeded last year's good gross by several hundred dollars, Peters reported.

Opening night grandstand program featured 4-H activities, including baton spinning and talent contests plus the choosing of a 4-H queen. For the remainder of the run the fair offered afternoon harness races for purses totaling \$30,000, plus a horse show at night. Between races and divisions of the horse show was a line-up of acts booked by the Gus Sun office, featuring Captain Kuhn's Cavalcade of Wild Animals; Pinto, Toro, Joe and Frank, horse and bull act; Al Ross, comic; Roberta, Mack and Roberta, acro; Ross and Ross, acro and juggling, Danny Daniels, comedy juggler and novelty musician; Smittie's band, which played the program, and a high diving act featuring Johnny Bananna, comic.

Entries in all departments were heavy, said Peters, at least equalling last year's fine exhibit. Officials said agricultural displays were especially good in view of the drought that had existed in this area.

Lewiston, Idaho, Chalks 18,000 Gate

LEWISTON, Idaho, Sept. 22.—Over 18,000 attended the 17th annual round-up here September 7-9.

An estimated 8,000 jammed the park for the Sunday finals, which saw Claude Henson, Chandler, Ariz., best a field of 82 contestants to win all-around cowboy champion honors and a good share of the 4,500 prize money.

high school horse.

Also in the line-up are Hanny Gaddin-Rex, aerial novelty; Mullens Troupe, bareback riders; Joseva and Jea Carola, acro-juggling; Mischa Michaele, comedy tumbler; Willy Mullens, Liberty horses; Nadia Houcke, high school horse, and the Roselays, wire act.

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Lew and Elsie Christensen, aerialists, were recent visitors on Biller Bros.' Circus at Kewanee, Ill., and were on hand in Grinnell, Ia., for the Jay Gould final performance Friday (14). The Christensens, who also have the Lew Christie comedy cycle act, recently closed at the Sandwich, Ill., Fair and the Forrester, Ill., Sauer Kraut Festival. . . . Act line-up at the Swanton, O., Corn Celebration included Flying Lamarrs, fliers; Chico, wire-slide; Eddie (Bumps) Menetti, table rock; Gritz and Gravy, comedy car; Paul Lewis circus animals, and Mickey McDonald. Acts were booked into the date by Charles Zemater.

Bud Carlisle and Rosa, whips, were in Chicago Wednesday (19) and Jim Lamont, cockatoos and macaw act, wound up his outdoor dates recently and returned to Chicago. . . . Great Curran, high act, was the free act with LaCross Amusements at the Madbury, N. H., fair. Jacola, Oriental illusions, also was at the fair. . . . Frank Wirth show at Bath, N. Y., annual was made up of Dolencettes, Johnson and Owen, bars; George Hanneford Troupe, riding; Los Rodols, ladders; Sanger, Ross and Andrea, novelty dance; Herxog Sisters, trapeze; Ziggy the Zebra, comedy; Mariels, trampoline; Doris Bay, contortion; Mickey Sullivan's band and Bobby Byron emceed.

Mickey Sullivan band leader, infos he met Doc Hefflin, former

physician with the Ringling show, when he was playing a benefit show at the Veterans Hospital in Bath, N. Y. Doc is a patient there. The Sullivan No. 1 unit was skedded for the Hagerstown, Md., Fair week of September 17.

Three Royal Rockets, roller skating act, closed their outdoor season and opened at the Look-out House, Covington, Ky., September 17 for a two-week engagement.

Line-up of J. C. Michaels' "Grandstand Sensations of 1951," a feature at Scottsbluff County Fair, Mitchell, Neb., September 4-7, included the Rhythmettes (8), line; Joe and Bebe Siegrist, high act; Flying Eldonas; Mack's Animal Circus, Cycling Lou Morgan; and Newman, musical; Marion and Wallace, trampoline; Konrad and Simmons, skating; Barth and Maier, balancing and perch, and Ruth and Eddie Jester, magic. . . . Freddie Valentine and members of his flying act visited King Bros. Circus at Lumberton, N. C. . . . Zenka Malikova, high wire, has signed with the Hamid-Morton Circus for the latter's fall dates.

Larry (Bozo the Clown) Valli has been booked into the Kern County Fair in Bakersfield, Calif., by George Hunt of the Hunt-Webb Agency, Hollywood. He will also play the Arizona State Fair in Phoenix, this being his second appearance there. He played the Arizona event the first time in 1949.

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NUNIS MINIMIZES

Big Cars Will Survive Stock, Midget Threat

ALLENTOWN, Pa., Sept. 22.—Fresh from the Reading (Pa.) Fair where he staged AAA big car auto races last Sunday (16) before a fair-announced crowd in excess of 40,000, Promoter Sam Nunis said he held no fears for the continued popularity of big car events in the face of the innumerable stock and midget tracks that have sprung up around the country.

According to Nunis, who has staged all types of auto race events for the past couple of decades, many of the stock and midget centers are on their way out. Instead of hurting the big cars they have actually created a whole new group of fans, he contends, reasoning that the appeal of the bigger units has a longevity that can never be earned by the stocks and midgets.

Nunis likened the threat of encroachment to the beginnings of the thrill shows. At the time, he says, many observers said that the daredevils and their automobile antics would surely replace the big cars on the nation's tracks. Actually, attendance at race events has grown steadily, partially from gaining new customers from among the thrill fans, Nunis says.

Competition Noted

At many spots weekly, and even bi-weekly, dates are killing off the appeal of the track events which mushroomed in appeal in the postwar era. In localities where he has raced the big cars, the lesser events have had little or no effect on his operations, Nunis says.

Nunis himself has promoted all three types of cars in racing and will continue to do so, given the proper location and the right time. Still, his faith in the future is lodged entirely in the big cars.

Business thruout the season has been good as long as good weather prevailed, Nunis says. The Reading date was at least equal, if not better, than the first postwar event staged at that track when,

Nunis says, the crowd was viewed as the largest that could ever be hoped for at that spot.

At Reading drivers raised \$1,000 in cash in matter of minutes by passing the hat for Lee Wallard, this year's Indianapolis winner, who is still recuperating from almost fatal burns received there in the initial meet of the season.

Nunis is facing his business period in the season with big car events set for the Eastern States Exposition, Springfield, Mass., yesterday and at the Allentown Fair and the Shelby (N. C.) Fair today.

Chitwood Show Sets '52 Plans

CHICAGO, Sept. 22.—Operation of the Joie Chitwood auto thrill show in '52 will follow the same pattern as this year as the result of a meeting of officials here Tuesday and Wednesday (18-19).

Earl Newberry and Leo Overland renewed their operational agreements for next year and will again manage the Midwest units. Eastern territory will be under Chitwood, while Bill McGaw will head up the Pacific Coast unit. Barnes-Carruthers Theatrical Enterprises will again represent the Midwest units, according to Newberry.

In addition to Newberry and Overland, others present at the conclave included Chitwood, Martin Yusem, legal counsel, and Jack Beck, show's office manager.

Big Top Units End Copenhagen Runs

COPENHAGEN, Sept. 22.—Circus Schumann winds up its long indoor season the end of this month. Circus, in center of Copenhagen, opened May 11 and has played to capacity houses for most of the season.

Circus Belli and Circus Louis, large tent shows, which have been playing various quarters of Copenhagen, wind up their runs this week. Circus Louis jumps to Aarhus for a stand. Both shows have chalked up several sellouts during their stay here.

Circus Louis personnel and other circus artists in Copenhagen attended the wedding of Wasta (Walter Stalder), performer with Circus Louis, and Birthe Ravn, nonpro, last Saturday (15).

San Jose Pulls

with barns and tents filled to capacities. More than 8,000 prizes were awarded.

The grandstand shows, booked by the Bert Levey office and Earl Caldwell, featured Johnny O'Brien, Buster Shaver and Olive, Virginia Lee, Beri, the Helen O'Neil Girls (12), and Johnny Rardon as emcee. A public wedding, the Maddux amateur hour and a 100 piece accordion band were credited with boosting the night grandstand crowds with three nights sellouts.

Int'l Dairy Expo

balancing; Littlejohns, jugglers; Jacques Cordon, unicycle-juggling; Vokaras, teeterboard; George Hanneferds, riding; and Les Kimris, high act. Clown alley will include Kinko, Happy Kellems, Roy Barrett, Daddy Longlegs, Hop Green and Carl Marx.

Leo J. Hamilton is equestrian director; Preston Lambert, announcer; Vince Berrelli, musical director, and A. C. Derr, program.

Gotham Rodeo

65 mounts owned by contestants. Prize money totals \$90,000.

The Lone Ranger, Silver and pal Tonto will be featured on the first 12 days of the run with Vaughn Monroe and his ork in for the last half ending October 21.

Other acts include trick riders Cindy Anderson, Conna Lou

Miehe Animal Acts Popular In Copenhagen

COPENHAGEN, Sept. 22.—Circus Miehe, big Danish tent circus under the direction of H. Kolzer and E. Pfanner, which opened in Copenhagen August 1, resumed its tour of Denmark August 27.

Miehe big top is a large oval one-ring tent hung on two high metal masts, with four metal poles from ringside to top canvas and 33 poles bellying out the tent. Four ringside boxes with 10 chairs; two boxes with four chairs; plus six rows of chairs, all covered with red plush, form the reserves. Several rows of slightly elevated blues give the tent a capacity of about 2,000, which seems to be top capacity for majority of Scandinavian circuses. Prices range from two crowns (30 cents) to seven crowns (\$1). Big top, animal tents, wagons and all equipment are in good condition and attractive in appearance.

Horse numbers are featured and are top class. Liberty horses, six black and six dappled, are presented either by 77-year-old Director H. Kolzer or Alfons Cossmly. Horses are well trained and miss few cues. Cossmly also appears in a high school number during the finale, which also includes evolutions by mixed groups of Liberty horses, two ponies and two camels.

Mixed Animals

Madame Thyra is the featured high school rider, putting two beautiful horses thru their paces in classy fashion. Novel mixed group consisting of two camels, two dromedaries, two llamas, a guanica and two zebras is presented in Liberty evolutions and jumping tricks by Arthur Reinsch.

Circus acts are all excellent. Outstanding are the Seven Bellos, including one girl, who climax a series of fast-paced tricky teeterboard stunts by one man doing a double somersault from one board to another, catapulting second man for a double into chair. The six male members of the troupe double as the Six Celesting up and down a long winding gags, magic and music.

The three Rogge Sisters, all good lookers, are good jugglers and top-bracket on rolling globes. Appear first in modest juggling number featuring Gerty Rogge. Girls are sensational on the globes. Start off with club juggling while rolling, then do a number of daring stunts, climaxed by all three rolling up and down a long winding ramp.

Joe Stey Family, four men and young fem, click solidly in a spectacular high wire number, using bikes, bicycles and motorcycle. All, including girl, are good and sell their stuff well.

Sock Comedy

Spike Adams, using collapsible furniture and other props, draws belly laughs with a sock comedy balancing act in which he does several good straight tricks, including a one-finger stand on a small metal lamp.

Two Gelnerters start off with member doing good tumbling and balancing routines, and then with fem partner doing series of nifty plastic poses and balancing on pedestal.

The Pyskows is a family number with two exceedingly young and tiny girls and a slightly older boy doing medley of bike and acrobats, supervised by their father. Kids are cute and talented but much too young to get by in the U. S.

Johan Thiersen, a clever and amusing imitator, acts as ringmaster and fills in during waits with good gags, including a funny imitation of a musical saw number, which he pretends to play on a bread knife. Excellent circus ork is fronted by Carl Lington, violinist and vocalist. Show moves at speedy tempo and is well presented.

Circus Miehe played two different lots during its 25-day run in Copenhagen. Practically all night performances were sellouts, while matinees on Saturdays and Sundays played to three-quarter or near capacity. Show bucked competition from the big indoor Circus Schumann and from Circus Louis, which followed it in on first lot played. All three shows packed them in. Ted Wolfram.

Roisum and Sydney Hall, billed as the Valkyries; Capt. William Hyer and Starless Night; Three Hoover Brothers; bucking Ford; Harold Gaultier, canine act and Rex Rossi, trick roping.

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FUNSPOT RECOUPS K. C. FLOOD LOSS

Business Spurts After Deluge to Put Fairyland Ahead; Outings Canceled

KANSAS CITY, Mo., Sept. 22.—Ride and concession operators at Fairyland Park recouped business lost during the recent flood in that area and finished the season about 6 per cent ahead of last year. The spot closed the week-end after Labor Day.

While the funspot was several miles from the flooded area and suffered no damage, business nose dived 50 per cent, according to H. J. Armstrong and L. P. Armstrong. Attendance, however, was merely postponed for a month, and the final weeks of the season made up the loss.

Important affect of the flood was loss of several industrial picnics scheduled for late season. The Armstrong brothers reported some organizations canceled the outings and donated their picnic funds to flood relief agencies.

Labor Day week-end was about average, they said. The spot usually is affected by a mass exodus on holidays as city dwellers visit their smaller home towns in the surrounding area. Weather was poor for the holiday this year and last.

The spot opened May 8 and had two weeks of school picnics under Parent-Teachers Associa-

tion auspices for a starter. Decoration Day brought good business and July 4 was outstanding. For the season, spending equalled 1950's and attendance was up, they said.

A. C. Festival Will Feature Novel Lighting

ATLANTIC CITY, Sept. 22.—Atlantic City Centennial Committee, at a meeting this week held in the offices of Mayor Joseph Altman, decided to base the theme of the 1954 celebration on a "Festival of Light."

Erza C. Bell, hotelman, who was named committee chairman, announced the following would serve with him: Albert T. Marks Jr., and Louis St. John, president and past presidents, respectively, of the Chamber of Commerce; Bayard L. England, president of the Atlantic City Electric Company, and Albert E. Skean, director of the Atlantic City Convention Bureau. Mayor Altman said a non-profit corporation will be formed by the members of the Convention Bureau and civic club representatives to finance the celebration.

Trademark of the celebration will be giant pylons built to represent a lighthouse. They will be placed in various sections of the resort.

As a starter, the city commission this week approved a contract with the Kay Electric Company for purchase of six 60-inch carbon arc

SUMMIT BEACH COUNTY FAIR TABS WINNER

Frank Raful Dies; Scheck in Hospital After Heart Attack

AKRON, Sept. 22.—Summit Beach Park here wound up its season with the Summit County Fair on the funspot grounds and park officials described the six-day event (11-16) as a success. It was the first time the fair had been staged at the park.

Frank Raful, superintendent at the park for many years and formerly associated with other parks, died on the day after the season closed (17). He had returned to the park staff in July to direct a reorganization after being away from the position earlier.

Edward S. Scheck, chairman of the board of the Summit Beach company, and a director of the National Association of Amusement Parks, Pools and Beaches, suffered a heart attack recently and was reported to be progressing satisfactorily at an Akron hospital. It was expected that he will be inactive for several weeks.

searchlights, capable of casting a beam 50 miles. Lighting of the Absecon Lighthouse, resort landmark, also has been started. Mayor Altman said the committee has elaborate plans for illuminating the Boardwalk and the beach in a "World's Fair" atmosphere. Hotels and all business and amusement institutions will be asked to dress up their buildings in keeping with the celebration.

Riverview Tops '50; Sunday Rains Hurt

CHICAGO, Sept. 22.—Final tally at Riverview Park here showed a better-than-1950 score for the standard 117-day season which closed September 9. Attendance was up about 10 per cent, it was reported, and some prices were raised where possible.

Weather limited what otherwise would have been an outstanding season, a park executive stated. Riverview was drenched by 35 days of rain, or approximately every third day.

Making the weather report

worse was the fact that nine of the 17 Sundays were rained out and that more wet weather came on holidays.

Rides, shows and concessions kept an even pace during the season, with no single type of attraction scoring greater increase than another. The spot repeated its bargain matinees and evenings. Its Mardi Gras parade and band contest was staged again during the final weeks of the season.

This was Riverview's second season back in the picnic business after an extended suspension that began with war years. The '51 outing score showed a substantial increase over last year's, it was reported, with big industrial outings giving the Riverview bookings strength.

Little construction is anticipated for the park this winter. The regular maintenance work will be carried out.

A. A. Cleary, At Riverview 43 Years, Dies

CHICAGO, Sept. 22.—Arthur A. Cleary, 72, for 43 years an employee of Riverview Park here, died unexpectedly Tuesday (17) at the home of William Schmidt, Riverview exec., where he had been a dinner guest.

Cleary was superintendent of the Riverview plant for about 25 years. Before coming to the park in 1908 he had been with the Postal Telegraph Company and a city employee. He began at Riverview as an electrician.

He is survived by his widow, Alva Cleary, who serves as nurse at the park; one son, Arthur, who is a part-time employee at the park, and a sister who belongs to a religious order in Alabama. Funeral services were conducted in Chicago Saturday (22).

Trade Show Reservations Near Sell-Out

CHICAGO, Sept. 22.—Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, said this week that reservations for display booths at the annual NAAPB trade show were nearing the sell-out stage.

The trade show will be held November 25-28 at the Hotel Sherman in Chicago in conjunction with the annual outdoor show business conventions. Huedepohl said that booth space previously used in the hotel lobby would not be available this year.

Committee chairmen, Huedepohl said, are at work on convention arrangements. Bill Schmidt of Riverview Park, Chicago, program chairman, has started work and Vernon Platt, in charge of the pools division, as well as other chairmen have progressed with plans, he stated.

School Outing Ends Season For Jefferson

DETROIT, Sept. 22.—The Detroit park season faded out Saturday (15) with the official closing of Jefferson Beach. But a post-season hypo of exceptional size was a "closed" party Sunday for several thousand persons, when the funspot was sold for the day to Notre Dame high school.

Weather was favorable and attendance good for the spot's final days. Plans for new construction for 1952 have not been completed but park officials reported some improvements are to be made.

Harry Stahl, president of the Jefferson Beach Company, and Mrs. Stahl have purchased a new house trailer and will leave for a six months' vacation in Florida at the suggestion of doctors.

Carroll, Storin Fly to England

NEW YORK, Sept. 22.—Eddie Carroll and Harry Storin of Riverside Park and the Barrington (Mass.) Fair left International Airport here yesterday for London. They will attend the Festival of London as the guests of Mr. and Mrs. W. F. (Billy) Butlin, English showman. They also plan to visit amusement spots thruout England.

Following the English trip the duo will visit friends in Ireland, France and Italy. They will return via S. S. America early in November.

Fritz Drops Appeal Plans

CHICAGO, Sept. 22.—Art Fritz has decided against appealing to the United States Supreme Court in his suit against the Federal Department of Internal Revenue, it was reported this week by Joseph Green, Fritz attorney in the case.

Fritz had won a decision in Federal District Court holding that most rides in Kiddielands were not subject to the 20 per cent federal admission tax. However, that decision was reversed in the Circuit Court of Appeals. Earlier plans for further appeal have been dropped, Green said.

TALKING SANTA

Rockaways' Playland Plans Holiday Decor

NEW YORK, Sept. 22.—Art work and special holiday decorations costing an estimated \$5,000 will be installed beginning October 1 at Rockaway's Playland in connection with the amusement center's recently announced policy of remaining open Sundays thruout the winter for the first time in its 23-year history, A. Joseph Geist, president, announced this week.

A life-size, six-foot mechanical Santa Claus, made of rubber and equipped with a sack of toys, will be placed at the entrance to the kiddie section. Custom made at a cost of \$1,000, the Santa figure will contain a 10-minute record which will enable it to talk, chuckle, and answer questions about Christmas almost as well as its department store contemporaries.

Other Christmas decor will include a 50-foot Christmas tree, and 1,200 red and green bulbs which will outline the children's sections.

For Thanksgiving, Herman

Duggan Services In Santa Monica

SANTA MONICA, Calif., Sept. 22.—Funeral services for Benjamin G. G. Duggan, 78, founder and head of Duggan's Concession Service, were held here Tuesday (11). He died September 6 at his home here following an illness of two years.

As a young man, Duggan was associated with catering operators and started his own firm in 1929. The company supplied many fairs, with the firm currently handling California State Fair, Sacramento.

Duggan is survived by his widow, Vera; two sons, J. H. and Marvin; two daughters, Mrs. Eleanor Duke and Mrs. Sarah Webster; two brothers and two sisters.

Huseby, park art director, is preparing a six-foot masonite turkey which will appear as a centerpiece in a pageant of pilgrims and other Thanksgiving figures. A huge masonite pumpkin and Japanese lanterns will be used to create Halloween atmosphere.

A number of park units are being kept open and business is reported better than expected. Weather for the past two weeks has been excellent.

Crowds Better, Net Off For Ind. Funspot Fair

MICHIGAN CITY, Ind., Sept. 22.—Washington Park's Town and Country Fair, second time around for the annual promotion, drew more attendance this year than last, but probably will net less when count is made, according to Harold K. Barr, park owner-manager.

The event ran four days (13-16) and marked the end of the season at Washington Park. Included were commercial exhibits, cattle show, four-H competitions and entertainment. The fair-type events were under canvas and entertainment was in the ballroom. Entrance to the tents was thru the ballroom, which carried a 60-cent gate.

Tiny Hill's orchestra gave two shows a day. There also was a barn dance and a polka dance. Nip Nelson, an impersonator; a dog and pony act and a unicycle turn were included. The Harmonicats were headliners.

Investment Bigger

Barr said that investment this year was considerably more than last because of increased prices for labor, tent and other necessities. He said that this year's event was one day too long and that for 1952 he planned to return to the original three-day schedule.

Regular midway attractions at the park fared poorly Thursday (13) thru Saturday (15), a repetition of last year's experience,

Barr stated. However, on Sunday the rides made a successful pitch before the special events got under way and came out okay for the spot's final day. Draw for the fair is from the park's home country and near-by area. Thus, customers have had an opportunity to play the rides all season, and Barr said they moved rapidly thru the midway to reach the ballroom box office.

BATT'S BEACH BALLIES BEAUTIES FOR FINALE

NEW ORLEANS, Sept. 2.—Pontchartrain Beach flashed thru the final days of its season with a series of beauty queens as guests. The Harry J. Batt funspot climaxed its Miss New Orleans promotion with a going-away party for the winner at which a car was given away and the beauty contest winner was presented with gifts including a Caribbean cruise.

The beauty theme was continued with appearances at Pontchartrain of queens of the Morgan City, La., Shrimp Festival; Louisiana Dairyland Festival at Abbeville; Louisiana Rice Festival at Crowley; Louisiana Sugar Cane Festival at New Iberia; the Yambilee at Opelousas La., and the Orange Festival at Burns.

Queens were welcomed to the

beach by the mayor of New Orleans. Each invited New Orleans to their events except the Orange Festival which was cancelled because of loss this year of the crop.

Pontchartrain closed its season Sunday (16). It was inactive during the previous week but reopened Saturday (17) for a Veterans of Foreign Wars Day. Attractions also operated Sunday.

The Miss New Orleans promotion included a double-page spread of advertising in the Times-Picayune by the park and the various merchants participating in the contest by providing gifts for the winner.

Free act was the Skylarks, aerial, working twice each evening.

Midgets Draw 18,000 in Pa.

MECHANICSBURG, Pa., Sept. 22.—George Tichenor, Logansport, Ind., copped the 50-lap feature midget race at Williams Grove Speedway Sunday (15).

Billed as the "AAA National Championship" in the midget field, the event drew an estimated 12,000 gate.

3 Tivoli Units Remain Open

COPENHAGEN, Sept. 22.—Although officially closed for the winter, Tivoli has three of its large units still in operation. The park's largest restaurant, Wivex, which fronts on the city's main mid-town street, operates year-round.

Park's big Tarnpavillon restaurant reopened Sunday (16) in conjunction with the opening of the Tivoli Glass Hall, where June Richmond is starring in a new revue, and will remain open nightly during the run of the revue.

Ex-Farmer's Success as Fair Mgr. Tied to Attractions

Continued from page 58

father entered stock and came away with some ribbons. This taste of competition whetted the youth's appetite and in the following years his fair activities increased and in 1929 he was named secretary of the Albert Lea Fair.

Gains Experience

During 13 years in that position and four more as president, Hanson gained experience in the showmanship end of the business in addition to building prominence as a breeder of hogs and cattle. In that period Hanson-bred Guernsey cattle and Poland China hogs copped many blue ribbons at fairs throughout the State and in the early '30's he was appointed assistant superintendent of swine at the Minnesota State Fair.

He held that position for two years and later took over as superintendent of the department. In 1938 Hanson was elected to the State Fair Board and was in charge of 4-H activities and the swine and sheep departments until he sold his farm and moved to the Cedar Rapids Fair in 1947.

As early as 1940 Hanson's reputation as a fair executive was well known, and when the North Iowa Fair at Mason City was in the throes of a reorganization, he was called in and as a result served as secretary both at that fair and the one at Albert Lea for one year.

Goes to Cedar Rapids

When the Hansons moved to Cedar Rapids in late '47, Andy's revival of a top-rate livestock program, in addition to a broader entertainment plan, recreated the waning interest of the rural folk. But to keep this interest high the following years, he added flower, beef, draft horse and rabbit shows and during '51 introduced Tennessee walking horse and State hackney futurity shows, both popular events.

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This continuous introduction of new attractions has worked out every year since 1948. And to prove that the big jump in attendance at the '48 event was no fluke, patronage has been sustained in the intervening years. This year's fair pulled close to 150,000 thru its front gates.

In addition, Hanson in his four years at Cedar Rapids has directed improvements to the fair plant to the tune of over \$100,000. First step was in 1948 when a new youth building and dormitory was built which provides living quarters for 200 youngsters during fair week. Utilities came next and after a general expansion of Hawkeye Downs' water system, the fair board okayed the expenditure of \$5,000 for the rebuilding of the entire sewerage system. Most recent project, launched this year, is a long-range transformation of the low ground behind the grandstand to a high, level area which in a few years will be used for the midway.

Progress Off Season

Progress of the All-Iowa Fair under Hanson has extended to off-season events which now keep the plant humming the year round. As secretary of the Agricultural Bureau of the Cedar Rapids Chamber of Commerce, he manages all agricultural events held at the plant.

An increasing number of na-

tional and State livestock associations are using Hawkeye Downs for their conferences and sales. National events held in recent years include the Duroc Jersey type conference, Poland China conference, Hereford Hog Show and Sale and the National Tamworth Hog Show. More than a score of State events now are held yearly on the grounds.

In addition, off-season attractions introduced the last few years include circuses, Boy Scout jamborees, auto races and an annual Labor Day celebration that draws thousands each year.

Likes Busy Schedule

Altho the full-time fair job at Cedar Rapids leaves Hanson with little time for his hobbies and former sidelines, he says it's a let-up from the pace of his life in Minnesota. At Albert Lea during World War II, in addition to his farming, his work with fairs and his church activities he found time to conduct three night classes weekly on food production, and at war's end he started and taught the first G.I. farm training classes in the State.

He isn't the only member of the Hanson family who takes an active part in fairs. His wife, Lila, is his fair-week assistant at Cedar Rapids and she filled the same job at Albert Lea. Other members of the family are scattered around the world with the exception of their youngest son, Roger, who at 14 is Andy's companion on the brief fishing and hunting trips the two take each year. The eldest son, Richard, is an Army sergeant in Korea, and Andy's daughter, Kathleen, also is in the Far East with her husband, an Army lieutenant stationed in Japan.

Mid-South Topping '50

Continued from page 57

eral shows to the weather. Performances that did come off were played to sparse crowds, but interest is building, and with another week to go might end up okay. The programs are being staged at the fairgrounds pool, which has been equipped with bleachers that hold 2,500. The seats go for 60 cents.

In addition to ex-movie star Blue, acts include Jimmy Running and his troupe of log-rollers; Cherry Hausehault, retrieving dogs; Jackie Price, baseball exhibitionist; Whirlwinds, roller skating, and Earl Long, canoe act.

Free Attractions

Two free acts are working ne grounds here on a two-a-day schedule as added fair attractions. These are Miss Luxem, sway pole, and Jimmie Jamieson, high diver, both booked in thru the Charles Zemater Agency, Chicago.

Lebonheur Horse Show, new attraction this year, will open Thursday night (27) for three night shows in the fair's new \$350,000 all-steel arena building, which is being used during the day for livestock judging. The new structure seats 7,200 and is completely ventilated.

Plant improvements this year, the first fair under Martin Zook, acting manager, and John C. Wehrley, resident manager, were extensive from the standpoint of painting and roofing of many buildings. Interior of the Women's Building was completely renovated and all rest rooms on the grounds were equipped with new fixtures.

Concession space sales this year hit a new high, according to Wehrley, who is in charge. In addition, all commercial space in the three buildings has been filled and livestock entries are at a peak.

Television Station WMCT is taking an active part in the fair. Sunday (23) an hour and 15-minute program will be aired from the fair—part of the rodeo and the rest a showing of junior livestock winners. Starting Tuesday (25) a daily 15-minute TV program will originate in the livestock arena, but will include many other fair features. Publicity is being handled by Jerry Foley.

Gooding Amusement Company was hurt by rains its first three days, and thru today, third day of a 10-day run, earnings were well below the same period a year ago. With seven more days to go, however, there is a possibility that the losses can be regained.

Park Competes

In addition to the weather factor, competition from the 13-ride permanent park here is also being felt. The park is operating with a 9-cent top on kid rides and an 18-cent top on major devices, while Gooding rates are scaled at a 25-cent top.

The unit here, managed by Hal Esfort and Randy Andress, has 7 major and kid rides. Four shows joined to make a total of 11 back-end units. Newcomers to the lineup include Joe Sty's Funhouse;

Bob Edward's gal show, being operated by Denise Darnell; J. Robert Ward's pinheads and Dick Ryan with Hirohito's horse.

Other shows include Sailor Katz's nakes, Carl Lauther's Side Show, Fernando Rivero's Motorcycle Globe, Arnold Raybuck's two-headed bull and unborn, Cliff Wilson's arcade, Bob Edward's Minstrel Show and Al Tomaini's turtles.

Scouter is the top ride thus far, with the two-headed bull show leading on the back end, followed by the Denise Darnell gal unit.

Visitors here have included J. C. McCaffery, Amusement Corporation of America; Morris Lipsky, former co-owner of the Johnny J. Jones Exposition; Johnny Denton, owner of the Gold Medal Shows, and Dick Napolitano, who flew in Saturday (22).

Org will move to the Tupelo (Miss.) Fair from here and will be supplemented with six rides and three shows there.

Merced Betters '50

Continued from page 57

Jack Shafton Puppets (Bill and Billie Cassidy); Haines Twins, electric guitarists and accordionists; Capt. Jones and Marion, magicians; Dolores Gay, tap dancer; Betty Yeaton, acrobatic dancer; the Excellos, balancing; Dub "Cannonball" Taylor, Western xylophonist, and Will and Gladys Ahern, Spanish dancing and trick roping.

The Sky Devils, two guys and two gals, sway pole act, appeared as a free act nightly.

Rodeo was featured with the Saturday night (15) crowd reported as an over-capacity 6,000, a turnaway. Sunday's competition was attended by 3,000. Dick Pascoe, won Brahma riding and finished second in Saturday bronk riding for 248 IRA points and all-around championship. Among those appearing were Gene Rambo, who placed first in Sunday calf roping Cotton Rosser, fourth in Sunday saddle bronk ridings; Homer Pettigrew, first in Saturday steer wrestling and third in Sunday calf roping; Clay Carr, Vern Castro and Olen Simms. Contracted acts were Louis Cabral, Roman rider; Joyce Guskey, trick rider, and Rosa Lorimer, trick rider.

Square Dance Crowds

Fair's outdoor pavilion held 400 square dancers until Thursday midnight with as many as 6,000 watching from the bleachers. Dances were called by Fenton (Jonesy) Jones, Glendale.

Ferris Greater Shows, headed by Rose and Larry Ferris, moved into this date from the California State Fair. Date was the first played here by this organization, the contract in former years being held by Foley & Burk Shows.

W. C. Woxberg is the secretary-manager. Publicity was handled by Pete Lang.

Tennessee Runs Ahead

Continued from page 57

The show, which breaks nightly at 8:15 to permit attendance at the horse show, is climaxed by pyro displays produced by Fireworks Corporation of America.

Today's grandstand attraction, IMCA, big-car races staged by National Speedways (Al Sweeney-Gaylord White), are expected to draw their usual overflow crowds, altho the weather forecast for today is not in their favor.

Afternoon harness races, always popular here, ran to capacity throngs all five days, and the night horse show has pulled big attendance in the pavilion. The saddle horse breeders' futurity is an added feature this year.

Exhibit Space Packed

All exhibit space is jammed. A total of over 1,500 head of livestock has filled barns to capacity and several tents are being utilized to care for overflow. It was necessary to rent portable stalls to stable the large number of horses, with over 400 entered in the show and harness races. Commercial exhibit space was all sold 30 days before the fair opened.

Television, radio and newspaper coverage has hit a new high this year, according to Griffin. WSM-TV covered the fair all week, and radio and the daily press came up with big breaks.

One of the most popular spots for the distaff side is the Agriculture Hall, where exhibits have been completely revised by Ruby McKeel, home demonstration agent from Knoxville. Instead of the usual inanimate subjects on display, practical home demonstrations are holding the spotlight.

Fairground improvements this year are extensive. Some \$26,000 has been spent in refurbishing the horse show pavilion and, in addition to painting all barns, sinks and water taps have been installed in all permanent eat spots.

Visitors during the week included Pat Kerr, secretary, and George Bailey, concession manager, East Tennessee Agricultural and Industrial Fair, Knoxville; J. M. Dean, secretary, Mississippi State Fair, Jackson, and Mike Benton, manager of the Southeastern Fair-aganza, Atlanta, accompanied by members of the board.

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Want More Details?

See Page 84

FAIRS-EXPOSITIONS

ESE Gate Nears 400,000 Mark as Daily Records Fall

Excellent Weather Aids Event to Score 1-Day Mark With 91,373

SPRINGFIELD, Mass., Sept. 22.—With fine weather thru yesterday, Eastern States Exposition was well on its way to smashing the 400,000 attendance mark for its seven-day run ending today. Thru Thursday (20), the last audited figures available at this writing, the annual had smashed attendance marks each day. The top crowd and an all-time record was 91,373 on Monday (17).

Comparative attendance figures follow:

	1950	1951
Sun.	84,129	85,654
Mon.	75,025	91,373
Tues.	30,159	37,871
Wed.	51,938	57,605
Thurs.	45,688	48,936

With good weather yesterday and the lure of AAA big car auto races promoted by Sam Nunis, fair officials were confident that another attendance mark would be set. Today's figure of 52,821 will also be beaten if the weather holds, they believe.

Success of this year's showing is a fitting tribute to Charles A. Nash, general manager of many years, who will move into a permanent director's post the first of the year, relinquishing the active management to Jack Reynolds who will wind up his affairs as manager of the Wisconsin State Fair at that time.

Space Sales Up

The demand for and sale of space was reported unprecedented. The principal edifice was jammed with commercial exhibits, including many sponsored by national advertisers and the spacious and model cattle buildings were full.

Sale of concessions space also hit a new high. Concessions manager George Bernert reported that units were limited in number in each classification, as in the past, to assure good returns for all participants.

Show features were popular with Eskew's JE Ranch Rodeo playing to capacity audiences nightly in the Coliseum. About 4,000 viewed the Monday (17) performance of Jack Kochman's Hell Drivers. A program of George A. Hamid & Son acts was also presented in front of the grandstand.

Wednesday (19) an estimated 7,000 witnessed performances of

Joie Chitwood's automobile dare-devils. Capt. Eddie Allen's balloon ascension also was on the program.

On Thursday (20) gates to all parking areas were closed by 12:30 p.m., one of the earliest closings on records. Prior to the 9 a.m. opening of the gates, cars were stalled for two miles in front of each of the two principal entrances to the grounds.

A movement to secure funds for a building representing Rhode Island, the only New England State not now represented, gained momentum this week when a group of prominent citizens from that State gathered here to formulate fund-raising plans.

RAIN INSURANCE SWEET LULLABY

ALLENTOWN, Pa., Sept. 22.—Facing a rare bout with insomnia one night a week ago, talent merchant George A. Hamid found himself thinking of the excellent weather enjoyed by almost every annual he has supplied with shows to date. With his own New Jersey State Fair kicking off Sunday (23), George became fearful that his nemesis, the weather, might be storing up its knockout punches for his event. Like a tote board, his mind soon had the odds in favor of rain hitting astronomical heights and George couldn't resist ordering rain insurance via long-distance phone. With that settled he went to sleep.

However, the next night, after learning that premiums ran to some \$3,500 for a few pally hours' protection, George was again faced with a sleepless night. But this time he confined himself to counting sheep.

Hutchinson Outpulls '50 Edition by 10%

Grandstand Does Big Business; Midway Grosses Climb Sharply

HUTCHINSON, Kan., Sept. 22.—Kansas Free Fair wound up its seven-day run here Friday night (21) with the paid gate up "fully 10 per cent," Virgil Miller, fair secretary, estimated.

Similar increases were reported for both day and night grandstand business for the run of the fair. On the midway, the rise was pegged even higher, pending final tabulation of ride and show takes.

Weather excepting the final day, always the lightest of the run, was excellent. The closing day was marred by clouds, cool weather and wind.

Sunday (16) netted a turnout of 75,000 persons, believed the highest in the fair's history. Monday (17) yielded the second biggest day, a 70,000 gate.

A Barnes-Carruthers revue registered whopping grandstand business at night. The biggest on record here. On two nights, Sunday and Monday, canvas was spread on the track to accommodate the overflow from the 15,000 capacity grandstand, with total attendance

for each of the two nights estimated at 18,000.

Afternoon grandstand throngs were topped by the 75-mile stock car race Sunday, with the big car races the following day providing the second best turnout. Aut Swenson's Thrillcade, in Tuesday (17), brought out a grandstand crowd larger than that for Thrill Day last year. Big car races Wednesday and sprint stock car races Thursday pulled at better than '50 levels for the same events. A 90-minute stock car marathon was the final afternoon grandstand attraction. Big car races were staged by Frank Winkley; the stock car events by Vern M. Hamilton of this city.

Sally Rand, featured on the midway, netted about \$20,000 after taxes. Her show was priced at \$1 per head.

Brodbeck & Schrader supplied the bulk of the rides and shows. Some units and concessions were booked independently by the fair.

One of the high spots of the run was the appearance of 111 Kansas high school bands. Units averaged 54 members for a total of 5,942, and their participation added much to the fair's program and atmosphere. On Monday 44 units paraded and played.

Excepting for fewer farm machinery exhibits, fair did not feel effects of the July floods that ravaged large sections of Kansas but did not come nearer than 50 miles of this city. Farm machinery firms whose warehouses had been inundated, either cancelled or pruned down their displays. Fair's crop exhibit were off from normal standards due to unusually heavy rains in the area this year.

R. I. Group Plans Building at ESE

SPRINGFIELD, Mass., Sept. 22.—Some 64 Rhode Island businessmen, farmers and State executives met in the Massachusetts Building this week to launch a drive to raise \$50,000 as a start toward the construction of a Rhode Island Building at the Eastern States Exposition. The group is known officially as the Eastern States Exposition of Rhode Island.

It was reported that to date some \$17,000 of the money has been raised by subscription. When the full amount of \$50,000 is raised the Rhode Island Legislature will appropriate \$75,000 toward construction of the building, it was said following the meeting.

Exposition President Howard N. Selby and J. Loring Brooks Jr. spoke to the Rhode Island delegation. Forty of the men flew here yesterday in a Northeast Airlines plane and the others motored to the exposition grounds.

Pomona's First Six Days Top Peak '49; Mutuels Rise 16%

Midway Business Reverses Trend; Crafts Shows Are Off 20 to 25%

POMONA, Calif., Sept. 22.—Attendance at the Los Angeles County Fair, which opened here Friday (14) for its annual 17-day run, at the end of the first six days was running not only ahead of last year but was surpassing the peak 1949's comparative days. Turnstile marks for the three years for the period were: 1951 — 327,130; 1950—303,671 and 1949—319,243.

A day-by-day comparative chart follows:

	1949	1950	1951
Fri. (14)	38,852	36,699	45,580
Sat. (15)	79,917	78,775	84,095
Sun. (16)	83,163	71,125	84,732
Mon. (17)	34,168	32,704	33,418
Tues. (18)	40,444	42,241	39,323
Wed. (19)	42,699	42,127	39,982
Total	319,243	303,671	327,130

In addition to the gate attendance, that at the races and the pari-mutuel wickets were also up. For five days of running races for the first six days (no pari-mutuel racing on Sunday) the crowds totalled 58,950, 5.8 per cent over last year. The money thru the wickets was \$2,307,773 of 16.4 per cent increase over 1951 for a like period.

Pomona started off with a record attendance and held to a record-breaking pace the following two days. However, hot weather that sent the mercury soaring to 101 degrees on Sunday (16) had telling effects on the attendance. The heat was reflected in the following three days when the daily attendance slipped behind last year's and the year before's marks. The thermometer was scheduled to drop a little beginning tomorrow. If this holds true, then the last week of the run should put Pomona out in front by a good margin.

Midway business for the Crafts Shows thru the first six days reversed the increased attendance, with fun-zone grosses off 20 to 25 per cent. Hot weather, lack of wheels and competition from a ski jump, a free attraction, were blamed for the drop.

The fair opened Friday (14) with a program of racing each

afternoon in front of the grandstand. The night show for the first three days ending Sunday (16) was Blackstone, the magician. Opening Monday night and thru yesterday (21) was wrestling. The Barnes & Carruthers show, produced by Fred Kressman, debuted tonight for the last nine days of the run.

A free attraction is the ski jump from a man-made ramp 225 feet high. Directed by Sepp Benedikter, the world-famed expert, jumps are made at 4-15 and 10-15 p.m. The jump is supplied with powdered ice blown on to the jump with approximately 300 tons being used at each show. The hot weather is also having its effect on the artificial jump.

Icer Goes Big As Salt Lake Outpaces '50

105G Gross Is Seen For Holiday on Ice; Midway Business Up

SALT LAKE CITY, Sept. 22.—Utah State Fair was well on its way Friday (21) to surpassing last year's attendance by a whopping margin. Thru Thursday (20), fifth day of its eight-day run, it had matched the gate for the entire '50 run and faced three of its best days.

Holiday on Ice, featured in a two-a-day in the Coliseum, is piling up record grosses. Turnouts were so big that one extra matinee was staged during the first five days, and two matinees have been scheduled for today. Last year the icer grossed \$72,000, but indications were that the take this year would range between \$105,000 to \$110,000.

The icer opened to a whopping \$52,000 advance sale. Prices for the show are scaled higher than last year but the increased tariff alone does not account for the big business scored. Show has drawn rave notices, and its opening was preceded by a strong advertising campaign.

Grandstand, never too strong here, offers a circus type program produced by John Pillsbury. Fireworks at night are supplied by Thearle-Duffield Fireworks Company, Chicago.

Monte Young Shows on the midway have been enjoying excellent business, up sharply from the ride and show grosses of last year.

Weather thru the first five days was perfect. Fair offers the largest cattle and sheep show in its history. Event is managed by J. D. Theobald.

312,218 Gate Best In Years at Reading

READING, Pa., Sept. 22.—Two gate-smashing crowds on the final days of the Reading Fair brought the attendance for eight days and seven nights to 312,218, the largest in four years.

Rain on Friday (14) held the gate below the 400,000 mark, fair execs said. But despite the weepy skies, 28,618 paid to enter the grounds on that day, billed as

Farmer's Day. A new mark was chalked up Saturday (15), with 50,467 on hand. On Saturday 8,000 paid to witness the finals of the "Miss Reading Fair" beauty contest, won by a local high school miss, Patricia Feldener.

Contest judges were New York radio and television personalities, including WINS disk jockey Charlie Stark; NBC-TV pianist and singing star, Johnny Andrews; movie starlet Betty Pearson, a former "Miss Kentucky" in the Atlantic City pageant and NBC newsman, W. W. Chaplin.

Races Draw 41,249

On Sunday (16), 41,249 paid to witness the AAA-sanctioned big car auto races, won by Bob Barker, Houston. Johnny Parsons was second, and Bill Schindler, third.

Promoter Sam Nunis said that the crowd was as big, if not bigger, than the turnout for the first post-war big-car event staged by him at the local track.

Concession and show operators reported earnings the best in several years. Aiding considerably was a good break in the weather, with only one day partially lost, as against last year's virtual week-long washout.

Publicist Russ Moyer, assisted by Chet Hagen, had the event thoroly sold thru all media.

Mount Holly's Gate, Midway Rises 20%

MOUNT HOLLY, N. J., Sept. 22.—Mount Holly Garden State Fair closed Saturday night (8) with admissions 20 per cent above last year's figure and the Ross Manning Shows reporting a similar gain in midway grosses.

Plans are already under way for erection of a grandstand for the 1952 annual, local merchants and the Chamber of Commerce having agreed to finance the project. Also in the works are plans for additional lighting facilities, construction of a fairgrounds lake on which may be staged sportsmen's shows, construction of more roads and enlargement of the main entrance so that another lane of autos may be accommodated.

Puyallup Romps At Record Pace Thru First Half

PUYALLUP, Wash., Sept. 22.—Western Washington Fair here thru Wednesday (19), half-way mark in its 10-day run, was romping along at a record-shattering attendance pace. Gate count for the first five days was 219,075, topping the total for the corresponding period of its record year. Sunday (16) yielded a thumping turnout, with attendance hitting 65,723.

Hughes Reports Banner Runs For Many Eastern Annuals

NEW YORK, Sept. 22.—Joseph H. Hughes, field representative for the George A. Hamid & Son talent agency, reported this week that annuals serviced by him have enjoyed a remarkable year, despite much inclement weather.

Good business was registered at the Presque Isle (Me.) Fair despite rain and threatening weather. The Bangor (Me.) Fair, with good weather, went way over in all departments.

Bligh Dodd's annual at Gouverneur, N. Y., was well up in all departments, with one day of rain. Skowhegan (Me.) Fair did well even tho one day was rained out and rain fell on a Saturday.

Three Rivers, Que., bucked rain and cold, but the final results were

on a par with 1950, a good year. At Sherbrooke, Que., business was well over 1950, with a covered stage in front of the grandstand offering assurance to patrons that the night shows would go on.

Malone, N. Y., fought bad weather all the way, but Hughes reported that night grandstand business was equal to 1950. Fredericton, N. B., went well above 1950 in all departments, even tho Labor Day was lost. Woodstock, Ont., went well over last year despite bad weather.

Hughes said results in every instance were above expectations, and predicted that interest in grandstand shows for next season would be greater in view of the happy results.

Most of New Marks Set at Barrington

Gate Hits 118,391; Mutuels Score Day, Week Records; Beam, Buck, Martin Win

GREAT BARRINGTON, Mass., Sept. 22.—Barrington Fair completed its greatest year here Saturday (15) with new records in all departments. President Edward J. Carroll reported a mutuel handle in the horse racing department of \$1,350,398, a new record for fairs in the State. A new record for a single day's track business was hung up Saturday with \$305,464 wagered on the closing afternoon of the six-day race meeting.

Total admissions, covering both day and night, was 118,391, another record. Still another record was registered on Kiddie's Day (14), with nearly 5,000 youngsters on hand in the morning for the special show, prize awards and other activities.

Fair drew excellent weather from start to finish. Sun conquered heavy rains on the morning of the closing day and the crowds were big.

Ward Beam's Thrill Show was featured opening day and both performances were packed. Gross topped Beam's 1950 figure and gave him one of his best dates of the season. O. C. Buck Shows, in from Bath (N. Y.) Fair on a long jump, failed to make the opening, but scored thruout the remainder of the run.

Monday brought start of the race program and nine-act night show booked by Al Martin, Boston. Show included the Skating Macks, Howard and Wanda Bell, Johnson and Owens, the Silver Condors, Monroe and Grant, the Marimbaires, Pape and Renee, Cycling Sidneys, and featured Victoria Zucchini's cannon act. Don Grant acted as emcee, and Chet Nelson's band played the show.

Show ran Monday thru Saturday and a charge for grandstand seats was made this year for the first time. No complaints were registered. Special exhibit in cattle show area and on the race track was the Anheuser-Busch Clydesdale Champion Horses. Tie-up with the brewery people was strongly exploited to excellent results.

Entries Overflow

Agricultural and livestock entries were the greatest ever. Premiums included that of the Massachusetts Department of Agriculture and totaled over \$10,000. Entries were so heavy that Director Al Lombard was forced to turn some down for the first time in the history of the fair.

On the racing set-up, Carroll introduced the teletograph system of electrical transcribers in the mutuel department pay-off system for the first time on any fairgrounds track in the country. Figures are transcribed from calculating department to machines at all cashiers' windows simultaneously and in full view of racing fans holding winning ducats.

Carroll's smooth organization functioned perfectly. Tom Morrissey was in charge of admissions; Will Stevenson, in cashiers' department; Stanley Drzyzga directed stands and grills; Dan Crane, the beverages, John Simmons, the auditing, and Harry Storin, the promotions, publicity and special events.

Campaign went heavy in newspapers, upped the radio a little, and used TV thru Schenectady's WRGB. Local coverage during the week was the heaviest yet.

Chattanooga Up Sharply at Gate First Four Days

CHATTANOOGA, Sept. 22.—Chattanooga-Hamilton County Inter-State Fair here caught excellent weather thru Thursday (20), fourth day of its six-day run, and was racing about a third ahead of last year in attendance as it entered its closing two days, normally the biggest of the fair.

Paid admissions for the first four days were estimated at 40,000 by Maude Atwood, fair secretary. Event is operating with a tighter gate than hereto, with the number of passes reduced and the use of some passes limited only to the early days.

Amusement Company of America was running far ahead of '50 gross-wise, at the end of the first four days. The ACA, the former Hennies Show, is playing the event for the first time. Last year the now defunct Johnny J. Jones Exposition, with lower earning power, played the event.

Free grandstand shows have been getting capacity attendance, with execs pointing out that the strength of the show has been a big factor in the fair's strong attendance. Most of the acts were booked thru George A. Hamid, New York.

Entries in most of the livestock and agricultural classes are heavier than last year.

STAR SHINES FOR CARROLL

GREAT BARRINGTON, Mass., Sept. 22.—President Edward J. Carroll and his wide-awake publicity-promotion chief Harry Storin found themselves with a wondrous free (literally) attraction at the Barrington Fair Thursday (13) when movie star Dana Andrews and party showed up as patrons.

Alert Carroll personnel spotted the celeb at the gate and the boss man was on hand almost instantly to take him on a conducted tour of the grounds. While news of the actor's presence reportedly spread like wildfire, modest drum-beater Storin fanned the blaze.

Spencer, Ia., Tops '50 Gate, Tabs Record \$\$

Stock Car Races Pull Best Crowd; Midway Gets 33G

SPENCER, Ia., Sept. 22.—Clay County Fair rang down the curtain on its six-day fair here Saturday (15) after topping '50 attendance by approximately 7,000 and racking up the biggest grosses on record. Altho final figures were not available, Secretary Bill Woods said the front-gate count would amount to 195,000 compared with 188,000 a year ago and that profits would set a new record.

Good weather prevailed thruout the run with the exception of Wednesday (12) when the fair lost its harness race program to rain which also cut into crowds at the Barnes-Carruthers night grandstand revue.

Grosses by this latter unit, however, were well up from '50, Woods said. The revue pulled capacity on three of the six nights it showed and the other night crowds were quite satisfactory.

Record Crowd

Biggest grandstand crowd of the week turned out Friday (14) for the stock car races put on by National Speedways (Al Sweeney-Gaylord White). In addition to a packed grandstand of 10,000, some 4,500 race fans overflowed into the infield and countless more lined the fences for a free look. Sweeney-White big car races on Tuesday pulled well, but the Saturday big car events were slightly off from '50.

Swenson Thrillcade, opening day feature of the fair, drew well with the stands filled almost to capacity. Altho the first day of harness races was rained out, the fair doubled up on Thursday and ran 16 heats.

Midway Tops '50

Midway business, where 20th Century Shows held forth, topped last year's figure by \$2,500, Woods reported. Total takes on the fun zone were \$33,962.58, he said.

Pulling power of the fair was demonstrated thru a parking lot survey, with 16 high school students checking the various license plates each day. Results showed that cars came from all 99 counties in Iowa, from 28 States, two from Alaska, one from Hawaii and two from Washington, D. C.

Peak Space Sales At Chesterfield

CHESTERFIELD, Va., Sept. 22.—Record exhibit space sales were reported this week by officials of the three-day Chesterfield County Fair prior to the Thursday (20) opening.

Manager D. W. Murphey said the demand for exhibit space made it necessary to limit the area planned for the showing of farm machinery.

About 40 horses were entered in the harness racing events.

Groves Named Prexy At Atlantic, Ia.

ATLANTIC, Ia., Sept. 22.—Robert Groves, Massena, Ia., has been named president of the Cass County Fair board here, succeeding Lloyd Posschl. Glynn Warren, this city, was named vice-president; George Hosfelt, Massena, secretary, and Eldon Kay, Atlantic, treasurer.

Allentown Hits New High Marks

Aided by Best Weather in Several Years, MacArthur's Appearance

ALLENTOWN, Pa., Sept. 22.—Even without the gate-building lure in the presence of Gen. Douglas MacArthur and his family yesterday, the Allentown Fair, considerably aided by the best weather it has rated in a number of years, was well on its way to one of its most successful postwar showings. The revitalized spot, which has been rapidly shedding its antiquity in favor of a modernization program under the direction of President Howard Singmaster, obviously holds enough allure to jam its numerous arteries daily without benefit of such stellar attractions as General MacArthur represents.

But fair officials, the people of Allentown and surrounding towns were understandably proud of the General's first appearance in Pennsylvania since his return to this country. Festivities, the numerous, were minimized with the emphasis maintained as much as possible on the Father-Son Day at the fair, the appeal used by Singmaster in securing MacArthur's presence. While the General's contemplated visit was widely known, Singmaster refused to go all out exploiting the occasion, preferring to limit publicity to simple, dignified announcements.

Major Changes

There have been many important changes made to the fair plant and, according to Singmaster, only the surface has been scratched. Dozens of trees, which administrations thru the past decades had refused to touch, were removed to provide room for needed and necessary units. Others will be felled, but enough will remain to preserve the character of the grounds. Rest room facilities have been modernized and the sagging horse barns removed. Parts of the midway area have been widened and more black top added. The operation of games has been given to Frank Bergen and Bernard (Bucky) Allen of the World of Mirth Shows. The number has been cut from some 150 to 40 and Bergen and Allen have been charged with the responsibility of operating them in Sunday School fashion.

The loose counting of innumerable turnstiles of former years has been replaced with tickets. Resultant attendance figures are well under the former guesses, as a result, but the crowds this year are undeniably larger. The week dawned fair and by Tuesday (18) Singmaster had the assurance to proclaim the week a success in the face of almost any difficulty that might arise.

Gate Count Accurate

Total paid admissions thru Thursday were 81,304. Total paid

admissions for the day were 33,042 to top the comparable day a year ago by nearly 10,000. Rain marred the night attendance a year ago. Not included in the weekly figures are the thousands who jam the grounds on Sunday and Monday when there is no gate charge.

Business was excellent in all departments. Exhibits were of turn-away proportions. George A. Hamid's Grandstand Follies of 1951 consistently showed to larger audiences than a year ago. Surprising was the near-capacity crowd in the stand Tuesday night (18) when a somewhat slim audience was anticipated for the opening performance. The excellent weather, and a covered stage that promises performances in all weather, aid in maintaining large crowds, officials said.

Irish Horan and His Lucky Hell Drivers were featured opening Monday night (17). A good crowd was on hand and Singmaster said the date was a winning one. Other features included harness racing thruout the week, and the appearance of Mrs. America.

Hamid acts appearing here included Robinson's Elephants; La Foun Troupe, Oriental contortionists; Flying Otaris, flying act; Robert Baudy and his Greyhounds, canines; Mme. Claude Valois, high-school rider; Bob Parry, comedy ski trampoline; Bobby Whaling & Yvette, comedy bicycle act and the Eltons, aerial trapeze.

Mineola Event Gets Top Gate

MINEOLA, N. Y., Sept. 22.—An all-time record attendance at the Mineola Fair was reported this week by Charles Bochart, manager. Bochart said the event, which closed Saturday (15) after a five-day run, played to 401,000 persons.

Record crowds were tabulated on each day. Opener on Tuesday drew 49,000; Wednesday, 72,000; Thursday, 89,000; Friday, 93,000, and Saturday, 98,000, Bochart said. Admission charges were 60 cents during the day and 75 at night. An additional charge of 40 cents was made for parking.

Entertainment in front of the 3,000-seat grandstand featured Jack Westcott's Circle W Wonder Rodeo, Janet's Circus and Ferdinand the Bull. Fred Murray staged the fireworks for the International Fireworks Company.

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Want More Details? **See Page 84**

Orrin Davenport Sets Acts, Route; Beatty Animals In

Route Starts at Wichita in November; Syracuse Added; R-B Talent to Join

CHICAGO, Sept. 22.—Clyde Beatty's cats, elephants and horses will head up the talent line-up for the Orrin Davenport opening at Wichita, Kan., November 4-11, and at Kansas City, Mo., November 12-18.

Davenport, at his headquarters here, announced his route for the fall-to-spring season and names of acts contracted for the Kansas City stand. He stated that Ringling-Barnum acts will supplement the others, starting at Toledo January 13.

Talent at Kansas City will include Les Kimris, aerial; Unus, finger-stand; Albert Fleet, chimps; Elly Ardelty, aerial; the Ortons, sway-pole; Mar-Vels, teeterboard; the Gretonas, high wire; Miss Corrine (Dearo), traps; Joe and Marie Geiger, comedy juggling and rings; LaBlonde Troupe, comedy bars; Shyrettos, cycles; Kinko, midget car; Flying LaMars, flying return; Marcus Troupe, juggling; Antaleks, perch; Beatty; Bokara Troupe, teeterboard; St. Leon Troupe, teeterboard; Flying LaVals, flying

return; Sonny Moore and His Roustabouts, dogs; Martha Singer, traps; Roland Tiebor, seals; Joe Lemke, chimps, and Joanne Day, traps.

Thomas Returns

Col. Harry Thomas will be back as announcer and equestrian director.

Clowns will include Jack Klippel, Jackie LeClaire, Percy Rademacher, Hubert Dyer, Francisca Rolan, Oscar Lowande, Joe Lewis and Bill Bentledge.

Following the Wichita and Kansas City dates, where the show will be sponsored by the Shrine temples, the Davenport package will lay off for the holiday season and resume business at Toledo January 13 under Grotto auspices.

Syracuse Is New

Overlapping dates will start at Saginaw, Mich., January 20, and Grand Rapids, Mich., January 28. Detroit will be played for two weeks, starting January 28. Shrine auspices have been signed for the three Michigan stands.

Cleveland Grotto will have the show February 11-24, and Rochester, N. Y., Shrine will have it for a week starting February 25. The show will make St. Paul the week of March 10 and Sioux Falls, S. D., starting March 17.

The Dayton, O., stand will run March 20-29 and will be followed by Columbus, opening March 31. Syracuse, a new stand this season, will run the week of April 21, the same time the Hibbing, Minn., show will be in progress.

Duluth, Minn., will start April 28, and Davenport will wind up at Winnipeg, Man., May 10-17.

Hagen Struck By Blowdown At Henderson

HENDERSON, Tex., Sept. 22.—Hagen Bros.' Circus suffered a blowdown of the big top in a rain-storm here Wednesday (12). No one was injured and the night show was given in an adjacent rodeo arena. Tour was not interrupted.

The Howard Suesz show played Longview, Tex. (11), to small turnouts under Civitan Club auspices. On Monday (10) it played Shreveport, La., under Civitan auspices and used the State fairgrounds lot. Matinee in Shreveport drew about 1,200.

Program includes Capt. Eugene Christy's lions; Bert Pettus, Liberty horses; Nelson's dogs; Johnny Frazier, trampoline; Ricardo, juggling, and Mark and Marcla, aerialists.

Phoenix Fills Ringling Top For 3 Shows

PHOENIX, Ariz., Sept. 22.—Rapid recovery from the doldrums at many places in Southern California to top business comparable to the earlier tour of the Northwest was scored by Ringling Bros. and Barnum & Bailey Circus with three performances here Tuesday and Wednesday (18-19).

Show scheduled no matinee on the first day to allow time for the long hop from San Bernardino, Calif., and trains pulled in here after noon.

The business was capacity all the way. Starting with the night show Tuesday and including both shows Wednesday, all seats were filled.

Charles Jacobsen, Al Kayda Launch New Indoor Unit

PUEBLO, Colo., Sept. 22.—Charles Jacobsen and A. J. Kayda will launch their indoor winter circus unit here October 1. The show will play one-day stands under auspices and name of the sponsor will be used as the show title.

Jacobsen said that their organization will operate as a producing agency and will be known as Circus Corporation. A permanent address will be maintained at Redondo Beach, Calif.

POLACK SIGNS WALLEDA ACT FOR 1952 SHOWS

YORK, Pa., Sept. 22.—The Great Wallendas have been signed by Polack Bros.' Circus for 1952, and will appear with the show's Western unit, Karl Wallenda said here this week. The act was booked by Ethel Robinson, Chicago.

A second Wallenda unit will open with the Circus Atayde in Mexico City December 28 for an eight-week engagement. The five-people unit was booked for Atayde by Wilson Storey of the Pan-American office.

Wallenda also stated that his act will play dates for Tom Packs at St. Louis, October 10-14, and New Orleans and Baton Rouge, La., in November. Arrangements for the Wallendas to go to Europe in December have been postponed for a year, he said. The England engagement is to be with Tom Arnold's circus and was contracted thru Hans Lederer, of Lew and Leslie Grade, Ltd., for Clem Butson, of the Arnold show.

Kentucky Trek Starts Strong For Kelly-Miller

HARTFORD, Ky., Sept. 22.—Al G. Kelly & Miller Bros.' Circus launched its invasion of Kentucky to big business this week, drawing full or straw houses at night and fair to good matinees.

The K-M aggregation didn't fare so well at Grayville, Ill., where the show played Thursday (13). The town was a stepping stone between Indiana and Kentucky routes. Matinee was rained down to a one-quarter house and the night draw was half of capacity.

Morganfield, Ky., Saturday (15), turned out with a straw house at night. The matinee was half filled, as many farmers stayed at work.

In Hartford matinee business was boosted to the three-quarter mark and the night house was filled. Outfit was the first here since King Bros.' Circus came out of quarters to open its 1946 season.

Bill Green Moves To Toledo Arena After Polack Exit

TOLEDO, Sept. 22.—Bill Green, former press and radio director for Polack Bros.' Eastern Unit, has been named promotional manager for the Toledo Sports Arena. It was announced this week by Virgil Gladieux, president of the Toledo firm.

Green left the Polack organization a few weeks ago and was with the Jimmie Lynch thrill show for Dodge Motor Corporation promotions in Canada. He took over the Toledo post Monday (17).

He was with the Hawaiian State Fair, Music Corporation of America and Metro-Goldwyn-Mayer before joining Polack.

Mills Fills Top For Night Show At New Milford

NEW MILFORD, Conn., Sept. 22.—A near-capacity night house and three-quarter matinee turned out for Mills Bros.' Circus here Saturday (15), with the Water Witch Fire Company as auspice. Show was delayed in arriving by long jump from Bennington, Vt., but matinee was on time.

At Bennington Friday (14), Mills was a month behind King and bucked rain at night to come off with a half house for the matinee and a weak one-quarter at night. Rotary Club was auspice.

In Rutland, Vt., on Thursday (13), the Mills show had a half-house matinee and three-quarter night turnout. Schools were dismissed early for the show, sponsored by the Lions Club. Mills used the Rutland Fairgrounds lot and was less than a week behind the close of the Rutland Fair.

Cotton Money Pads Beatty Cash Drawer

MANSFIELD, La., Sept. 22.—Strong night crowds and generally fair matinee business added up to a hefty week's business for the Clyde Beatty Circus in Arkansas and Louisiana.

At Little Rock, Thursday (13), where Beatty was four days ahead of Rogers Bros., the rail show won a half-house for the matinee and a near-capacity at night. Matinee was slightly late; weather was rainy.

Hot Springs, Friday (14), was worth a three-quarter matinee and full night house for Beatty, first in the town this season. Move to Camden, Ark., Saturday (15) over the Rock Island was delayed, but the show arrived at 8 a.m. Matinee

was on time despite the arrival time and a last-minute switch in lots. Camden came up with a near-full matinee and a capacity at night.

Monroe, La., on Monday (17) produced another full night house plus a three-quarter matinee for Beatty. Alexandria, La., followed on Tuesday (18) with a half house for the matinee and three-quarters for the evening show. Alexandria appearance was at the peak of the cotton money flow and weather was good, but attendance was below that expected.

Mansfield, La., maintained the night show pace with a near-capacity house on Wednesday (19), but the matinee was a half-house.

Los Angeles Score Saves Calif. for R-B

Six Turnaways Tabbed; Smaller Cities Fail to Produce; San Francisco Good

LOS ANGELES, Sept. 22.—Ringling Bros. and Barnum & Bailey Circus scored six turnaways in the final four days here to make the show's longest Los Angeles stand (10-16) a winner. The L. A. run and the San Francisco date, where the show was in the Cow Palace, were the only strong spots in the aggregation's California trek.

With a new lot here, the show opened slow, but attendance built from the second day to a turnaway Thursday (13) at night. Both matinees and evening performances were turnaways on Friday and Saturday. The Sunday (16) matinee was another turnaway and the Sunday night show, wind-up for the stand, held up well.

Competition

Show played in competition to the Los Angeles County Fair at near-by Pomona; the Green Theater, musical comedy amphitheater, and the Pan-Pacific Auditorium opening of the Ice Follies.

Making less prosperous appearances in the Ringling record book were smaller towns in California. Santa Barbara (5), Long Beach (6), Santa Ana (7) and the earlier stops in the northern part of the State were mediocre. In San Diego, the show itself fared well enough under the performance-sale plan, but attendance was not impressive. San Bernardino (17) followed Los Angeles and was the California finale. Business there was a half house for the matinee and three-quarters at night. Combination of opening of schools and recording of 105-degree temperature, highest of the year, probably affected the turnout there.

In Los Angeles, some locals were confused by billing and air plugs which stated the lot was at Rodeo Road and Jefferson Boulevard.

Marble Elephant Erected at Grave Of W. F. Duggan

MOULTRIE, Ga., Sept. 22.—A life-size marble replica of a young elephant on the Hagan-Wallace Circus has been placed as a monument over the grave here of W. F. Duggan, who died December 22 while framing the circus.

The statue was placed as requested by Duggan, a circus owner for many years. He had Duggan Bros.' Circus, Pan-American Animal Exhibit and other shows. His son, Dub Duggan, is owner of the Hagan-Wallace Circus.

Moultrie was Duggan's boyhood home and a sister lives here. Staffers from the Royal Duke Shows visited the grave and inspected the marker when the show played here recently.

King Strong In Carolina

LUMBERTON, N. C., Sept. 22.—King Bros.' Circus continued its season-long winning streak with a three-quarter matinee and straw night house here Friday (14).

Hot weather continued into the evening, altho a light rain began about show time. Night show customers shuffled seats to avoid spots where the drizzle came thru the top. Cristiani family's bareback act was omitted from the night show.

The King show was altered for possibility of closer range opposition with Ringling-Barnum as R-B continued contracting Southern territory.

Jay Gould Closes Successful Year

GRINNELL, Ia., Sept. 22.—Jay Gould Circus closed its summer season here September 13-15 and returned to winter quarters at Ottawa, Ill. General Agent Elmer Brown reported a successful route and season.

The org will prepare its annual Santa Claus Christmas parade unit for November and December dates.

parallel streets for the most part. Line then was changed to "Rodeo Road where it meets Jefferson." Dorothy Lamour, who appears in the DeMille-Ringling movie, helped out in a radio interview by explaining how she reached the new lot.

Radio and television airings of all types totaled about 330, 50 per cent more than two years ago. Bill Antes, regular radio-TV man, was assisted for the date by Parley Baer, and they worked with six radio and five television stations. James Stewart, Roy Rogers, Lyle Bettiger and Angela Lansbury were among screen stars interviewed in connection with the circus. Johnny Grant, who has the Johnny-on-the-Spot radio show on KMPC, recorded about two hours of interviews on opening night and spotted them on programs throught the week.

Royal Party's Toronto Tour Includes H-M

TORONTO, Sept. 22.—Princess Elizabeth and the Duke of Edinburgh will catch the Hamid-Morton Circus matinee here October 6. A special box is being constructed for the royal party, according to Len Humphries, of the Morton staff, who recalled that the princess is something of a circus fan.

Humphries is handling advance promotion work for the show, which will be in the Maple Leaf Gardens October 1-6. He reported advance sales are ahead of last year's. The 14,000-seat house is scaled from \$1 to \$2.50.

The show will come here from Wilmington, Del. After the local date it will move to Philadelphia, Syracuse, Boston and Atlanta.

Allen King Dies In Chi Hospital

CHICAGO, Sept. 22.—Allen King, 55, wild animal trainer and a circus staffer in various capacities for 20 years, died in Illin's Masonic Hospital here Saturday (15). Services were conducted by the American Legion Monday (17) in Chicago. The body was cremated and sent to Cedarville, Ga.

King was with Biller Bros.' Circus this season and was in Chicago on a business trip when he was taken ill. He was with Mills Bros' Circus last season.

He was a trainer with Al G. Barnes, Hagenbeck-Wallace, Sells Floto and other circuses. In 1934 he was in charge of animals at the Live Power Show at Chicago's A Century of Progress, where he became associated with Zack Terrell. The Live Power animals were acquired by Terrell as a nucleus for Cole Bros' Circus and King went to the Cole show as a featured trainer along with Clyde Beatty.

In 1936 King was with Dan Rice Circus, where he worked animals lessed from Cole Bros. About 10 years ago, he had King Bros' Circus, not connected with the present King show.

King is survived by his widow, Olive King.

Barlay Revue Berlin Flop

BERLIN, Sept. 22.—A revue-type show presented by Circus Barlay here failed to amuse and flopped badly. Circus format was abandoned entirely and, altho it was scheduled for a much longer run, the show folded Saturday (15) after only two weeks.

Regular circus performances will be resumed for the winter season. Meanwhile, the city is not without big top performances since two smaller tented units, Barak and Bell Bros., are playing the suburbs.

Dressing Room Gossip

Ringling-Barnum

Los Angeles provided a busy time for everyone, with numerous visitors, parties and excursion trips. Opening night was Paramount Night, with all employees of Paramount seeing the show. On Thursday the show bus took a group to the Paramount lot, and Frankie Bowers, assistant director, took the gang around to the different sets, and then to Bob Hope's set, where we all had a picture taken with the comedian. A party was given by Paramount on Friday night for some of the people of the show who worked on the picture. Dorothy Lamour gave a breakfast party Sunday morning for a group of her friends. Fannie McClosky, Joey Hodgini, Pinito Del Oro, Daisy Chaney and Irene, the fat lady, celebrated their birthdays. Congratulations to Josephine Helbring and Rosal Cadedino, who were married recently. Martha Hunter and Anne Towne have closed the season. La Norma Fox is now in the Alzana high-wire act. Alan Alzana and Emerick Moroski returned to Sarasota for the school term.

Merle Evans and the band got up at 7:30 a.m. while in Los Angeles to make recordings for Capitol Records.

Visitors: Bob Hope and family, Tim McCoy, Elizabeth Clarke, Ernestine and Parley Baer, Vicki Bakken, Donna Cameron, Eddie Salvin, Frankie Bowers, Fay Alex-

ander's family, Charles Alschuyler, Mrs. Madison Hope, Joyce Shawgo, Arthur Franz and family, Herbert Rhyman, George Emerson, Frank Whitbeck, Johnny Grant, E. K. Fernandez, Robert E. Callahan, Dinah Shore and daughter, George Montgomery, Dorothy Lamour and son, Gloria Graham, Joe Hepper, Bill Miller, Mr. and Mrs. Nat King Cole, Beverlee Page's daughter, Mr. and Mrs. Mickey McGeehan, Mrs. Pete Grace, Shirley and Norman Carroll, Miles White, Fred Frank, Mitzel and Murray Fein, Mr. and Mrs. Ferris Brown, Mr. and Mrs. Jimmy Reynolds and daughters, Jack Stevens, Rudolph Anders, Nathalie Christian, Harry Ray, Earl W. Varney, Cliff Varney, Col. Jim and Mrs. Maddox, Mr. Hobson, Mr. and Mrs. Sprankel, Muff Mayo, Arthur Fellows, Helen and Frank Joens, Mr. and Mrs. Pinky Madison, Mr. and Mrs. Carleton Seick, Mabel Stark, Carleton Carpenter, Johnny Hamlin, Frank Brennen, Frank Derr, Ming Del Oro, Fred Wenzel, Danny Driggers, Bobby Kay, Mark Anthony, Everett Hart, Mrs. Fay Chaney, Mrs. Edna Emery, Abie Goldstein, Carl Renter, Miss Hanlon and the Antaleks. — MARY JANE MILLER.

Polack Eastern

Decatur, Ala., was handled by Clyde Harrison and Eddie and Doris Moore. Claire Levine and sister were recent visitors. The Malkos, flying act, worked this spot en route to Covington, Ky. Jeep Milan is now doing a double, with Russell Nafus catching. Mike Kociuk has introduced some jive in his act, doing a passing leap with June to the boogie-woogie beat of the Cocktail Trio. Kriss Krenkel and Jasper Olavondsun drove the new semi-trailer from Marion, O., to Decatur. Bob Lorraine will work in pictures in Hollywood after Baltimore.

Bobo Barnett was a recent visitor en route to a fair date. Renee Codreano is practicing juggling; the Aussies are doing a cloud swing, and Sylvia and Margaret are doing a double trap act at rehearsals. Jimmy and Nella Troy have some new South American records. Josh Kitchens has new plumes and wardrobe for his Indian horse act. Francis Volante and Frank Matauch were recent visitors. Bobby Courtney has gone Western with his new cowboy outfit. Janet's Dog and Pony Revue joined in Tuscaloosa, Ala. Hanel Trio are framing a new routine and practicing between shows, breaking their daughter in the act. Wendy Anderson is baby sitting now with her little daughter, Sally. Hay is hard to get in this territory. Ev Howell, purchasing agent, has returned from a buying trip and has come up with some good premiums. Everybody was saddened by news of Walter Ullman's passing in California.

Ralph and Evelyn Heller are in Utica, N. Y., and we will again play the Armory there. Sam T. Polack is on a booking trip in the East. George Cutshall recently passed out fried chicken to the concessionaires on a dukie run. An orchid to Betty Proper for her job as auditor and secretary, also to Ruby Cutshall for her bookkeeping, not to forget Mrs. Bessie Polack, who manages the show. — HENRY KEYS

Clyde Beatty

Weather has been pleasant and business good, but lots have been only so-so. The new canvas has been received and stored in the stock car for future use. In Camden, Ark., the lot contracted was too wet so arrangements were made for another location. The show was only delayed 15 minutes with the switch, thanks to the efficiency of George Smith, Harold Maxwell, Cannon and Pappy Johnson and their crews.

From the way Dorothy Herbert is working, it looks as tho she will have that crocheted table cloth ready for Thanksgiving after all. The trailerites found the Arkansas highways quite rough. Cliff (Moshier) DeWayne celebrated his birthday.

Lil' Abner Plumoff returned to the Side Show after a business trip to his home in Missouri. The DeWayne Troupe purchased a new trailer. Mr. and Mrs. Harry Waters, of Los Angeles, and Mrs. Ellen Bowen visited. Mr. and Mrs. Waters are the grandparents of Little Butch Wilhelms, who clowns each season with us in L. A. Little Rock was a mecca for showfolks. Tommy and Lucy Arnez spent the day on the lot renewing friendships. Red and Esther Reader couldn't wait until we arrived in

King Bros.

We are now trouping thru the tobacco and cotton belt of the Carolinas. Robert Morton, novelty man, may go into the tobacco business this winter. Joseph La Freniere, in charge of the No. 1 lunch stand, is proud of the fact that his cafe has passed inspection in some of the hardest cities in the East. Frank Sotiro, Side Show boss canvasman, has returned from his home in Macon, Ga., where he buried his wife.

When we walked on the lot at Wilmington, N. C., Pete Neese, the jeweler of Burlington, N. C., was awaiting us. He spent the day on the show. Al Hoffman, retired 24-hour man who held the position with the larger circuses for half a century, was a visitor at Goldsboro and Greensboro. We trouped with Al years ago. Ralph (Casey) Holt, also of Burlington, N. C., the nylon hosiery king, was a frequent visitor in the old North State. At Durham, N. C., Floyd King had a big day renewing acquaintances on the Duke University Campus. He is an alumnus of that college.

Business is good for Charley Roark, the Punch and Judy man of the Side Show. Had to put on a man to help him manufacture whistles, the demand was so great. Napoleon Reed, in charge of the cookhouse, is sporting a new office constructed by Pete Pierce. Employees were saddened to learn of the sudden death of Allen King, who trouped with this circus in 1946. Side Show Thompsons have a new trailer.

Tom Crumm, the old maestro, was a visitor at Lancaster, S. C., also Determination Eddy, the armless boy. Harold, George and Eileen Voise spent several days with the show en route to their home in Sarasota. Happy Davis and Danny Styrom are recent additions to clown alley. Nollie Tate is doing the superman gag. We dug up a new one on Calvin Spike of the big top when we played Conway, S. C. It was one that Calvin missed in his 50 years of trouping.

Paul M. Conaway came to Durham, N. C., from Macon, Ga., for his annual fall holiday with the show. Paul, a protege of Floyd King, associate owner, was general press agent with the Walter L. Main railroad circus owned by King Bros., starting in 1926. While trouping he began the study of law, resulting in his retirement from the road in 1931 to practice in Macon, and for the last 20 years has been an attorney. — COL. HARRY THOMAS.

N. Y. Fans Meet At Cooperstown

COOPERSTOWN, N. Y., Sept. 22—First annual meeting of the New York Circus Fans' Association was held here last Saturday (15). Members of I. A. Van Amburg Top and guests viewed the Ellsworth Circus Collection, Ricardo Miniature Circus, and the Fort Plain Miniature Circus on display.

It was agreed to meet here again next year and, if possible, to arrange for the meeting to coincide with the appearance of a circus.

Registered were Richard McGarrity, of the Ringling Show, and the following CFA members: John McGarrity, Harold Jones, George L. Fisher, P. C. Hoyt, William H. Day, Hazel S. Day, Grace Harris, Ed Harris, Bruce M. Souter, Milo Smith, George Duffy, Robert L. Sweeney, Sidney C. Foote, Edwin Gerhard, Bill Tinney, George Barlow, Mr. and Mrs. James Hove, Charles E. Hart, Ralph Hoad, R. E. Ellis, R. B. Bell, Everett A. Faller, Bessie Fuller and Frederick W. Roedel.

Ink Cycle Thrill Act for Ringling

HAMBURG, Sept. 22. — John Ringling North is reported to have signed up the Two Wickbolds for next summer with the Ringling-Barnum circus.

Boys present a novelty act, riding motorcycles around a suspended circular wire-mesh wall, from which the bottom drops down when motor bikes pick up enough speed to mount the wall.

Hot Springs, so drove over and spent the day. Al and Viola Moore, the writer's sister and her husband, spent the day on their way to Tupelo. Moore is ahead of Lucky Lott's Hell Drivers. Recent visitors: Red and Irene Lunsford, Mr. and Mrs. Richard Lunsford, Leo Parker, Mr. and Mrs. Johnnie Marietta and Mable Parker. — LAURENCE CROSS.

Under the Marquee

Frank (Cookhouse) Kelly, veteran waiter who served under George Davis on the Al G. Barnes Circus in 1915, has been discharged from the hospital following a gland operation and would like to hear from friends who may write to him at P.O. Box 249, Peru, Ind. Kelly expects to return to the road in 1952.

Jack and Gladys Smukler, the "Original Michigan Rubes," have completed their 25th straight year doing rubie clown bally for the Detroit Police Field Day with their 1907 auto and trick dog.

Bette Leonard, president of CHS, advises that the group will return to Cincinnati for its 1952 confab and that the 1953 meet is set for Norfolk. . . . Jerry and Helen Hartley, the Corriels and Joe and Bebe Siegrist were in Wichita, Kan., recently, en route to Southern fairs. . . . Col. Harry (Continued on page 86)

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MORE TRUCK SHOW HISTORY

Royal Crown Scores Thumping Takes First Time in at Tulsa State Fair

TULSA, Okla., Sept. 22.—Eddie Young's Royal Crown Shows are writing still another compelling chapter in truck show history at Tulsa State Fair here this week. Holding down the midway where last year the power-packed Royal American Shows had played, Royal Crown has done better than all right. At the end of the first five days,

corresponding to the full run last year, Royal Crown was trailing Royal American's gross. But that was expected. What wasn't expected was that the margin between the two grosses is as small as it is. In fact, at the end of the first five days the margin was so small that fair execs predicted that the three remaining days would enable Royal Crown to finish with

a total take that could even top Royal American's gross for three fewer days last year. Some fair execs, including Clarence C. Lester, secretary, predicted that Royal Crown will finish up tonight with a 10 to 15 per cent higher take than Royal American did last year. From where the fair management sits, it would have been de-

lighted if Royal Crown's gross for the eight days even approached Royal American's five-day gross. It had been the management's thinking in extending its run that the fair might sustain a drop-off on the midway but that such a dip would more than be off-set by increases in gate and grandstand income. Moreover, the eight-day run, with two Saturdays instead of one, would provide protection against rain-outs, the management reasoned.

For Royal Crown, the fair here is the second in a row at which it had replaced a railroad show. At Nebraska State Fair, Lincoln, which had a record attendance year, Royal Crown returned a gross reported 15 per cent higher than that of Hennies Bros.' Shows last year.

The Lincoln fair, incidentally fell to the Royal Crown also as a result of a shifting of fair dates. It was not Lincoln, however, which changed its dates, but Iowa State Fair, Des Moines, which extended its run and thus overlapped on Lincoln's dates. The Hennies' (Continued on page 71)

WOM Hits Top Pace At Allentown; Wins Games, Show Pact

Closely Supervised Play Earns Plaudits, Bid for Continuance

ALLENTOWN, Pa., Sept. 22.—A new concession operation inaugurated at the Allentown Fair this year, and as different as day and night from previous presentations, worked out so well that fair president Howard Singmaster again awarded the entire games operation to Frank Bergen and Bernard (Bucky) Allen of the World of Mirth Shows. The award, coupled with the contract for the fun zone's shows and rides, was tendered the World of Mirth Shows by midweek.

While innumerable changes have been made at the Allentown plant in the first full year of Singmaster's direction, the most significant is the new concession policy. For many decades the annual had operated on an open-door policy with operators paying their money and taking their choice. In numbers they vied with the event's numerous eating stands and necessary controls were often lacking. In the past, the usual number of concessions on the grounds ran around 150.

A year ago Bergen and Allen agreed to take over the entire games operation and responsibility for their operation. This year only 40 were present, less than one-third of the usual number. They consisted entirely of 5-cent wheels, with plush toys, candies and food stuffs, cigarette units and bingos. By week's end fair officials reported that not a single complaint had been registered.

As the result of cutting down the number of units in operation,

the annual gained considerable space for sale to exhibitors.

Midway Gross Up

Bergen reported that the shows and rides were well ahead of last year, aided thruout the run by the best weather encountered at this spot in a number of years. Primarily a show spot, with the most interest always pointing to

(Continued on page 71)

Cavalcade's Play Off at Nashville

NASHVILLE, Sept. 22.—Hurt by a widely publicized outbreak of polio coupled with tighter spending, Cavalcade of Amusements business is below '50 here at Tennessee State Fair. Weather during the first five days was ideal and there was a possibility that some of the loss can be made up before the fair closes tonight.

Friday (21), Kids' Day, was just fair due to repeated warnings on the radio and in newspapers against bringing youngsters under eight to the fairgrounds during the polio outbreak.

The Wagner midway presented plenty of flash and was further augmented in this department by the Velare Skywheel, brought here after doing big business at Canadian National Exhibition, Toronto. The flashy device, owned and operated by Curtis and Elmer Velare, got its usual big play.

Cavalcade opened a day late due to delays en route from the Jackson (Tenn.) Fair where business was okay after a late start that was hurt further by rain.

Pete Kortez joined this week with a big Side Show, merging the two units that played the CNE and Mineola (N. Y.) Fair. This enlarged unit opened under a new top delivered here by the U. S. Tent & Awning Company, Chicago. Line-up in the Kortez show in-

cludes Prince Denny and Lady Ethel, midgets; Athelia, monkey girl; Cains, glass blowers; Wasmus Nielsen, tattoo and strong man; Edward Hill, sponge artist; Tiny Cowan, fat boy; Mimi Garneau, sword swallower; Grace McDaniels, mule face; Fuji, Jap foot juggler; Tiny Lavonde, tiny lady; Jack Jerkins, armless; Eko and Iko, sheep heads; Sam Danesi, penguin boy; Congo, zombi man; Barney Nelson, armless artist; Ann, sword box and indestructible girl, and A.

(Continued on page 71)

Marks Sparks, Gets Well at Dixie Events

ALBEMARLE, N. C., Sept. 22.—If earnings at fairs continue the present pace, the John H. Marks Shows will come close to approximating the grosses of 1946, Owner Marks reported here this week. Unit has clicked consistently since exiting Northern territory and opening at Washington prior to embarking on its Southern route of annuals.

Last week at Burlington, N. C., figures were ahead of 1950. At Fredericksburg, Va., which was completely rained out a year ago, the show bagged a big one. Roanoke, Va., contributed a 20 per cent hike to make it one of the best spots to date. Show couldn't miss as gate attendance was a hefty 35 per cent ahead of 1950.

All units got a healthy lift at the Galax (Va.) Fair, an event that was canceled out last year because of polio. Operators registered up to 15 per cent increases over the comparable week a year ago. Zachinis' dark ride was added here.

Washington Good

Business at Washington was up about 30 per cent despite the fact that Marks was the fourth show to play the spot. Attendance was up about 40 per cent and concessionaires who made the date with the show this year and last reported big increases.

Lucrative takes garnered at Lynchburg, Va., were surprising in view of slackening economic condition in the area. The attendance was up, even the money was re-

ported tight, and all units got dough with the front end sharing the wealth.

Tour has been a lucrative one and is likely to finish that way, since the remaining dates, all fairs, are well known to the show and its personnel for their earning power.

George Leonard closed recently as publicity director to take over a similar job for a Florida theater group. Allan A. Travers, general agent, will handle the publicity chores for the remainder of the season.

C&W's Party Nets a Hefty 14C for NSA

READING, Pa., Sept. 22.—A jamboree for the National Showmen's Association staged by the Cetlin & Wilson Shows, with George A. Hamid talent participating, on the midway of the Reading Fair Wednesday night (12) earned about \$1,400. A similar sum was earned by the shows for the Michigan Showmen's Association earlier in the season.

Show was staged in the Raynell Girl Show top after the fun zone's closing. Show owners Issy Cetlin and Jack Wilson supervised the affair, with concession manager Bill Moore also peddling a large block of tickets. George A. Hamid, fair talent supplier, also participated.

RAS Wichita Stand Is Cut To Three Days

WICHITA, Kan., Sept. 22.—Five-day still date stand of the Royal American Shows here this week was pruned to three days by a combination of weather, a late arrival and a muddy lot.

Show lost Sunday (16) due to a muddy lot, plus a late arrival. Scheduled final day of the stand, Thursday (20), was canceled rather than gamble on threatened rains. The lot was bad and it was feared that heavy rains would mire the show, thus delaying tear-down and leading to a possible late opening at the Oklahoma City fair.

NSA Meeting October 10

NEW YORK, Sept. 22.—President Bernard (Bucky) Allen has scheduled the first meeting of the season for the National Showmen's Association on Wednesday night, October 10. The board of governors and general assembly meetings will be held in the clubrooms.

The appointment of a nominating committee, and the annual banquet in November are the principal business matters scheduled.

Gold Bond Ends Winner; Grosses Good at Fairs

Mickey Stark Buys New Tilt-a-Whirl For March Delivery

MOUNT STERLING, Ill., Sept. 22.—Gold Bond Shows, owned and managed by Mickey Stark, are back in winter quarters at the fairgrounds here after winding up a successful season Sunday (16) at Winona, Minn.

Plans for 1952 already are well under way. While in Minnesota, Stark motored to the Sellner Manufacturing Company and purchased a new Tilt-a-Whirl for March delivery. Addition of that device will raise to seven the number of major rides the show will carry next season. In addition it will have four kiddie rides.

Good fair grosses enabled Gold Bond to finish its '51 tour with as good a season's business as it did

(Continued on page 71)

Strates Earns Good Takes at Shelby Event

SHELBY, N. C., Sept. 22.—Fun zone business for the James E. Strates Shows on the midway at the Cleveland County Fair here was reported good thruout the week. Event drew near record crowds in good weather and spending was reported good by managers of all units.

Shows made the lengthy hop here from the York (Pa.) Interstate Fair in good time. Business at York was reported excellent with a banner closing Saturday (15) boosting the earnings.

Show reportedly kept pace at York despite a late arrival from Syracuse, N. Y., due to a slow railroad movement.

Va. Greater Bags Big Biz At Va. Event

WEST POINT, Va., Sept. 22.—Virginia Greater Shows racked up one of its best takes of the season at the Tidewater Eight-County Fair here last week. Ideal weather lasted thruout the week and the crowds were large and free-spending.

Separate school days for white and colored children were both excellent. Ann Hubert, member of the show's midget troupe, scored big in the grandstand show.

Concessionaires joining here included Dave Endy with 3; Whitey Goodrich, 1; Jerry Crier, 2; Charles Drake, 1; Sam Kaylan, 1; Mitchell Lovett, 1; Kid Bagby, 1; John Bagby, 1; Sam Maddalan, 1. Danny Dorso did well here with his bingo. Dale Barron joined here with his Wild Life and added two bear cubs.

Buck Scores Solid Takes at Barrington

GREAT BARRINGTON, Mass., Sept. 22.—O. C. Buck Shows scored one of the best stands of the season at the Barrington Fair despite missing the opening afternoon session Sunday (9) because of the long jump from Bath, N. Y., where it also showed the fair.

Show was in its sixth season here at the Edward J. Carroll enterprise, and while the annual generally ranks high in the shows' routing, the current stand was the best of all. Important factor was the excellent weather that prevailed thruout the week. Heavy rains on closing Saturday

(15) morning had show and fair execs fearful of a blank. However, the weather cleared early, the sun came out, and one of the biggest crowds of the week turned out early.

Earnings were shared by all units, including shows, rides and concessions. While the organized midway missed the opening hours, other parts of the fairgrounds were jammed with concessionaires and exhibitors who reaped a harvest on the opening.

Fair dates have been good for the 'Buck' organization from the start.

Crafts' Pomona Grosses Down First Six Days

POMONA, Calif., Sept. 22.—With the Los Angeles County Fair running 23,459 ahead of 1950 and 7,887 over its 1949 attendance at the end of the first six days, spending on the Crafts Shows midway was reported from 20 to 25 per cent off.

Orville N. Crafts, owner of the Crafts 20 Big Exposition, and Fiesta shows combined for the 17-day run, attributed the slack spending to the lack of wheels on the midway, the hot weather and the Ski Jump, the latter a free attraction.

No wheels are being used this year with "wheels" on which numbers and colored patches appear and at which the patron throws a dart being substituted. The weather, since Sunday (16), has run nearly 100 degrees during the day. The Ski Jump is staged twice daily — at 4:15 and 10:15 p.m. Firing of a couple of bombs announces the night performance which attracts the crowds to the 225-foot jump. Crafts said following the performance, the crowds leave the grounds, not returning to the midway.

Alamo Builds For Home Run

DENTON, Tex., Sept. 22.—Having assembled 15 major and six kiddie rides along with 14 shows, Alamo Exposition Shows are geared for their home stretch drive. Owner Jack Ruback said this week. Ruback said that all units are sparkling and the embellishments complete for the org's stand as midway attraction at Southwest Louisiana Fair, Eunice, October 17-21.

He added that stands in Liberal and Dodge City, Kan., and Duncan, Okla., were successful. With the signing of its contract for the signing of its contract for the Brownsville, Tex., Charro Days Celebration to be staged next February, rumors of Ruback's retirement from the carnival field were squashed.

Midway Confab

Louis Augustino is in Ward 8, Veterans Administration Hospital, Dublin, Ga., where he underwent an operation for cancer recently. He says that he has received numerous get-well cards and letters since he was first hospitalized. . . Prof. Wesley Blair has joined Cuban Mack's Side Show on Alamo Exposition Shows, with his comedy magic. He's also inside lecturer. . . Mr. and Mrs. R. C. (Bob) Hunt and daughter spent the season at Craterville Park, Okla., where he had the hi-striker and several novelty stands.

Mr. and Mrs. Lloyd Burge, owner-operators of the Auto Scooter and three kiddie rides on W. G. Wade Shows, tendered the org's personnel a farewell party following close of shows' stand in Coldwater, Mich. O. Buck Saunders, shows' manager, carved the roast pig. Party continued until early morning and presenting the entertainment were W. A. McLaughlin and Red Harrington. The Burges will return to their home in Ocean Spring, Miss., for the winter. Party guests included Gordon Shlubatis, secretary, Branch County 4-H Fair; Rodney Albright; Ken Gallant, Station WTVB, Coldwater; Mr. and Mrs. Bentley, Mr. and Mrs. Frank Mortek, Mr. and Mrs. Buss Crossland, Mr. and Mrs. Red Harrington; Mr. and Mrs. W. A. McLaughlin and daughter, Jeanie; Mr. and Mrs. Fred Smith, Mr. and Mrs. O. Buck Saunders, Gladys Schaum, Ronnie Brands, Sam Hansen, Don Stanbaugh, Forest Nettinger, Louella Watson, Lloyd Burge Jr., John Nordari, Skeets Yanish, William Wolff, Robert Smith, Robert Ostrander, Robert Johnson, Hiram Wilson, William Howan, Merle Nanenmacher and James MacDougall and sons, Douglas and Ranny.

Bill Lynch Shows and Model Shows day-and-dated for a week recently in St. John, N. B., with the former located within the city limits, while Model was set up in a near-by suburb. Latter org was recently expanded when several rides moved over from the All-Maritime Shows for Model's bigger dates.

Betty Walsh visited the Penn Premier Shows at the Charlottesville, Va., Fair. Whitey Woods and Harry Seber were in Chicago Tuesday (18) en route from Toronto to Dallas. . . Art Comstock, show talker, was in Chicago recently after closing at the Saginaw, Mich., Fair where he worked Fred Miller's two-girl shows. . . Charlie Wheeler left Chicago Tuesday (18) for the Memphis Fair and will then go to Dallas.

Jack Donahue, the human cannonball, with Dave Rosen, last year at Coney Island, N. Y., worked the summer at Sayin Rock, Conn. With Mrs. Donahue he jumped 936 miles to join the Dick Best unit at Riverview Park, Chicago, replacing Betty Lou Williams, four-legged girl, when she went to the Canadian National Exhibition at Toronto, Jack, who is also doing a straitjacket escape, joined Best's touring unit with the World of Mirth Shows at the Allentown (Pa.) Fair and will finish out the season with that show.

Harry Copping, veteran carnival operator, who formerly had out the shows bearing his name, celebrated his 77th birthday at his home in Greenville, Pa., where he operates the Riverview and National hotels in association with his daughter, Naomi, and her husband, Herman Bantley, of the old Bantley Bros.' Save for failing sight, Copping is hale and hearty at his three-score and 17. . . Joseph Lehr reports that he is working a spot store on the Sam Tassell unit for Tassell's brother-in-law, Morris Torne. Lehr adds that Joe Stone, who has been off the road for the past five years, is mulling plans to return to the concession field next season.

E. W. Adams, former circus trouper, advises that Al Wagner's Cavalcade of Amusements will be on the midway of the Southeastern Fair-A-Ganza, September 27-October 7, marking the shows' first visit to Atlanta. . . Lawrence Bishop, magician and emcee, closed his Illusion Show at the conclusion of the Indiana (Continued on page 70)

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT! WANT! WANT!

- ★ COOK HOUSE that can feed show people to join in Frederick, Md.
- ★ CONCESSIONS: Age, Scales, Photo, Hanky Panks of all kinds.
- ★ SHOWS: Unborn, Wild Life, Snake Show, Mechanical Show.
- ★ RIDES: Looper, Rocket, Spitfire, Whip, Dark Ride, Fun House.
- ★ HELP: Caterpillar Foreman, Ride Help for all units; semi drivers preferred.
- ★ FRANK TEZANO wants Musicians and Talent for Jig Show. Can use complete Jig Show for Columbia (S. C.) Colored Fair and Colored Revue.

All Answer **SAM E. PRELL, Clinton, N. C.**

C.C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT FAIRS MISS LOU EXPOSITION, VICKSBURG, MISS., OCT. 1 THRU 6; FOLLOWED BY LAWRENCE COUNTY FAIR, OCT. 8 THRU 13, MOULTON, ALA. ALL FAIRS UNTIL ARMISTICE DAY.

CONCESSIONS Legitimate Concessions of all kinds. Short Range, Hi-Striker, Rat Game, Ball Games, Custard, French Fries, Dart Games, Sno Cone, Ice Cream Bars.

SHOWS Shows not conflicting with what we have. Monkey, Wildlife, Unborn, Iron Long, Glass House.

HELP First and Second Men on all rides. Must drive semis and be licensed drivers. Can also place experienced Floss Machine Operator.

All Address: **C. C. GROSCURTH, Corinth, Miss.**

WILSON DECOR (SADIE, NOT JACK)

Cetlin Hideaway Too Nifty To Keep Secret for Long

READING, Pa., Sept. 22.—It was meant to be a hideaway for Issy Cetlin, but everyone in on the know was so proud of the planning by Sadie Wilson and the final results that, naturally, much of the pleasure of achievement came from showing off the new wagon and its furnishings.

The co-owner of the Cetlin & Wilson Shows puts in the usual long day of the carnival manager. And because the barrenness of a hotel room holds little appeal, Issy seldom took the afternoon break, away from the midway noises.

Sadie Wilson, used to welcoming husband Jack Issy's partner, in the mid-afternoon siesta time, thought that Issy ought to have better quarters for relaxing than the bustling money wagon or cookhouse. Accordingly, Sadie requisitioned a wagon (that took a fast 30 seconds (lined up Charley Sheesley and Bert Miller the or-

ganization's master craftsmen, and went to work designing and fashioning a retreat for the show's favorite exec.

Former Sheesley Office

The wagon used was the old Sheesley office, 31 years old, as nearly as can be reckoned, and acquired when the C&W organization bought the equipment put together by Capt. John. A stout unit, the interior is done in knotty pine and lighting is fluorescent, soft, yet bright. Five windows, that can be locked from the inside, provide adequate circulation of air even on the hottest days. Furnishings are modern and tasteful, with a day bed for relaxing.

Concession Manager Bill Moore donated a radio, and Mrs. Moore a chair. Al Dorse came up with a smoking stand, and indications are that Issy will need a second wagon to harbor all the furnishings.

INTERSTATE Shows

WANT WANT WANT
For Cherokee County Fair, Canton, Ga., October 1-6; Hart County Fair, Hartwell, October 8-13; with 6 more Fairs to follow.

CONCESSIONS Can place Legitimate Concessions of all kinds, no exclusive. Good opening for Long Range Gallery, Short Range Gallery, Penny Arcade, Jewelry, Age and Scales, Novelties, High Striker, all Eating and Drinking Stands open, Frozen Custard, Sno Cone, Floss, French Fries, Crab.

SHOWS: Want SIDE SHOW for the balance of the season, will furnish 20x120 ft. top with 140 ft. banner line, if you have something for the inside. Want Girl Show, must have not less than three Girls and P.A. Set; will furnish new 20x40 top with panel front. Will book any non-conflicting Grind Shows, good opening for Glass House and Fun House.

Help: Nathaniel Gray Wants For High Class Minstrel Show—Musicians, Trumpet, Saxophone, Trombone, Players, (Gilbert Scott, William Wayman, answer) Salary, No P.C. Also want Chorus Girls and Comedians. Top Salary Paid.

SIDE HELP: Want Foremen for Twin Wheels, Merry-Go-Round, Chairplane, four Kiddie Rides, and Second Men on all Rides.

Replies to **H. B. ROSEN**
c/o WALKER COUNTY FAIR LA FAYETTE, GEORGIA

HAMTRAMCK HARVEST FESTIVAL OCT. 4-14

A SUBURB OF DETROIT	FIRST SHOW IN 23 YEARS	SPONSORED BY OPTIMIST CLUB	35,000 TICKETS ALREADY SOLD!
---------------------	------------------------	----------------------------	------------------------------

WANTED LEGITIMATE CONCESSIONS OF ALL KINDS

PENNY ARCADE	MECHANICAL SHOW	SNAKE SHOW
MONKEY SHOW	FUN HOUSE	GLASS HOUSE

Write or wire **C. D. MURRAY, Concession Mgr.**
9600 Broadstreet, Detroit 4, Mich. Phone: Texas 4-6413

COMING... but Fast!!



...an outstanding chance-in-a-lifetime opportunity for big-volume Xmas sales to a tremendous cash-with-order market of 67,549 active buyers!

Want More Details? **See Page 84**

WOM Hits Top Pace

Continued from page 68

the Girl Shows, the ride units this year did surprisingly well.

For the first time in the many years it has played this spot, show units could be seen in their entirety by patrons. Literally dozens of trees have been removed since last year, and for the first time the show was able to erect all but a few of its multiple units. In the past even the Merry-Go-Round and Ferris Wheels were so camouflaged as to be almost obstructed from view.

The special kiddie section is again located in the grove, occupying a pleasant, tree-shaded setting where parents have ample room to relax with the moppets. There is no danger that the small fry will miss out on their special features since the units are located behind the massive, neon lighted front, built by the shows and maintained especially for this spot.

Show Rail Move

Business has been excellent and will easily surpass last year with the continuation of good weather thru today's closing, Bergen said, even tho the show missed the lucrative Monday night play because of a slow railroad movement. Show journeyed here from the Brockton (Mass.) Fair, a hop

that requires the ferrying of the train in sections between New York and New Jersey. Only one float was reported allotted by the railroad and arrival was delayed by several hours. A few units made the Monday opening, but these had special handling.

Brockton was reported about on a par with last year, even tho closing Saturday night (15) was lost to rain. Final day normally is counted on as one of the best earning days at the fair.

Show faces another difficult task tonight in tearing down and getting as many units as possible to Trenton for tomorrow's opening of the New Jersey State Fair. As in the past it is planned to truck in many features to take advantage of the usual big opening crowd. Bergen reported that a preliminary survey indicated that the midway would face a tight squeeze at Trenton, despite the allotment of additional fun zone space last year.

It is planned to add new canvas to all concession units for next year. Bernie Mendelson, of the O. Henry Tent & Awning Company, Chicago; Arthur Porter, manager of the Rutland (Vt.) Fair, and Harry Correll, of the Bloomsburg (Pa.) Fair, were among the visitors.

More Truck Show History

Continued from page 68

Shows, now the Amusement Company of America, which until this year had played Des Moines and Lincoln successively, thus had to forego Lincoln.

Kids' Day Wednesday (19) proved one of the highlights of the first five days here, with Lester rating it the biggest Kids' Day in fair's history. The midway was filled early, with moppets streaming in from 8 a.m., on, with a tie-in with Safeway Stores being credited with building up the turn-out. Tie-in was engineered by Lester and Bobbie Mack, Royal Crown general agent, with the grocery chain giving out more than 10,000 special tickets to their customers for that day. The chain paid off on all tickets turned in at the ticket boxes.

Royal Crown has been getting favorable press here. Stations KTUL and KVOO have aired special broadcasts daily on mid-

way personalities, and The Tulsa Tribune and Tulsa World have been liberal with space. Several acts, including Loraine and Mack, from the Vanities Revue, and Lady Louise from Jimmy Chavanne's Side Show, were featured on television over Station KTOV. Press and radio for the show is being handled by Mack.

Phillip Lucey, manager of the Florida Citrus Exposition, Winter Haven, closed with Young to have Royal Crown return to that expo in 1952 for the seventh straight year.

Other visitors to the midway here included James Krone, secretary, Arkansas-Oklahoma Free Fair, Fort Smith, Ark.; M. E. Twedell and Bob Venue, secretary and vice-president, respectively, Oklahoma State Fair, Muskogee, and Glen Boyd, secretary, Ozark Empire Fair, Springfield, Mo.

Gold Bond Ends Winner

Continued from page 68

last year. Fairs played were in Illinois, Wisconsin and Minnesota, and they had good attendance and matching grosses. Going into its fairs, the shows had been off from last year, due to rain which had dogged it from the outset and also due to some cold weather.

Good Season

Season's tour was made without any serious accident and with a minimum of mechanical trouble. In every instance dates opened on schedule. Concessionaires with the shows enjoyed a good season, and several already have signified they will be back next year.

Mr. and Mrs. Stark will remain here during the off-season months. Destinations of other show personnel follows:

Mr. and Mrs. Abe Bell, bingo-fish pond, to Mound City Shows in Arkansas; Leo Roskoski, scales and age, Alabama Cotton, electri-

cian, and Mr. and Mrs. R. W. Rocco, who had three concessions, to Miami; Mr. and Mrs. Carl Herrick to Galveston, Tex.; Darris Fitzpatrick, basketball-cigarette gallery, to Milwaukee, and George Mielke, cotton candy, to Winona, Minn.

Mr. and Mrs. John Merritt, cookhouse, to Rhinelander, Wis.; Bill Pagel, heading south; Mr. and Mrs. Lawrence Scharnanski, long range gallery, to Michigan City, Ind.; Warren Moser, balloon dart, to Arkansas; Mr. and Mrs. Joe Wright, Penny Arcade, to Bartonville, Ill.; Mr. and Mrs. Nick Weis, darts, to Pontiac, Mich.; Mr. and Mrs. Walter Sunday, high striker, short range gallery, to St. Paul; Mr. and Mrs. Tito Moreno, Wild Life Show, south to work schools; Roy Swanner, shows' assistant manager, and Myrtle Swanner to St. Louis, then the cotton patches of Missouri and Arkansas.

Nashville Off

Continued from page 68

Maurice, magic. Amos Webb manages the front, assisted by Eddie Hagen and Woody Dutton. Clowns are Bingo, Alvy Evans and Koko.

Louis J. Berger, Cavalcade's general agent, spent the week here and will be with the org at the Atlanta fair next week. Al and Hattie Wagner played host to many visitors. Included were Mrs. Josephine Quinn, wife of Johnny Quinn, who stopped off en route to St. Petersburg, Fla.; Mike Benton, Atlanta fair; I. V. Hulm, of the Anderson, S. C., and Alberton, Ga., annuals; Roy Jones, formerly with the James E. Strates Shows, and now connected with Pepsi-Cola; Frank Dirago and party from Tusculumbia, Ala.; Kinky Wolf, St. Louis; Mrs. Phil Traverse, wife of the former secretary of Tennessee State Fair, and Marie Simpson.

Kenneth Wagner, son of the Wagners, left recently for St. Petersburg, Fla., where he has been enrolled in the Admiral Faraguit Academy.

WADE GREATER SHOWS

WATERFORD TWP. FREE FAIR

(Just North of Pontiac, Mich.)

OCTOBER 3-4-5-6

EXHIBITS—PROGRAMS—DISPLAYS
BIG CHILDREN'S DAY—PRIZES
BANDS—FREE PARKING
FREE ADMISSION—VARIED PROGRAMS

CAN PLACE

CONCESSIONS—Ball Games, Fish Pond, Stock Wheels, Skill Games, Sales, Pitches, Ice Cream, Novelties, Grab, etc.

WADE GREATER SHOWS
O. Buck Saunders, Mgr.
Kalamazoo, Mich., Fairgrounds, all this week.

W.G. WADE SHOWS

CHELSEA, MICH., COMMUNITY FREE FAIR & 4-H SHOW

OCTOBER 3-4-5-6

This is a Fast-Growing Fair in Its Third Year—Supplementing the Old Fair at Ann Arbor. Newly Purchased Fair Grounds. Great County Support.

CONCESSIONS WANTED

Legitimate Games of Every Description—Science and Skill. Also Cookhouse—Novelties—Ice Cream—Crockery and all other Out and Out Sales.

W. G. WADE SHOWS
Kalamazoo, Mich., Fairgrounds, all this week.

Telephone in Office—Ask Kalamazoo Information for Wade Shows

Eddie Young's



Royal Crown Shows

LAST CALL!

OKLAHOMA FREE STATE FAIR, MUSKOGEE, OKLA., SEP. 30-OCT. 6 AND COUSA VALLEY FAIR, ROME, GA., OCT. 15-20

SHOWS—Monkey Show, Midget, Crime or any well-framed Grind Show.

CONCESSIONS—Jewelry, Grab, Popcorn, Floss and all Hanky Panks working for stock only.

RIDE HELP—Need capable Ride Men for all office-owned rides. Must be sober and drive semi trucks.

TRUCK MECHANIC—Want good Truck Mechanic and Mechanic's Helper. Top salary to capable men who can get the fleet over the road.

All replies to E. L. YOUNG, Mgr.

Ark.-Okla. Free Fair, Ft. Smith, Ark., this week; then Muskogee, Okla.

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All replies to E. L. YOUNG, Mgr.

Ark.-Okla. Free Fair, Ft. Smith, Ark., this week; then Muskogee, Okla.

VIRGINIA

GREATER SHOWS

The Show With The Proud Reputation

NEW BERN, N. C., TRI-COUNTY FAIR, BIG MARINE PAYDAY, OCT. 1-6. TOWN BEING DECORATED. FRANKLIN COUNTY FAIR, LOUISBURG, N. C., OCT. 8-13

WANT AT ONCE: Custard, Long and Short Range, Photos, Novelties, American Mitt Camp (no Gypsies), Ball Games, Eating Stands, Candy Applies and Popeorn. All Hanky Panks, come in.

WANT AT ONCE: Girl Show Manager with two or more girls. This is it for Girl Shows. Want Unborn, Wild Life, Snake Show, Funhouse.

WANT ROLL-O-PLANE, OCTOPUS, SPITFIRE, LITTLE DIPPER.

DALE BARRON, WIRE SPACE WANTED:

Warrenton, N. C., this week; Edenton, N. C., October 15-20.

All mail and wires to WM. C. (BILL) MURRAY

WANT AT ONCE: Custard, Long and Short Range, Photos, Novelties, American Mitt Camp (no Gypsies), Ball Games, Eating Stands, Candy Applies and Popeorn. All Hanky Panks, come in.

WANT AT ONCE: Girl Show Manager with two or more girls. This is it for Girl Shows. Want Unborn, Wild Life, Snake Show, Funhouse.

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All mail and wires to WM. C. (BILL) MURRAY

PIEDMONT INTERSTATE FAIR

October 8 to 13 inclusive, Spartanburg, S. C.

GEORGIA STATE FAIR

October 15 to 20 inclusive, Macon, Ga.

WANT CATERPILLAR AND SPITFIRE FOREMAN TO JOIN AT ONCE. TOP SALARY AND WINTER QUARTER WORK. Workingmen in all departments wanted to join at once. Frank Savage, answer this advertisement. ALL HANKY PANKS AND EATING AND DRINKING STANDS OPEN AT ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER.

All address:

CETLIN & WILSON SHOWS

Richmond, Va., State Fair this week.

WANTED

FOR SHOWS AT TEXAS STATE FAIR

OCTOBER 6 THRU 21

Bally Girls, Talkers, Ticket Sellers. ("Red" Friend, Melvin Burkhart and other people I know, contact.)

ARCHIE GAYER

c/o MIDWAY, TEXAS STATE FAIR
DALLAS, TEX.
PHONE: HARWOOD 17531

STARLIGHT SHOWS

WANT FOR LA GRANGE FAIR

WEEK OF OCT. 1-6

Clean Cookhouse, Floss, Pop Corn and Peanuts, String Game, Basketball or any Legitimate Concession. Any Ride not conflicting, especially want Kiddie Train, Spitfire, Mix-Up or Boat Ride. Will book Shows for small percentage.

THE MANAGER

Sept. 24-29 Oct. 1-6
Elgin, Texas La Grange, Texas

Club Activities

Showmen's League of America

170 West Washington Street

CHICAGO, Sept. 22.—Meeting of the nominating committee has been set for September 24, with the committee expected to make its report about October 11.

New quarters are in a state of chaos but are gradually getting into shape for the opening meeting, October 4. Secretary Joe Streibich advises members not to be alarmed if their mail is not handled promptly, pointing out that the make-ready work on the clubrooms has disrupted operations.

Recent callers at the rooms included William Hettlich, Oliver Barners, Charles Owens, Morris A. Haft, Nieman Eisman, Jack Kaplan, Silent O'Brien, Charles Drobynk, Lou Keller and Tony Sottile. Andy Markham, Sparky Garmissa, Pat Purcell and Bernie Mendelsen joined as a group at Delavan, Wis., for golf September 16.

Sol Wasserman left for Birmingham and the Alabama State Fair there. Secretary Streibich left for a visit to the Wallace Bros.' Shows of Canada at Leamington, Ont.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Sept. 22.—First regular meeting of the season has been set for Wednesday night, October 10 by President Bernard (Bucky) Allen. Both the board of governors and general assembly meetings will be held the same night.

Gerald Snellens made a special trip to New York to turn in a large amount of advertising for the year book. Charles Wetheimer has recovered from a recent illness. Phil Cook is working hard to secure a gold life membership card. Main assembly rooms are being prepared for the opening of fall activities. All members must be paid up for the current year before they can be considered as candidates for office of the board of governors.

Recent visitors included Herman Moskowitz, Stanley Wathon, Jack Agree, George Rector, Jack Siegel, Max Cooper, Louis Nuskind, Jackie Morris, Louis Ross-handler, Edward and Leo Nacht, Edward McKeon, Max Kassow, Harry Krasnow, Andrew Stryker, Murray Friedland, Henry Fein and Ben Rosenberg.

Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, Sept. 22.—The first fall meeting will be held Tuesday, September 25, at 8 p.m., in clubrooms at Hotel Sherman. President Claire Sopenar urges members to attend. Welfare chairman Ann Sleyster reports Anna Graebert at home after an eye operation. Marpe Feris is convalescing after having been hospitalized; Jeanette Wall and Edith Streibich are still at their summer homes at Delavan Lake, Wis.; Past President Pearl McGlynn is vacationing in California. Helen Wettour will accompany the Witters on a trip to California.

Helen Hoffmeyer reminds members to purchase Christmas cards early to avoid disappointments. Club will reap the benefits. Edna Stenson, who for several months has lived in New York with her sister, Midge Cohen, is anticipating a visit to Chicago. Mother Owens claims the title of Bird Sitter while visiting her sister in Milwaukee. Wanda Derpa, treasurer, has returned from a Caribbean vacation. Phoebe Carsky and daughter, Lynn, were visitors at the Crown Point, Ind., fair.

Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas

DALLAS, Sept. 22.—Mrs. Macel Smith, who has had the jewelry concession in Fair Park here for several years, is confined to bed in her home at 3114 Spurlock Street. Ralph Lowe, Amarillo, Tex., Box 2248, is convalescing from a series of heart attacks. Fred (Pop) Clark was in St. Paul Hospital, convalescing from a minor operation.

Attendance at weekly dinners exceeded expectations this summer despite the extreme heat. President Millie Cepak was extremely active in the planning and executing of the weekly get-togethers. Edna Hacker, co-chairman of the entertainment committee, who contributed much time and effort to the dinners, has been on the sick list but is expected back soon.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 22.—George Elser is putting the clubrooms in shape for the opening of the new season, slated for October 26. Past President L. K. Carter is back here, having closed with the Hale Shows of Tomorrow at Humboldt, Neb., September 14. Past President George Howk, who has several concessions at Fairland Park here, is a daily visitor at the clubrooms now that the park has closed.

Treasurer George Carpenter was in and out of the city when the Hale Shows played Olathe, Kan., and is now headed south for several weeks. George Gordon is still on the sick list and may have to undergo another operation. George (Red) Duval was a recent visitor en route to the Mayo Clinic, Rochester, Minn. Dues are payable.

GOLD MEDAL shows

WANT WANT WANT

FOR BIG CHEROKEE INDIAN FAIR, CHEROKEE, N. C., AND FIVE MORE BIG FAIRS TO GO, INCLUDING PANAMA CITY AND MARIANNA, FLA. ALSO HOUSTON COUNTY FAIR, DOTHAN, ALA.

SHOWS—Good proposition for Motordrome, Big Snake, Crime Show and Mechanical Show.

CONCESSIONS—All Eating and Drinking Stands open, including Popcorn, Candy Floss, Wonder Bar, French Fries and all other Hanky Panks.

Will sell exclusive on American Mitt Camp. Can use capable Ride Help who drive semis.

Wire JOHNNY J. DENTON

GOLD MEDAL SHOWS, Huntsville, Ala., This Week.

THE MIGHTY GEM CITY SHOWS

WANT FAIRS

WANT FAIRS

WANT FAIRS

MISSISSIPPI FAIR AND DAIRY SHOW, MERIDIAN, MISS.

Do not be misled—this is the only chartered fair and we hold the exclusive contract for the midway. Horse Racing, Automobile Racing and Grandstand Program. Day and Night. This is the Big One.

ANNISTON, ALA., FAIR AND INDUSTRIAL EXPOSITION TO FOLLOW—The First One in 5 Years. With Six Others Contracted and Two More Pending.

SHOWS: Want Shows of all types. Especially want Mechanical City, Animal Show and Glass House. RIDES: Due to the size of these Fairs will book one or two major Rides not conflicting. Want Ride Help who are capable and drive semis. Can also place Man to operate Sperry Search Light. CONCESSIONS: Can place Concessions of all types. Hanky Panks of all descriptions. Especially want Ball Games, High Striker, String Games, Grab Stand and French Fries. No exclusive on anything. Wire, call or come on.

THOMAS D. HICKEY, Mgr., Columbus, Miss. (Fair), this week; Meridian, Miss., next week.

THE DIAMOND of the SHOW WORLD

THE BEST IN THE MIDDLE WEST

PENN PREMIER SHOWS

worlds * cleanest * midway

GOLDEN BELT FAIR, HENDERSON, N. C., OCTOBER 1-6

CONCESSIONS

Can place all kinds of legitimate Concessions, Eating and Drinking Stands. No exclusive except Cookhouse and Custard. Can place Long Range, Short Range Galleries, Fishpond, Ball Games, Balloon Darts and any other legitimate Concessions.

SHOWS

All Renton can place Acts for Side Show. Andy Zane can place three Girls for Girl Show. We have seven more fairs, then Florida. Can also place Arcade.

RIDES

WANT IMMEDIATELY, FOREMEN FOR LITTLE DIPPER, TILT-A-WHIRL, CHAIRPLANE AND ROLLOPLANE.

Can place Second Men on all rides who drive; must be sober and reliable. Address all mail and wires to:

LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS

Sanford, N. C., this week; followed by Henderson, N. C., then Lancaster, S. C.

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

Want for CUMBERLAND COUNTY FAIR, Fayetteville, North Carolina, week Oct. 1, home of Fort Bragg, the largest army camp in the South, and followed by SOUTH BOSTON, VIRGINIA, FAIR, week of Oct. 8; GREENVILLE, SOUTH CAROLINA, FAIR, week of October 15, and all Fairs for the balance of season.

CONCESSIONS—Legitimate Merchandise Concessions of all kinds; no exclusive.

SHOWS—Motordrome, Fun House, Unborn, Glass House or any money-getting Grind Show.

RIDES—Tilt-a-Whirl, Train or any new and novel ride not conflicting.

CAN ALWAYS PLACE Ride Help on all rides at top salary.

All replies to

MARKS SHOWS

This week, Hickory, N. C.; then as per route.

FOR SALE

6 nice Concessions, complete with Chev low body semi truck. Can be seen in operation at Alabama State Fair, Birmingham, Oct. 1 to 6. Price right to sell. Permanent address

DAN EVANS
Venice, Fla.

AGENTS

Razzle and Skillo Agents FOR AUGUSTA, GA., AND BALANCE SEASON

Have army pay day for first week November and December. Bobby Brooks, Larry Wilson, Dave Etholz and boys who have been with me, wire or call. We open Thursday. Address:

KIRK DECKER
Richmond Hotel Augusta, Ga.

FOR SALE

Ottawa Steam Train, mfd. '49, extra track; Kiddie Auto Ride, 8 car; Popcorn, Carmelcorn and Floss Trailer; new Floss Machine; 16x20 Cookhouse Top, flame-proof, frame and equipment; 14x14 Top and Frame Punk Rack, complete with punks, balls and stacks; 12x12 Top and Frame Kicking and Braying Mule Ball Game, complete; Milk Bottle Ball Game, aluminum bottles; 28 ft. Fruehauf Van Trailer and Tractor.

FLOYD J. DOWLAND
60 W. Arndt St. Fond du Lac, Wisc. Phone 5594

HARRY LEWISTON

Wants expert Maintenance Man who can handle men. Must have tools and understand Diesel, Plumbing, etc. Can give year round work to qualified Man at beautiful Perky Lodge, 16 miles from Key West. Room and board furnished. If married will place wife as waitress or housekeeper. If near, come on down. Write PERKY LODGE, Perky, Florida (Phone: Perky 23)

FOR SALE AERIAL JOY RIDE

Complete and in good shape, with power unit. Located at Myrtle Beach, S. C. \$15,000.00 cash takes it.

Contact **H. V. Petersen**
Tivoli Exposition Shows
Hope, Ark., this week; Nashville, Ark., next

LAST CALL

Concessions, Demonstrators for independent midways wanted; Street Decorator, capable experienced; Amateur Contest Man.

TOMMY STEVENS

Waco Fall Festival, Waco, Texas, October 13-28. Grounds at Scenic Wonderland. General Office: 1101 Austin Ave. Phone: 2-2329

FOR SALE

Screw Ball, very good condition, new in 1949, major ride; King Miniature Train, used very little; Kiddie Boat Ride, 5 plywood boats, canvas tank, A-1 shape; Kiddie Chairplane, 12 seats, bargain; 28 Kw. U.S. Motors Generator Set, 110 volts, single or 3 phase.

A. J. SUNNY
3006 E. 130th Cleveland 20, Ohio Phone: WA 1-4279

WANTED

RIDES, FREE ACTS, LEGITIMATE CONCESSIONS FOR GLADIOLI FAIR, Delray Beach, Florida, February 18-23 inclusive.

R. C. LAWSON

GIRLS WANTED FOR TEXAS STATE FAIR GIRLS

DALLAS — 16 — DAYS AND NITES — 16 — OCT. 6-21
 For the Following Shows We Can Use Bally Girls,
 Specialty Dancers, Character Dancers, Exotics,
 Oriental, Hula, Strips, Line and Parade Girls.
 ★ "Peep Show" starring Dianne and Her Monkey.
 ★ "Wine, Women and Song" starring Tirza and Her
 Wine Bath.
 ★ "Divena" and Her Aqua-Tease Follies.
 ★ "Devil May Care Girl" starring Gean Gemay.
 ★ "Latin Quarter" starring Rhea Cortez.
 ★ "Artie Girls" starring "Annetta."
 ★ "Desira" and Her Glamour Girls.
 ★ "Dagmar" Burlesk Brevities of 1952.
 All Send Photos, State Age, Salary, Etc.
 Can Place Talkers, Ticket Sellers, Canvasmen,
 House Electricians Organists.

ALL REPLIES
 NOW IN DETAIL **RAY MARSH BRYDON**
 MIDWAY OFFICE, STATE FAIRGROUNDS, DALLAS, TEXAS

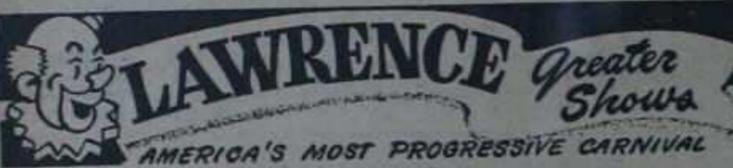
MARION GREATER SHOWS

Want Legitimate Concessions of all kind. Cookhouse. Eats and
 Drinks open. For the finest route of fairs in the State of South
 Carolina.

CLEVELAND COUNTY COLORED FAIR, SHELBY, N. C., WEEK OF OCT. 1-6
 YORK COUNTY FAIR, YORK, S. C., OCT. 8-13
 McCORMICK COUNTY FAIR, McCORMICK, S. C., OCT. 15-20
 Greater Aiken County Fair and Exposition, Aiken S. C. home of
 the billion-dollar project, world's largest project, Oct. 22-27.

Attention, Showmen: Sally Rand, Nat D. Rodgers, Ray Marsh
 Brydon and others, contact. Nothing too large for this date.
 Attention, Ride Owners, contact us at once.

ALL REPLIES
MARION GREATER SHOWS
 KINGSTREE, S. C., THIS WEEK.



WANT FOR GREENVILLE, NORTH CAROLINA, and PETERSBURG, VIRGINIA

CONCESSIONS—All Eating and Drinking Stands. Snow Ball, Candy
 Floss, Novelties, Rotaries, Open Midway. All legitimate Concessions.
 Maxie Sharpe wants Grind Store Agents.
 SHOWS—Motordrome with own outfit. (Al Camin, get in touch.)
 Want Wild Life or any Grind Show not conflicting.
 HELP—Caterpillar Foreman. Also other Foremen. Can place Second
 Men on all rides. Want Show Carpenter.
 Address: Rocky Mount, N. C., this week.

HILLSBORO, OHIO

FALL FESTIVAL AND STREET FAIR

September 26th Thru 29th

THIS IS BIG AND SPACE IS LIMITED

WANT LEGITIMATE STOCK CONCESSIONS that work for 15¢ and 25¢—Ball Games,
 Long Range, Short Range, Basket Ball, Hi-Striker, Balloon Darts, Add Darts, Cork
 Gallery, Coke Bottles. No flats or Gypsies wanted. All address

LEE BECHT AMUSEMENTS
 HILLSBORO, OHIO

PAGE BROS.' #2 SHOWS

This unit going south and staying open all winter, with live and let live privilege.
 One of a kind, will book any Hanky Park we don't have. (No Mitt Camp). Will book
 four flats and some P.C. Prefer one person with all to do legal adjusting. Shows of all
 kinds with own outfits. Want Kid Rides and one more Flat Ride. This Show has live
 more bona fide County Fairs. All people with me before, come on.
 Lexington, Tenn., Colored Fair, this week
 E. A. (HOPPY) CHAPMAN, MGR.

COLUMBUS HOME PROGRESS SHOW

OCTOBER 2 THRU 7

Want Pitch Items, Vegetable Peelers, Glass Cutters, Health and Vitamin Articles,
 Novelty Items, etc. 50,000 complimentary tickets out. 75,000 anticipated attendance.
 \$40,000 free prizes. Biggest show in Columbus. Write or wire
 COLUMBUS HOME BUILDERS' ASSN., 14 E. Broad St., Columbus, Ohio.

LEO LANE SHOWS

Can use Guess-Your-Age, Pitch-Till-You-Win, Bingo or any Hanky Park. Some P.C.
 open. Want Ride Help for Wheel, Jenny, Tilt, Roll-o-Whirl. Want clean Shows
 except Reptile.
 Address **LEO LANE, LEO LANE SHOWS**
 Hazlehurst, Ga., this week; Milledgeville, Ga., next week; then Homerville, Ga., Fair,
 P.S.: Frank "Mickey" McDonald or anyone knowing his present whereabouts,
 contact immediately.

WANTED—DANCING GIRLS—WANTED

Strippers or Hula Dancers

\$100.00 per week—work all winter, no lay off. Must be young
 and good looking. Contact
 MANAGER, IDLE HOUR PARK, WAYNESVILLE, MO.

Coming Events

ALABAMA
 Dothan—Peanut Festival, Oct. 24-29, H. A. Davis.
 Mobile—Home Show, Oct. 16-18, National Home Shows, Dallas, Tex.

ARKANSAS
 Little Rock—Ark. Livestock Show & Rodeo, Oct. 1-8, Clyde E. Byrd.

CALIFORNIA
 San Francisco—Grand Nat'l Livestock Expo, Oct. 26-Nov. 4, Nye Wilson, Cow Palace.

COLORADO
 Del Norte—San Luis Valley Show, Oct. 18-20, Rex Jackson.

CONNECTICUT
 Bridgeport—Expo. at Progress, Oct. 17-21, Jacob S. Hawley.

FLORIDA
 Quincy—Tobacco Festival & Fair, Oct. 17-20, Waldo S. Carrell.

ILLINOIS
 Chicago—Int'l Champ. Rodeo & Ranch Expo, Oct. 11-21, C. Leo Cremer.

IOWA
 Sioux City—Police Circus, Oct. 8-14, Sgt. James A. Rispoli.

LOUISIANA
 Baton Rouge—Home Show, Oct. 26-31, National Home Shows, Dallas, Tex.

MARYLAND
 Salisbury—Farm & Home Show, Oct. 4-6, William S. Bradley.

MASSACHUSETTS
 Worcester—Home & Food Show, Oct. 14-20, Emile L. Rousseau.

MICHIGAN
 Ionia—Fat Stock Show, Oct. 30-Nov. 1, Louie Webb.

MINNESOTA
 South St. Paul—Junior Livestock Show, Oct. 8-11, J. S. Jones, 478 St. Peter St.

MISSISSIPPI
 Magnolia—Livestock Show, Oct. 1-6, George Mullendore.

MISSOURI
 Holden—Free Fall Fiesta, Sept. 26-28, H. L. West.

NEBRASKA
 Gothenburg—Harvest Festival, Sept. 21-22, Keith Werdman, Chamber of Commerce.

NEW JERSEY
 Teaneck—N. J. Home Show, Oct. 13-20, Arthur C. Maurelio, Hackensack, N. J.

NEW YORK
 New York—World's Championship Rodeo, Madison Square Garden, Sept. 26-Oct. 21.

NORTH DAKOTA
 Bismarck—State Conservation Expo, Oct. 10-13, A. J. Shriner, Box 538.

OHIO
 Bradford—Pumpkin Show, Oct. 9-13, P. C. Meek.

OKLAHOMA
 Tallahassee—Lions Club Halloween Street Carnival, Nov. 4, Ed Foster.

RHODE ISLAND
 Providence—R. I. Expo. of Progress & Home Show, Sept. 29-Oct. 6, Fred Pitters.

SOUTH DAKOTA
 Rapid City—M. Day, Oct. 5, Guy E. March.

TENNESSEE
 Chattanooga—Police Circus, Oct. 5-7, Bob Adams, 12 1/2 E. 9th St.

TEXAS
 Corsicana—Live Stock Show, Sept. 24-29, R. W. Knight.

VIRGINIA
 Gilmer—Yambozee, Oct. 24-28, Angela Hogg.

Lufkin—Texas Forest Festival, Sept. 24-29, Herman Brown.

Tyler—Texas Rose Festival, Oct. 5-7, Horace Clarkson Jr., Box 398.

WEST VIRGINIA
 Kingwood—Buckwheel Festival, Oct. 11-13, Eileen M. Hersman.

CANADA
 Ottawa, Ont.—Winter Fair, Oct. 22-28, H. H. McElroy.

Shrewsbury, Que.—Winter Fair, Oct. 1-4, A. C. Ross.

Woodstock, Ont.—Internat'l Plowing Match, Oct. 9-12.

DOG SHOWS

CALIFORNIA
 Fresno—Nov. 18, Mrs. I. Auld, 1412 Vagades Ave.

Glendale—Nov. 4, Mrs. Jack Bradshaw, Los Angeles.

Ventura—Nov. 18, Mrs. G. Greenburg, Camarillo, Calif.

COLORADO
 Denver—Sept. 30, Miss G. Scott, 1820 Wazee St.

FLORIDA
 Pensacola—Sept. 30, Clell Diddy, Biloxi, Miss.

GEORGIA
 Savannah—Sept. 30, Mrs. J. Davis, Box 247, R. 6.

Savannah—Nov. 1, Moss & Mulvey, Greensboro, Ga.

ILLINOIS
 Chicago—Nov. 18, Mrs. A. Glass, Northbrook, Ill.

Chicago—Nov. 17, C. Brinkman, 6412 S. Hoyle Ave.

Rockford—Nov. 3, Mrs. K. Wehner, Kings, Ill.

INDIANA
 Lafayette—Sept. 16, P. Hutz, Box 454.

Terre Haute—Sept. 30, E. Heckelsburg, 2408 Washington Ave.

Vincennes—Sept. 29, Bow Org, Detroit.

MASSACHUSETTS
 Boston—Nov. 11, E. Trunor, Everett, Mass.

Boston—Nov. 17, Foley, 2009 Ranstead St., Philadelphia.

NEVADA
 Reno—Sept. 30, Mrs. I. Trulove, Box 783.

NEW JERSEY
 Elizabeth—Nov. 4, Foley, 2009 Ranstead St., Philadelphia.

Newark—Nov. 18, Foley, 2009 Ranstead St., Philadelphia.

Teaneck—Nov. 17, Foley, 2009 Ranstead St., Philadelphia.

NEW YORK
 Albany—Nov. 25, Foley, 2009 Ranstead St., Philadelphia.

Huntington, L. I.—Sept. 28, Foley, 2009 Ranstead St., Philadelphia.

Syracuse—Nov. 11, Foley, 2009 Ranstead St., Philadelphia.

Old Westbury—Sept. 30, Foley, 2009 Ranstead St., Philadelphia.

Troy—Nov. 24, Foley, 2009 Ranstead St., Philadelphia.

Westbury, L. I.—Sept. 28, Foley, 2009 Ranstead St., Philadelphia.

OHIO
 Cincinnati—Nov. 11, Miss B. Durstock, Corington, Ky.

Cleveland—Sept. 30, Mrs. P. Ray, 3303 E. 93d St.

Columbus—Sept. 30, Mrs. E. Penn.

OKLAHOMA
 Ardmore—Nov. 8, Miss R. Lindell, Box 983.

Norman—Nov. 4, Mrs. S. Webb, 3823 N. W. 8th St., Oklahoma City.

Oklahoma City—Nov. 3, Mrs. H. Myers, 2242 N. W. 28th St.

OREGON
 Portland—Nov. 3, Miss R. Birrell, Hawthorne St.

Portland—Nov. 4, Miss L. Mathers, 62d Ave.

PENNSYLVANIA
 Saxtonburg—Sept. 30, Foley, 2009 Ranstead St., Philadelphia.

Sewickley—Sept. 28, Foley, 2009 Ranstead St., Philadelphia.

RHODE ISLAND
 Cranston—Nov. 4, Miss M. Drury, 38 Whipple Ave.

SOUTH CAROLINA
 Anderson—Nov. 7, Moss & Mulvey, Greensboro, N. C.

Charleston—Nov. 3, Moss & Mulvey, Greensboro, N. C.

Columbia—Nov. 3, Moss & Mulvey, Greensboro, N. C.



Want for HANCOCK COUNTY FAIR, Sparta, Ga., followed by AUGUSTA COLORED FAIR, Wrightsville, Ga.; Moultrie, Ga.; Gainesville, Fla.—All County Fairs.

CONCESSIONS working for stock.
 GRIND SHOWS—Monkey, Wild Life, Big Snake. Stan Wrisley can place Half and Half for side show and other attractions. Also Girls for Girl Show and Talker.
 RIDES—Place Spitfire, Rolloplane, Live Pony Ride or Boat Ride.
 Conyers, Ga., this week.

WANTED

CONCESSIONS—Stock only, no buy back. For the 27th Annual Scott Co. Colored Fair, Forest, Miss., Oct. 1-6. Cotton is good—Money plentiful. Five more good spots following, including George Co. Fair, Lucedale, Miss. Dan Draun—These are good ones for you.

BERNEY SMUCKLER

P.O. BOX 1607 MERIDIAN, MISS.

HEAD TRUCK MECHANIC

Want experienced, capable Man who knows trucks and can get the fleet over the road. Also want Mechanic's Helper. Must be sober. Closing late in November.

Address: **E. L. YOUNG, MGR., ROYAL CROWN SHOWS**
 FT. SMITH, ARK., FAIRGROUNDS THIS WEEK.

WANTED

Ticket Seller and two Girls to work illusions in large ten-act Illusion Show with string of late fairs. Top salaries and comfortable transportation. Positively no drinking tolerated. Albuquerque, New Mexico, this week, with Roswell, New Mexico, to follow. All correspondence care Siebrand Bros. Shows.

A. W. McASKILL

WANT TO BUY OR LEASE

With option to buy one \$5 or \$12 Eli Wheel. Electric driven; must be in A-1 condition. Permanent location.

FRED H. MASSEY
 160 Hermitage Ave.
 Nashville, Tennessee

CARNIVAL WANTED

For AMERICAN LEGION COTTON FESTIVAL
 First or second week of October. Contact

SHORT PYLAND
 LAKE CITY, ARKANSAS

BILLY DIXON WANTS

Two Grind Store Agents—Smiley Shores, Jack LaRue, answer c/o HILL'S GREATER SHOWS, Tucumcari, New Mexico, this week; then Pecos, Tex. Five Fairs left.

FOR SALE

1949 Chevrolet 2 ton Tractor with 2 speed axle; 1947 28 ft. Fruehauf Low Boy Van—Both in A-1 condition; 1 1/2 ft. Cat Outfit, 2 1/2 ft. Fish and Duck Ponds, 2 12x12 Tops and Frames, all in good condition. Can be seen at the Fairgrounds, Birmingham, Alabama, Sept. 27 to Oct. 7. Contact

HARRY BOYLES

GREENLEAKE HOTEL

126 Ellis Street, N. E.
 Atlanta 3, Georgia
 Phone: CY 9843

Clean—Comfortable—Convenient.
 To all Show People. Homelike atmosphere.

IMPORTANT

MICHAEL OR DOROTHY MACKEY

Contact **RAY MYERS**
 Trailer Village Tampa, Fla.

COOKHOUSE FOR SALE

20x30 Top. Mobile Kitchen, all equipped. 1946 International K-7 Tractor, gold rubber, perfect condition. Asking \$2,500.00. Wire or write
 BOX D-90
 c/o Billboard Cincinnati 22, O.

FOR SALE

Going Street Photography Business. Can operate in Indianapolis or elsewhere. 16 MM. Keystone cameras, enlargers, strob-light flash units, dark room and office equipment and licenses. \$5,000.00 cash.

R. SCHOEN

2838 Central Indianapolis 5, Ind.

TWIN CITY SHOWS

Want Stock Concessions of all kinds, \$12.50 per week in the cotton. No flats. Agent for P.C., Ball Game, Glass Pitch. Out till the snow flies. Imboden, Ark., Fair, Sept. 26-29. P.S.: Fred Wells, wire or call at once; important letter.

STEVE DEMETRO

Kindly contact me at RI 3087 or CE 6351, St. Paul, Minn. Imperative!

D. PAUL

JOHN P. COLORITE

Please Contact

R. C. BRYAN

608 TAMPA ST. TAMPA 2, FLA.



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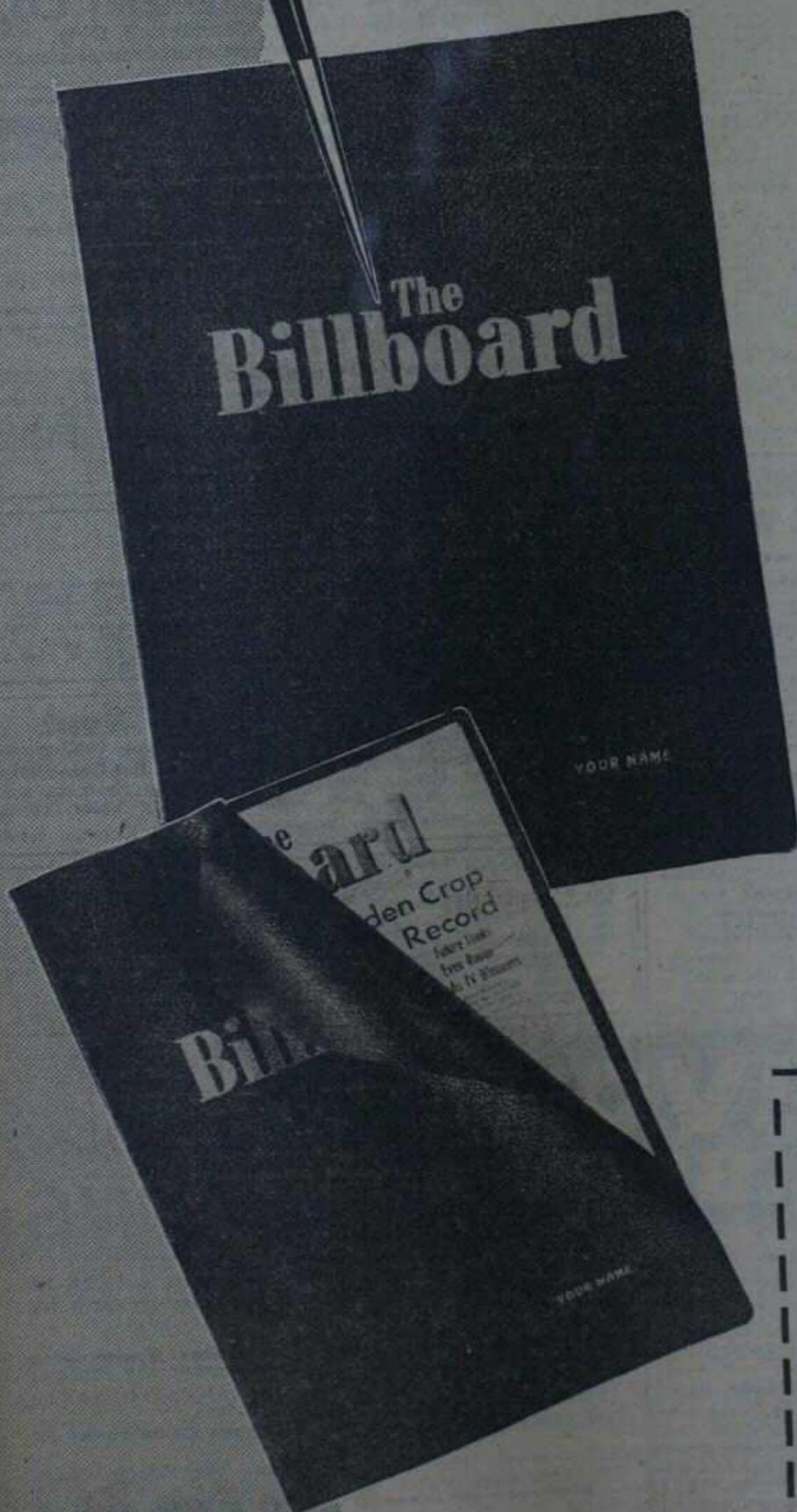
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Sturdy black levant grain pajco. Gold stamping. Similar to binders seen on fastest planes, deluxe trains, clubs and libraries. **YOUR NAME STAMPED IN GOLD AT NO ADDITIONAL COST.**

Only \$3.00 cash with order or **FREE** with three-year new or renewal subscription.

Mail this coupon **NOW**



The Billboard
2160 Patterson Street
Cincinnati 22, Ohio

929

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_____ **FREE** with 3-year subscription at regular rate of **ONLY \$25.00** for 156 issues.

_____ I enclose \$_____

Name on binder _____ (please print)

MAIL TO _____

Street _____

City _____ Zone _____ State _____



#1202 WHITE LUSTRE METAL AVAILABLE IN ARMY, NAVY AND AIR CORPS \$3.50 per doz. \$39.00 gr. Get in on these fast selling Military Rings. These massive service men's rings are made of tarnish proof metal that catches the eye and puts money in your pocket.



NUMBER 0202 \$4.00 dz. \$45.00 gr. AVAILABLE IN ARMY AND NAVY This handsome serviceman's ring has beautiful sim. ruby center. Both of the above styles are available in 14 Kt. yellow gold. 25¢ per doz. extra.

PLASTIC RING BOXES \$1.50 PER DOZ. Min. order—1 doz. either style. Samples on request. \$1.00 for both styles. State your business. (Free catalog on request) STERLING JEWELERS 44 East Long Street, Columbus 15, O.

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A Market Place for Buyers and Sellers
RATE: 15¢ A WORD—MINIMUM \$3
 All Classified Advertisements must be accompanied by remittance in full.
FORMS CLOSE THURSDAY NOON IN CINCINNATI
 FOR THE FOLLOWING WEEK'S ISSUE
 To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week

ACTS, SONGS & PARODIES

ARRANGING FOR BAND ORCHESTRA—Plan: Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimator, prompt service. Val's Arranging Studio, 310 W. 10th St., Sarasota, Fla. oc29

BEST COMEDY VALUE—SHOWMAN—Emcee Collection. Includes 1952 Entertainer's Catalog and monthly "Informers"; 1 complete. Sebastian, 5138 Cahuanga, North Hollywood, Calif. oc27

EMCEE MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscription \$2; add \$1 for four gas-packed back issues. Emcee-B, P. O. Box 983, Chicago 90. oc29

AGENTS & DISTRIBUTORS

AAA LADIES' NYLONS AVAILABLE IN all gauges and deniers; new fall styles and colors. Write for price list. Alan-Gale Hosiery Co., 409 South 5th St., Philadelphia, Pa. oc13

AAA BEST DEAL TALKING CARDS—SAMPLE 25¢; \$1.00 per doz.; \$12.50 a gross. Columbia Wholesale Supply, 7250 Melrose, Hollywood 46, Calif. oc13

AAA—SENSATIONAL TALKING CHRISTMAS and Birthday Cards; full tape and cards say "Merry Christmas"; 150% profit; retails 25¢; sample 25¢, five for \$1 and wholesale prices. Minna, P.O. Box 18214, S. Los Angeles 33, Calif. oc13

NYLON HOSIERY BARGAINS—10,000 DOZ. Mill—Close Out Prices: Mill Rejects, \$1.25 per doz.; Better Grade, \$3.50 per doz.; Select Grade, \$6.50 per doz.; these prices on 10 dozen lots or more; sample order 5 pair Mill Rejects, 3 pair Better Grade, 3 pair Select Grade for \$4; postpaid if check with order. Allen Hosiery Co., P.O. Box 103, Chattanooga, Tenn. oc13

PUSHBUTTON KNIVES, \$7.50 DOZ PREPAID; shipped postpaid; attention, shirt racks. Present Specialty, 212 Essex St., Boston, Mass. Free catalogue, BB 444. oc29

"QUICKSALE" BARROOM COMEDY SIGNS—Tastefully illustrated money makers' 22 samples and wholesale prices arranged \$1. Sebastian, 5138 Cahuanga, North Hollywood, Calif. oc29

SALESMEN, WAGON MEN, MAIL ORDER Dealers: Get well with this hot novelty Alarm Clock; belly laugh item; they sell and now; samples, \$1, quantity prices. Valley Distributors, 301 Union St., Newark, Ohio. oc29

SELL BEAUTIFUL PEARL EARRINGS—Value \$11; sample down, \$2.50; fine Pearl Necklaces, 1, 2, 3 strands, assorted, sample down, \$4 postpaid; cash with order. Jacob, 1961 Third Ave., New York 28, N. Y. oc29

SIGN SALESMEN—HOT NEW ITEM! Amazing new changeable plastic letters, stick to glass by themselves; send name for free sample. Garce Enterprises, 6912 Hollywood, Los Angeles 28. oc29

TALKING XMAS CARDS—SALES TERRIFYING! Merry Christmas in loud clear voice; also Happy Birthday, Get Well, Hello Sweetheart; samples 25¢, dozen \$1.20, gross \$12. Allied Sales, 311-C N Desplaines, Chicago 4. oc15

"THE LITTLE SQUIRT"—NEWEST, BIGGEST laugh sensation; red hot seller; \$4.50 doz.; two samples, \$1. Hansen Sales, 3853 Madison, Chicago 12. oc29

UP TO \$75 WEEKLY—AMAZING PENCIL, writes four colors, red, blue, green, orange; sample 25¢; 20 year guarantee given with beautiful \$1 size Ball Point Pen; brilliant metal cap; sample 25¢, or eight samples, four pencils, four pens, \$1 prepaid. Louis Balogh, 1703B Roosevelt, Valparaiso, Ind. oc29

WRITE PRIVATE LABEL DEPARTMENT, Quaker Medicines Co., 22 George St., Cincinnati, O., now for gross price list on Laxatives, Liniments, Salves, Herbs, Tonics; 5-ounce Flavoring \$14 Gross up. Premiums, Deals. oc29

100% PROFIT—BUY LOW-PRICED QUALITY service and dress watches from us at wholesale and sell directly to consumer at your own price; free catalog. Modern Technical Supply, 55 BB West 42d St., New York 18. oc29

ANIMALS, BIRDS, PETS

ALIVE WITH SNAKES—BIG BOAS, TROPICAL and Domestic Snakes of all kinds, tame, baby Beclots, Monkeys of all kinds, \$20 and up; Tamarins (Anteater), Kinkajou and others. This week's special: Baby Rhesus Monkeys for Pets, \$35, and 25 feet of Boa Constrictors for \$25, and two extra 4 to 5 foot Boas free with every order. Tarpon Zoo, Tarpon Springs, Fla. oc29

BABY CHIMPANZEES, GREENS, MONKEYS, Sooty Mangabays, Clivet, Genets, Monkeys, one 90-pound Black Face Chimpanzee, Cuba, Snake Dens, \$15, \$25, \$35. Chase Wild Animal Farm, Egypt, Mass. oc29

CAGE MONKEYS—CINNAMON RING-tails, \$50; Spiders, \$25; Lemur (Pop Eyes) Monkeys, \$20; Squirrel Monkeys, \$20; Sloths, \$30; Marmosets, \$22.50; Green Monkeys, \$35; Red Coat Monkeys, \$38.50; Siamese Raccoons, \$25; Giant Anteaters, \$175. Write for complete list. Tropical Hobbyland, 1523 N. W. 27th Ave., Miami, Fla. oc29

FOR SALE—FIFTY CANADIAN BEARS—six months old, \$60 each, f.o.b. Nashua, New Hampshire. Write Benson Wild Animal Farm, Hudson, New Hampshire. oc29

FOR SALE—FREAK CALF, ALIVE, TWO heads in one; will take best offer. Write O. R. Allen, Still, Colo. oc29

MOTHER AND BABY FEMALE INDIAN—Elephant; mother 7 feet, 15 years old; baby 3 feet 4 inches; wonderful attraction \$8,000 for the two, f.o.b. West Coast. New York. Trefflich's, 228 Fulton St., N.Y. oc29

PENNY SNAKES, ALLIGATORS, ARMA-dillos, Iguanas, racing Terrapins, Giant Horned Toads, Mexican Bearded Lizards, Scorpion Dogs, Gila Monsters, Raccoons, Ring-tail Cats, Domesticated Skunks, Downy Woodpecker, Monkeys, Jaguar Cubs, Turkey Vultures, Rabbits, Guinea Pigs, Rats, Nine-banded Armadillo, Telephone 141, Otto Martin Locke, New Braunfels, Tex. oc29

YOUNG HADY SEALS SPA LIONS available. Trainer-Trainer Homer F. Snow, Snow's Seal-Lion Farm, 1538 Golden Ave., Hermosa Beach, Calif. oc13

YOUNG ACCLIMATED PENGUINS AT hand. The Penguin Farm, Route 2, Bellows Falls, Vt. The only farm of its kind in America. oc13

BUSINESS OPPORTUNITIES

BIG PROFITS—MAKE FAST-SELLER CHELSEA Monkeys—Free Christmas Postcards; Sentax Literature free. Velva, Bohemia 8 N.Y. oc27

CANTEN-ON-WHEELS—2 WHEEL ALL steel Trailer, hauled only 400 miles, used as demonstrator, heavy duty tires, electric brakes, gleaming white finish, stainless counter, chrome equipment; owner 3 slides with swivel electric refrigerator. Features: front lighting, was operated with 3 burner Stax, deep freeze; complete with gas bottles, soft drink tank, 20 gallon water tank, dry ice cabinet, fire extinguisher; bargain for immediate sale. Corson Motors, Inc., 9718 Delaware Ave., Buffalo 23, N. Y. oc13

FOR SALE—GIFT SHOP, WHOLESALE and Retail; established owner desires to retire on account of age. Fleischman's 909 Tanna St., Tampa, Fla. oc13

MUST SELL GOOD GOING TAVERN AND modern Butler Bunk; see 100x120, near West Bend Wis. Rt. 4, Phone 73981. oc29

PORTABLE BUTCHER BLOCK REFRIGERATING Machine; low overhead, 100% profit; can be used locally or traveling. Harold Helman, 708 Oakton St., Evanston, Ill. oc29

PROGRESSIVE MAIL TRADE MAGAZINE tells how to sell by mail. Sample, 25¢ with opportunity mail. Mallo 767-B Leith Blvd 5, Mich. oc12

SKATING RINK IN CITY IN IOWA—No competition; attractive building, built in 1947, maple floors; bargain price. Rash-tinder, Wichita, Kan. oc29

ROLLER SKATING RINK, COMPLETE FOR sale; solid mfg.; no competition; cheap rent. Ashtabula, O., 4639 Main, Ph. 28-571. Owner bought rink in Florida. oc29

START A VENETIAN BLIND LAUNDRY—Profit opportunity for lifetime business; new machine method; free booklet on request. L.B. Co., 442 N. Geneva St., Wichita 12, Kan. oc29

\$2,000 MONTHLY ONE-MAN BUSINESS; car required; \$45 starting capital; \$1.25 sample, 50¢ (refundable). Cummings Co., 1221 Arch, Philadelphia 7A, Pa. oc29

5 in 1 SCREWDRIVER KIT!

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

Sells On Sight!
 BREAKING SALES RECORDS FROM COAST-TO-COAST

- Precision made from hardened tool steel.
- Comes complete with plastic pouch.
- Has a blade for every size and type of screw.
- Vise-grip chuck locks blades securely in place.

\$7.20 PER DOZ.

CASH IN NOW!
 greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard blade screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with vise-like grip. Tremendous orders from dealers prove this the most sensational tool value ever offered.

25% Deposit with order.
 Bal. C.O.D., F.O.B. Detroit.

Write For Our Big Wholesale FREE CATALOG!

GEM Sales Co. 533 Woodward Detroit 26, Mich.

!! LOWEST PRICE SPECIAL !!
 Imported Fine Quality

EXPANSION WATCH BAND

Highly Chrome Plated

1 Gross Lots \$42.00 Gross	5 Gross Lots \$39.00 Gross	Sample Dozen \$3.75
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IMPERIAL MDSE. CO. 893 Broadway New York 3, N. Y.

Startling Novelty!

The Amazing Effect:

GORGEOUS GIRLS JUMP RIGHT UP OUT OF REAL-LIFE PHOTOS AT YOU!!

Many different Sets, starring shapeliest Hollywood Beauties in these amazing POP-UP Pictures.

Rush! Hurry!

Be first in your territory with this startling novelty. SEND ONLY 25¢ to cover mailing samples to you. WRITE TODAY — NOW TO

HOLLYWOOD FILM EXCHANGE
 5864 Hollywood Blvd. Hollywood, Calif.

ZIRCONS

Over 400 different styles and designs available from stock. Sterling, R.G.P., 10K and 14K Gold, including Fraternal, Birthstone, Emblem and Set Rings. Sample Genuine White Zircon Ring III strated, Sterling, \$2 each. Set \$3.50. No C.O.D. FREE WHOLESALE CATALOG. State Your Business.

GLOBE JEWELRY CO.
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COMING... but Fast!!

...an outstanding chance-in-a-lifetime opportunity for big-volume Xmas sales to a tremendous cash-with-order market of 67,549 active buyers!

Want More Details? **See Page 84**

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for Engravers • Demonstrators Fair Workers

WRITE FOR YOUR COPY OF CATALOG No. 106

Containing complete selection of engraving jewelry especially for the engraver, demonstrator and fair worker.

Also CATALOG No. 55

Contains must everything in merchandise for the jeweler.

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All Orders Shipped Same Day Received

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MIRROR FINISH NICKEL PLATED FOOTBALL BRACELETS

#407 \$36 GROSS Minimum Order Sold Six Dozen

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STAINLESS STEEL EXPANSION BRACELETS

\$2.75 DOZ. — \$30 GROSS NEW CATALOG—STATE YOUR BUSINESS

25% De. with Order, Balance C.O.D.

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 1844 S. 55th Ave., Cicero 50, Ill.

LARGE 24-PAGE XMAS CATALOG

Listing Xmas Decorations, Lights, Trimmings, Toys, Musical Instruments, Novelty Jewelry, Clocks, Watches, Wallets, Cutlery, etc

SEND 10¢ FOR CATALOG #65

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WE MANUFACTURE SHRINE CIRCUS FEZ

Novelty Fezzes for All Occasions. Perfectly Blacked—Looks like real Fez. Also PENNANTS for All Occasions.

THE G. B. FELD CO.
 2137 E. 90th St. Chicago 17, Ill.
 Phone: EStev 5-4324

FOOTBALL CONCESSIONAIRES — SELL Rain Capes, army surplus, 3 for \$1; \$7.50 per 100; no c.o.d.'s. Charlie White, Fort Ostrhorpe, Ga. oc29

GIRL PHOTOS, POSED BY BEAUTIFUL Hollywood models; 12 different poses each set; 2 different sets; \$1.25 (refundable). Repeat Sales Co., Room 200, 443 Market, San Francisco 3, Calif. oc29

H PROFITS — GIFTS, JEWELRY, UN-usual novelties; hot Xmas sellers; fast re-answers; free catalog details. Pilot Plastics, RR 67, Fulton St., N.Y.C. oc29

HOTTEST MEN'S POCKET NOVELTY in years! Wholesale lists, samples, \$1 (refundable). Repeat Sales Co., Room 200, 443 Market, San Francisco 3, Calif. oc29

IT'S HERE — IT'S SENSATIONAL, IT'S mystifying, it's unbelievable but true; something new and different; write your own ticket; few franchisees open; salesmen and demonstrators, write; send \$1 for sample today. N. L. Products, P. O. Box 91, Peoria, Ill. oc29

MAKE 2000 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. oc29

MAKE A FAST BUCK BETWEEN NOW and Christmas, selling die cut Santa Claus, dressed in new Day-Glo fluorescent flock; every business will buy; 2 samples, \$1 each; \$2.50 each; this item is hot. Ram Sales, 44 Chagman St., Putnam, Conn. oc29

MEXICAN CURIOS (NOVELTIES): MEXI-can (bird) Palm Hats with unfinished brims; adult size, \$34 gross; junior size, \$28 gross. Personalized Christmas Cards, Stationery, Nankins, Matches, etc. Write today. Sunrah Co., 128 North Warren St., Syracuse New York. oc29

TESTED BEAUTIFUL WHIST WATCH Deal: gushead brings \$40.00; your cost \$8.99 ready for action! Premium Inten-tives, Box 8151, Pittsburgh 17, Pa. oc29

ARE YOU GETTING YOUR SHARE OF THE MILLION DOLLAR



COIN MACHINE PREMIUM BUSINESS?

More and more coin machine operators are using merchandise premiums for trade stimulators. Many right in your own territory.

They want and are able to buy the better type of premium merchandise you carry in stock.

With the shuffleboard and shuffle game season returning to peak activity this fall, the need for premium merchandise to use as prizes, etc., will be even greater than before. Tell the Coin Machine Operator what you have to sell by advertising premium merchandise in

THE BILLBOARD'S Annual

FALL COIN MACHINE SPECIAL

DATED OCTOBER 13th

ADVERTISING DEADLINE OCTOBER 4th

NOTE: You'll want to read a special article in this issue on How Operators Use Premiums to Hypo Play. A story that points up the experiences of successful premium merchandise users.

EXTRA CIRCULATION AT THE MIDWEST COIN MACHINE SHOW

CONTACT ANY OF THESE OFFICES

CINCINNATI 22, OHIO
2160 Patterson St.
Dunbar 6450

NEW YORK 19, N. Y.
1554 Broadway
PLaza 7-2800

CHICAGO 1, ILL.
188 W. Randolph St.
Central 6-8761

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
Hollywood 9-5831

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 0443

DETROIT 1, MICH.
Fox Theatre Bldg.
WOODward 2-1100

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cones, Ball Game Specials, Bingo Merchandise

Catalog Now Ready—Write for Copy Today
IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

Punch Work Demonstrators
You can make MORE money selling our PERFECTED ART NEEDLES.
Set consisting of holder and 4 points, \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1 cash with order. Terms: 25% with order, balance C.O.D. F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Bag Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.
HOME ART and NOVELTY CO.
1160 FARWELL AVE. CHICAGO 24, ILL.

COMING... but Fast!!

...an outstanding chance-in-a-lifetime opportunity for big-volume Xmas sales to a tremendous cash-with-order market of 67,549 active buyers!

Want More Details? **See Page 84**

DIRECT FROM MANUFACTURER

Beautiful 24K gold plated bracelets—heart shaped, set with 34 sparkling rhinestones and ruby gems. SPECIAL MANUFACTURERS' INTRODUCTORY OFFER, \$6.00 per dozen (boxed)

PACKARD JEWELRY CO.
228 Fifth Ave. New York N. Y.

Send for illustrated circular showing new line; 4 pc., 5 pc. matched jewelry sets, bracelets, earrings and scatter pins.

LEADING SELLERS IN FUR COATS

Our Lowest Prices in Years

JACKETS CAPES • SCARFS

ALL GENUINE FURS
Our new 1952 Sure Fire Line is our greatest variety of best values for you. Largest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.

H.M.J. FUR CO.
50-W. W. 28th St., New York

Rugs, \$35.00 ea.

by DIRECT from Reliable Importer, Glowing Oriental reproductions extra heavy 12' x 12' room size RUGS! Perfect Quality. Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today. ALL SIZES AND COLORS. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C.O.D. if not rated.

LO-US TRADING CO.
Dept. B-25, 1637 Locust St., St. Louis 2, Mo.

COSTUMES, UNIFORMS WARDROBES

THEATRICAL PAPER MACHE MADE TO ORDER. John P. Stetson, Box 822, Riverview Beach, Fla. formerly of N. Y. for 25 years

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MACHINES available, from \$25; Candy Corn Machines, Peanut Roasters, 500-Cone Machines, Krazy Korn, 120 - Halsted Chicago, Ill. ac29

NEW AND USED POPCORN MACHINES— Peanut Roasters, Candy Floss, aluminum geared Popping Kettles, copper Candy, Caramela Kettles. Northside Co. 309 E. 4th, Indianapolis, Ia. ac29

FOR SALE—SECOND-HAND SHOW PROPERTY

AERIAL RIGGING AND EQUIPMENT FOR sale cheap; also if interested, will teach you and book the act. Write for details. Corda West, R.F.D. 1, Bradalbin, N. Y.

ALL ISMM, SOUND—7,500 REELS FEAT- ures, Shorts, Serials, \$5 each; some \$2. DeVry, Natick Projectors, \$150. Boston, 128 North Court, Memphis 2, Tenn.

COMPLETE SPOOK SHOW—MAGIC, IL- lusions, Spook Effects, Routines, Panel Trick, other items; other business; \$2,000. Magician, Box C-452, care Billboard, Cincinnati.

FOR SALE—300 FEET, 7 FT. KHAKI SIDE Wall, good condition, \$175. Beach Skateland, Box 1422, St. Augustine, Fla. ac6

FOR SALE—1949 ROLL-A-WHEEL, GOOD condition; or trade for Kiddie Auto Ride, no junk. Robert Zontini, Box 427, Adena, O.

FOR SALE—MERRY-GO-ROUND, FERRELL Wheel, Kiddie Ride, 4 Trucks; no piece meal; good condition. Willard Bolton, Potosi, Neb.

FOR SALE—PORTABLE SKATING RINK, 40x80, new floor, tent, \$5 per. Chicago Skates, P.A. system, interlocking sections, \$3,000. R. S. Orr, 224 Kings Hwy., Murfreesboro, Tenn.

FRENCH FRY TRAILER, COMPLETE, ready to operate; all accessories; photo on request, \$3100. Jim's French Fries, Andras, Pa.

POPCORN AND CARAMEL APPLE Truck; very flashy, glass all around; in top condition, \$1,800. Box 216, Winona, Minn.

PORTABLE ROLLER RINK, MINIATURE Golf Course and Miniature Train, well located, close in city of 55,000; well equipped rink, has 4,800 square feet, new plastic floor; near reactivating air base; will sell all or rink only; priced for quick sale. Write Don Pritchard, 117 Maxwell Dr., Abilene, Tex.

THEATER CHAIRS, SCREENS—FOLDING Chairs, Projectors, Tents, Sidewalk Bleachers. Wanted, Folding Chairs, Lone Star Film Co., Box 1734, Dallas, Tex.

IGMM RENTALS—LOWEST RATES QUAL- ity Pictures; if you're paying too much, get our prices. Rogers Films, Box 3525, East Atlanta Ga. ac29

IGMM SOUND PROJECTORS—NEW LOT factory rebuilt Bell & Howell, Amuro and Victor, \$150; Holmes 35MM, Mazda or Arc, new condition. Russell Schlecht, 1840 Morse Ave., Chicago, Ill. ac29

INSTRUCTIONS, BOOKS, CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures that glow in the dark; catalog 25¢. Balda Art Service, Oshkosh, Wis. ac13

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG—MIND- reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog. Buyer's Guide, Box 509, Wholesale Nelson Enterprises, 336-B S. High, Columbus, O. ac29

SUB-MINIATURE RADIO PHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 South High, Columbus, O. ac29

MISCELLANEOUS

FOR SALE—125 25¢ ELECTRONIC COIN meters with slug ejector; like new. Rtn. 2000, 22 W. Monroe St., Chicago, Ill. Financial 6-1322

SMILING WELCOME ALWAYS FOR YOUR letters, with Peggy Craft, Cartoon Envelopes, special 29¢ for 25¢. Peggy Crafts, Box 523, Detroit 8, Mich. ac29

WANTED—CASH IN ON YOUR DIS- carded Marquee Lights; dark red glass, full color Caps or Woods for 5/14 Lamo Buck, X-Ograph Co., 8709 Xograph Ave., St. Louis 21, Mo. ac29

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—USED LESLIE VIBRATOES B40's, Glenniums, Midwest Enterprises, 8355 Madison, Chicago 44, Ill. ac13

PERSONALS

ANYBODY KNOWING WHEREABOUTS OF Cecil N. Melton, he is with some show in N. G. or S. C.; important; contact Mrs. Roberta Melton, 804 Long St., Phenix City, Ala.

WHY NOT SHED INFIRMITIES? WAY TO rejuvenate told. For Revelation write Alfalfa, 2806-W University Place, Washington, D. C.

PHOTO SUPPLIES DEVELOPING-PRINTING

CARNIVAL PHOTOGRAPHERS—WE HAVE full stocks Eastman DP Papers, Chemicals, mounts for all sizes; catalog of famous Chickasaw Camera mailed. Memphis Photo Supply Co., Memphis 1, Tenn. ac29

COMIC FOREGROUNDS, BACKGROUNDS, DP Paper, Chemicals, Mounts, Photo Navy; cities; new and used DP Camera, Miller Supplies, 1532 Franklin, St. Louis 4, Mo. ac29

COMPLETE SUPPLIES—D.F. OPERATORS Direct and Eastman Paper; prompt service. Louise Star Photo Co., 2405 Elm St., Dallas, Tex. ac13

DIRECT POSITIVE PHOTOGRAPHERS— We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, complete camera for indoors and outdoors, complete Photo Booths, etc. Free information and PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ac29

DIRECT POSITIVE PHOTOGRAPHERS Catering for over 28 years in one minute and direct positive photos; write for prices. Benson Dry Plates & Camera Co., Inc., 108 Bowery, N. Y. C. ac29

DIRECT POSITIVE OPERATORS—WE have Eastman Direct Positive Paper, Chemicals, Backgrounds, Comic Foregrounds, Folders, Glass Frames; write for catalog. Hunter Photo Supply Co., 213 East 10th St., Kansas City, Mo. ac29

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; draw in and see them; latest improvements; real bargain PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ac27

THE EASTMAN IMPROVED TYPE DIRECT Positive Paper available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. ac29

PRINTING

ATTRACTIVE PRINTING REASONABLE— 1,000 Business Cards, \$2.75; 1,000 bond Letterheads, \$2.75. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. ac29

WINDOW CARDS, PROGRAMS, HERALDS; Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. ac29

WINDOW CARDS—14x22 AND 11x14, THE Bell Press, Windsor, Penna. ac29

100 LETTER HEADS AND 100 5x8 EN- velopes—Hansomville Book, five lines copy, \$2.25 postpaid. Dickover Printing-Lithographing, 5233 Cleveland, Kansas City 4, Mo. ac13

200 5x8 ENVELOPES AND 200 WHITE Bond Letterheads, \$14.11; five lines copy; \$3, 1,000 Business Cards, \$3.95. Webster's Printshop, Farmland, Ind. ac29

SALESMEN WANTED

PHONOGRAPH RECORD SALESMEN—RE- present large premium manufacturer calling on coin machine trade; must have established customer; great opportunity right man. Box 479, Billboard, Chicago. ac29

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS— the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago CA 6-2544 ac29

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican Ink; free catalog. Owen Jensen, 120 W. 82d St., Los Angeles 2. ac17

WANTED TO BUY

KIDDIE RIDES WANTED—FIRE ENGINE, Plane, Rocket, Boat Ride; no junk; send pictures, prices. Petrucci, 2331 E14 St., Brooklyn, N.Y.

NOVELTY CHINA SALT AND PEPPER SHAKERS

\$16 PER GROSS

ANY COMBINATION Dozen Lots, \$1.50
Sizes: 1 1/2" to 2 1/4"
Penguins, Chickens, Doves, Ducks, Cats, Clowns, Tulips, Pandas, Roosters, Boy and Girl, Beer Mugs, Floral Decorated.

NEW CATALOG NOW READY
State your business. Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

No. 195 CRYSTAL HURRICANE LAMP

\$1.30 ea.
\$15.00 per doz.

SPECIAL OFFER WHILE THEY LAST
Ball Point Pens with metal caps and clips, 5" long, assorted colors, guaranteed first quality \$6.00 per 100.

Please include sufficient money to cover postage on sample orders.
OUR 1951 CATALOG JUST OFF THE PRESS. SEND FOR FREE COPY TODAY
25% deposit required with order. balance C.O.D.

M. K. BRODY
1116 S. Halsted St., Chicago 7, Ill.
L. O. Phone: MOncroe 6-9520
In Business in Chicago for 35 Years

Big Profits
Own your own business stamping key checks, name plates, social security checks. Sample with name and address, 25¢.

Bart Mfg. Co.
382 Deayz St. Brooklyn 1, N. Y.

ILLUSTRATED CARTOON BOOKLETS
\$5K, FELLOWS! BE THE 1st IN YOUR TOWN WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC DRAWINGS \$10. ALL DIFFERENT! \$1 POSTPAID \$500K NO POSTAL C.O.D. \$1 REGULAR SALES

1314-55 Park Row Bldg. New York 7, N. Y.

The money making event of the year!

Just off the press!

THE GREATEST CATALOG IN PREMIUM HISTORY

featuring the many famous Temple exclusives!



In the Temple Fall-Winter 1951-52 Catalog and its companion the new 8-page Temple "Special Premium Dealers' Confidential Price List" (also just off the press) you will find the reasons why Temple is the talk of the nation... why thousands of premium and gift men are excited over the amazingly low Temple prices which assure quick sales and fabulous profits... why Temple has become the outstanding supplier of specially packaged nationally advertised brands to the premium trade.

28 beautifully illustrated pages . . . hundreds upon hundreds of superbly packaged nationally advertised name brand items



get set for a big Fall, Christmas & Winter season send for your free Temple catalog and confidential price list today

CLIP AND MAIL →

TEMPLE COMPANY
708 Sansom St.
Philadelphia 6, Pa.

Without obligation please rush Temple's Fall-Winter 1951-52 Catalog and Special Premium Dealers' Confidential Price List.

FIRM NAME _____
 TYPE OF BUSINESS _____
 MY NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

Be Wealthy and Wise

11" Tall, 8" Wide



ANIMATED OWL CLOCK

White porcelainized Owl mounted on a hand rubbed mahogany finish case. EYES MOVE TO AND FRO CONTINUOUSLY. Dependable United self-starting electric clock manufactured under Westinghouse license.

A sure-fire sales winner at this low price. Satisfaction guaranteed. Must be seen to be appreciated.

\$4.95 Ea. In Samples. Doz. Lots \$5.50 Ea.

25% deposit, balance C.O.D. If not for resale, add Federal Excise Tax.

NEW FALL CATALOG NOW READY. WRITE FOR YOURS TODAY!

CUTTLE & COMPANY, INC. 928 Broadway...New York 10, N. Y.

EXTRA SPECIAL!!



Table listing various items like CONFEDERATE FLAGS, LITTLE SQUIRT BOY, MECH. FUR COVERED HOPPING DOG, etc. with prices in Doz. and Gr.

25% Deposit With All Orders

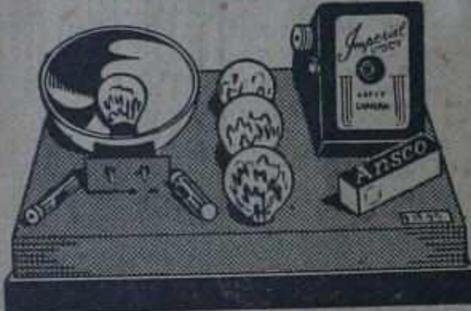
WRITE FOR COMPLETE FOOTBALL & NOVELTY CATALOG

KIM & CIOFFI

912 ARCH STREET, PHILADELPHIA 7, PA. PHONE: MARKET 7-2283

SENSATIONAL LOW PRICED CAMERA KIT!

Takes indoor or outdoor photos. Attractively packaged in acetate display box. The fastest selling camera outfit on the market today!



- EACH OUTFIT CONTAINS: 4 WESTINGHOUSE FLASH BULBS, 1 ROLL 620 ANSCO FILM, 2 BURGESS FLASH BATTERIES, 1 FLASH ATTACHMENT, IMPERIAL HERCO CAMERA Only \$6.25 ea. in lots of 6 or more \$7.50 for sample-cash with order. Terms: 25% dep., bal. C.O.D., F.O.B. Chicago

ACE PREMIUM SALES CO.

1155 MILWAUKEE AVE. Phone: ARmitage 6-4262 CHICAGO, ILL.

IT'S HOT ROD!!

50 - RISQUE - RIOTOUS - 50

GAG-NAPS

THE COMIC COCKTAIL NAPKINS IT'S NEW! DIFFERENT! FUN! TERRIFIC FOR PARTIES, GIFTS, PREMIUMS. PACKED IN A BEAUTIFUL PLASTIC GIFT BOX.

\$7.20 PER DOZ. BOXES \$1.00 FOR SAMPLE

SCOOP OF THE YEAR—THE HOTTEST ITEM EVER REGULAR \$3.00 RETAIL—ALL METAL "ZELL" COMPACT, ROUND, APPROX. 3 1/2 IN. DIAMETER. INDIVIDUALLY BOXED AND ASSORTED, SILVER AND GOLD PLATED, DECORATED WITH A BEAUTIFUL GOLD PLATED, METAL MEDALION.

\$10.80 PER DOZ.

Minimum Order 1 Doz. TERMS: 25% With Order. Balance C.O.D. JOBBERS, WRITE FOR QUANTITY PRICES

JACK ESSES DIST. CO.

300 SOUTH 4TH ST. ST. LOUIS 2, MO.

BUY DIRECT FROM FACTORY!

SEE OUR

NEW CATALOG No. 100!!

JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

N. SHURE CO. 208 W. ADAMS STREET CHICAGO 6, ILLINOIS

COMPLETE REVISED CATALOG No. 512 Being Mailed Out

Write for Your Copy Today

Be sure and mention you type of business so as to get proper listing. We have a most complete line of all Carnival Games and Merchandise for immediate shipment.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

COMMERCIAL BARITONE SAX MAN — Must sing; state range; also trombone, drums, tuba, alto sax; organizing soon. Box C-457, care Billboard, Cincinnati, O.

COULD YOU BOOK HIGH-CLASS AMATEUR shows for America's foremost and best known producers? If so, you can make real money and have pleasant work and fair treatment with Old Redpath-Horner Chautauqua Company in business success fully 46 years. Write us airmail, 3419 Broadway, Kansas City, Mo.

DRUMMER — IMMEDIATELY FOR LONG locations; must be professional, sober, etc.; steady good beat for commercial, swing, Latin, etc.; salary \$85 minimum; union tax paid. Al Barnett, Summit, Miss. Phone 2372.

LEAD TRUMPET, STRING BASS, TROMBONE, Lead Alto, doubling tenor; semi-name Midwest commercial band; state previous bands, etc. Box #CH-141, Billboard, Chicago.

MUSICIANS—ALL INSTRUMENTS, consistent work; Southern name orchestra, weekly guarantee. Box 2323, Richmond, Va. oc6

STRING BASS—COMMERCIAL COMBO, read, fake, Latin; steady beat; prefer singer or entertainer; photo if possible. Box #C-447, c/o Billboard, Cincinnati, O. oc29

TWO BEAT DRUMMER, SAX MEN — salary; sleeper bus; good conditions; some locations; state all. Buddy Blair, Box 112, Coloma, S. Dak. oc29

TWO MALE TUMBLERS, WORK WITH GIRL acrobat-dancer; give full background experience. Stevens, 1407 W. Jarvis, Chicago 26, Ill. oc13

WANTED—YOUNG MAN FOR FRONT, Single O Girl Show; up and down; drive small panel truck; going south. Contact Zora Blaire, General Delivery, Des Moines, Iowa.

WANTED—TRUMPET MAN FOR LEADING territory polka band. Write or wire L. A. Berg, Albert Lea, Minn. oc13

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

MISCELLANEOUS

AMAZING MATHEMATICAL WIZARD available for schools, colleges, universities; lectures in 4 languages; mental cube-root extractions up to 1 million; mental multiplications and additions of giant columns of digits; constructions of magic squares of given numbers; telling calendar dates for 150 years by memory; have own copyrighted 200 year calendar; also interested in responsible manager. Maurice Guttmann, 1409 St. Johns Place, Brooklyn 12, N. Y.

COLLEGE MAN (19) SEEKS OPPORTUNITY to assist professional stage, screen, radio, television, Lew Auerbach, 2711 Ave. U., Brooklyn, N. Y. Nightingale 8-7509.

MUSICIANS

A-1 RINK ORGANIST AVAILABLE—CO-operative, reliable, years of experience, good beat, all dances, etc. Write Box C-454, care Billboard, Cincinnati, O.

TRUMPET—COMMERCIAL; LEAD OR SECTION; read, fake; large band or combo. Musician, 1715 Grand, Joplin, Mo. Phone 2648.

ELECTRIC LEAD AND RHYTHM GUITAR—ist and female accordianist and vocalist; prefer Western swing band; write or wire stating salary. "Loyle" Lee, 905 Beaver Rd., Ambridge, Pa.

EXPERIENCED GIRL TRUMPETER—GOOD tone, range, reading, take off, cut shows; have own car. Lu Rhinehart, Seneca Falls, N. Y.

GIRL TENOR, ALTO, CLARINET, DOUBLING flute; band and combo experience. Box C-455, care The Billboard, Cincinnati, Ohio.

GIRL TRUMPET AT LIBERTY — READ, fake; all essentials, experienced; will travel. Box C-451, care Billboard, 2160 Patterson St., Cincinnati, O.

PIANIST — AVAILABLE IMMEDIATELY, young, sober, reliable, union, all around; fast butterfly style; prefer society or tenor bands; experienced; minimum \$80 clear. Joe DeGregory, 534 Linden Ave., Steubenville, O. oc29

PIANIST—A-1: ALL TYPES OF MUSIC, attractive girl; no vocals; cocktail lounge or restaurant. Box C-456, care Billboard, Cincinnati, O.

RHYTHM OR ELEC. LEAD GUITAR—DOUBLE violin; sing lead or harmony, complete tune-dex library, read or fake; prefer small combo on location in South; at liberty after Labor Day; union. John Meyer, 446 N. Beach St., Daytona Beach, Fla. oc6

TRUMPET—SECTION OR COMBO, OVER draft age; available September 29th or sooner; wire or write Kenny Buckles, 418 W. 3d St., Garnett, Kan.

PARKS & FAIRS

ACCLAIMED BY PRESS AND PUBLIC as the World's Highest Contortion Troupe Act; the 3 Fearless Stars, featuring Jaydee the Great and 2 gorgeous girl acrobats; available for Southern fairs or balance of season with reliable carnival. Contact Jerry D. Martin, Billboard Office, Cincinnati, O. oc29

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc20

"ENGAGE" CHARLES LA CROIX, HIGH-class outstanding Troupe Act. Available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

GREAT CALVERT—BOOKED SOLID MAY to November; this small ad made it possible; price \$350. Calvert 164 Averill Ave., Rochester, N. Y. oc29

SENSATIONAL HIGH DIVE ACT — 25 years of impressive results; available for parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamohler Place Warren, O. oc71

YOU CAN NOW BOOK PETER HOX, THE World's Famous Blind Whip Artist, one of the many stars of "We, the People," and one of the world's outstanding female whip artists, who also assists Pete Hox, and is known as one of the world's outstanding daredevils. This act wants bookings for fairs, celebrations, winter and TV shows. Address care Billboard, St. Louis, Mo.

\$\$\$ SPECIAL DEAL \$\$\$

\$48.00 GR. \$45.00 GROSS in 10 Gross Lots



ELECTRONICALLY SEALED BILLFOLDS

with Secret Pocket—Folding Buttoned Pass Case—Identification Card, Beautiful Alligator, Pligskin and Calf-Grained Plastic Simulated Leathers.

These wallets retail for \$1 at all leading drug and chain stores. One operator alone sold 25 gross wallets last week. Cash in on these big profits!

25% Deposit, Balance C.O.D.

IMPERIAL MDSE. CO.

893 Broadway New York 3, N. Y.

COMING... but Fast!!



... an outstanding chance-in-a-lifetime opportunity for big-volume Xmas sales to a tremendous cash-with-order market of 67,549 active buyers!

Want More Details? See Page 84



PRESTO CHANGE! Magic Folder

It's New! It's Terrific! The Trickiest, Most Useful Billfold Ever

Flash demonstration for pitchmen, streetmen, carnival men, salesmen, agents—makes 'em gasp. Locks bills safely, under cross straps with a quick "turn-over"; separates dollar bills from larger bills; appears to change serial numbers. The modern replacement for the old-fashioned billfold. A beauty creation for men, women.

UP TO 200% PROFIT. 100% BILLS ARE LOCKED IN

Write quick for quantity price set-up. Sample postpaid \$1.00. Don't miss on this red hot deal—nothing like it.

CHARMS & CAIN, Dept. BB-6 407 S. Dearborn St. Chicago 5, Ill.

PIN-UP PENCIL



What a girl looks so real that every man will stare and dream (and buy)! A precision made mechanical pencil, complete with eraser and refill leads. Packed individually in attractive colored box. One dozen to a colorful counter display.

No. 594 \$5.75 Per Dozen

Get Your Orders in the Mail... or on the Wires... Today!

25% Deposit on C.O.D. Orders. Add 25c per doz. for postage

H. FISHLOVE & CO.

714 N. Franklin St. Chicago 10, Ill. Since 1915 — Makers of Novelties That Amuse



- MA9718—High Flying Metal Propeller Gross 5.80 MA3234—Two-Tone Metal Whistle Gross 1.35 MA8071—Jumpy Jitter Beans, Gross 1.80 MA7990—Trick Coin Box, Doz. .75 TOBA—Beacon Blanket, Each 1.25 MIDWAY—Beacon Blanket, Each 3.25 MINGO—Beacon Blanket, Each 4.18 MAGNET—Beacon Blanket, Each 4.10

Write for new catalog. State business. 25% deposit with all C.O.D. orders.

LEVIN BROTHERS

Established 1880 TERRE HAUTE, INDIANA

PRICE WAR BRONZE WESTERN SADDLE HORSES

We introduced these horses to the Billboard readers in \$8.75 ea. 41 1/2" High \$2.68 ea. About \$1.00 ea. Beat Them All. WHY PAY MORE?

LET'S GO, BOYS C. GAMEISER Box 1324 Church St. N.Y.C.

\$6.00 PROFIT ON \$12.00 SALE

LEGAL ANYWHERE—not punchboard! Consignment deal to the house, cost you \$72.00 dozen, 80.25 sample deal. Deal brings in \$12.00, 100% profit gets FREE for selling deal a \$14.95 item. You make \$6.00 profit on each deal. You can easily get 75 deals week. Make a profit of \$480.00 weekly. You have to see to appreciate the possibility of the profit. Order sample deal or green deals today.

E. C. M. DISTRIBUTING CO. P. O. Box 173 Johnson City, Tenn.

YOUR NAME OR AD IMPRINTED ON 50 BALL POINT PENS \$5.00

100 for \$9.50, 250 for \$23.00, 500 for \$45.25. Money Back Guarantee. 20% with order, balance C.O.D. IDEAL M.O. SERVICE Dept. BB 1323 Broadway New York 19, N. Y.

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Mdse. Topics

New York
Drell Manufacturing Company, Inc. announces a large line of Penthouse jewelry creations, all priced to retail at 98 cents. The assortment consists of 6 brooches 4 pendants, 2 pins and earring sets, 1 chateleine, 6 earrings and 5 scatter pins, each individually packed in satin-lined gift box. . . .
Gay Stuffed Toy & Novelty Company offer teddy bears and other stuffed animals. . . . For the gift and prize using trade **Cardinal Manufacturing Corporation** announced its Texas longhorn item, a nine-by-six-and-one-half inch likeness of a longhorn steer in highlighted bronze finish, priced \$18 per dozen. . . . Always a steady item with users of novelty items is **Sinko Manufacturing & Tool Company's** flashlight key-holder, consisting of sturdy plastic housing and double-duty metal bead key chain. The chain holder also serves as switch button.

A more recent joke item, priced to retail at 29 cents, is **McCarr Industries Corporation's** vanishing ink, supplied with squirting pen. Perfectly safe to fabrics, the item will give your hostess a few bad moments when you "accidentally" squirt the "ink" on her tablecloth or dress. . . . "Key to Her Heart," a plastic 25-cent retailer, has been introduced by **Miracle Plastics Manufacturing Company, Inc.** The novelty pin, designed for the teenage trade, is in the shape of a key, with the words "free," "steady," and "dated" printed on it. A movable heart with cut-out center thru which the printed words may be seen tells the prospective date whether the girl is available for the school prom. . . . **Scripto, Inc.** announces its new line of fountain and ball pens and automatic lead pencils retailing at 25 cents to \$1.

From All Around
Robert Seltzer is offering unique compacts with a square mirror on top. . . . **I. Mullen** is offering footballs from \$1 to \$2.49, and school supplies, including bags, from 10 cents to \$2.95. **Minsky Bros. & Company** has a toy fixit truck, equipped with a set of tools, at \$1.29.

Northbrook Plastic Card Company announces its new **Wallet-Pak** for the prize and gift trade. Consisting of two decks of all-plastic cards carried in a flexible, wallet-style case of plastic which snaps shut into a pocket-sized unit, the item retails for \$5.95. . . . Newest inexpensive gift idea are **Jewelcrest** car keys produced by **Wesley E. Shaver & Associates**. Each set of two keys has the authentic crest of your car forged in German silver for the ignition and jeweler's bronze for the trunk. . . . **Beauty Sales** announces its new cream shampoo, retailing at \$1.25 per jar, which is said to shampoo both color and curl into hair. Cream for 10 shades of hair is supplied by the firm.

MECHANICAL TOY SPECIALS
While They Last
FUR JUMPING DOGS, good quality, \$2.75 Doz.—\$2.60 Doz. in gross lots
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All hollow handle knives. Chests from \$1.00 up.
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WRITE FOR ILLUSTRATED CATALOG

Pipes for Pitchmen

By BILL BAKER

CHARLES E. DAY . . . and Guy Forrest are working Dexter, Mo., with slicers to good returns. They report that altho there seems to be plenty of money in evidence most buyers are careful of spending it.

MRS. ANNA TERRY . . . is at her home in Idaho Falls, Idaho, framing a stocking mender demonstration to present at fair and in stores.

"I'M DOWN HERE . . . waiting for the Cattle Congress to open September 29," letters Big Al Wilson from Spencer, Ia. "Have been working a few factories in addition to doing some fishing. Kid Ward caught a 45-pound carp and made the local papers with his catch. Rain at Spencer, Ia., Fair on one day washed out all outside spots. But business for the run was fair. The races packed 'em in and people responded like fish to water, so we all got our share of the cabbage. Money has been a bit on the tight side as far as pitchmen have been concerned but they just pitch all the harder. Des Moines dished up a good Saturday and a fair Labor Day. Tyler Ward and Solly Fields went out in the rain and collected \$150 for Bob Roach, who is in a Chicago hospital."

AMONG PITCHMEN . . . working the Southern Maryland Farm and Home Show, La Plata, were Mr. and Mrs. George Marks, Herbert Stine, I. Walters, Mr. and Mrs. James, Spencer A. Stine, M. W. Morrison and Eddie Shugart.

"AFTER WORKING . . . Chicago's Maxwell Street Market all summer to fair returns, we left for the Illinois State Fair, Springfield," letters Dave Rose from New Orleans. "Because of a heat wave during the fair, pitchmen did not do as well as they would have under normal conditions. However, all seemed to be making a living. Following that date we left for Iowa State Fair, Des Moines, where my wife and I had separate concessions. The fair ran thru Labor Day this year and this proved gainful for all of us. There were more pitchfolk on hand for the annual this year than ever before. We met an old-time friend in George Purdue, whom I hadn't seen in many years. He was getting more than his share of the long green and looked the part. Plenty of gadgets and screen workers were on hand. There also were numerous jewelry stands and ding shows in evidence. I still claim that the Iowa State Fair is one of the best managed and operated in the United States. We also had a contract for the Kansas Free Fair, Topeka, but passed it up because of the flood. Then we decided to come here and vacation for a while. Since our arrival, September 10, it's been raining all the time and the city has had the worst mosquito epidemic in its history. Let's have some pipes from Morris Kahntroff, Jake Branholtz, Mary and Madeline Ragan, T. F. McCluskey, Eddie Gillespie, Don Lambert and all the Detroit boys."

DAN SHERWIN'S . . . med show is playing to good tips and money counts on the show lot at Shawnee, Okla., despite cool

nights, Harry Kincheloe reports from Oklahoma City. Line-up includes Dan and Babe Sherwin, Buster and Kay Doss, Lowell and Louise McManes, Curley and Thelma Eastman, Carolina Smith and Dolores Henderson. Bessie Stevens, owner of the lot, played hostess at a picnic dinner for members of the shows again this year. Guest list totaled 17. Kincheloe says that there were a number of pitchfolk, demonstrators and sheeties on hand when the Oklahoma State Fair opened September 22 in Oklahoma City. Some of the old-timers and many new ones coming in from the storm and flood areas of Missouri and Kansas reported a poor season, Kincheloe adds.

Extra Added

Continued from page 49

Hollywood

last week in Coronado, Calif. Music Corporation of America is setting up dates for the group. . . . **Guy Mitchell** goes into Cjro's November 21 for two weeks. . . . **Morey Barton**, formerly of Barton and Sparling and Barton and Young, is celebrating his 35th wedding anniversary. Barton is a board member of California Theatrical Agents' Association. . . . **Nitery warbler Cliff Ferre** has a role in Warners' "About Face." . . . **Clark Dennis** last week (17) opened a two-weeker at the Palomar Supper Club, Vancouver, B. C. . . . **Dave Brubeck's** combo (4) plays Chicago's Blue Note for two weeks beginning October 19 and follows with a stint at the Birdland, New York, November 8. It will mark Brubeck's first work in Gotham. . . . **Producer Francis Bunny Weldon** reportedly has offers to take the "Holiday for Love" revue to Gotham. Hollywood Comedy Club, comprised of ex-vaudevillians, was entertained Monday (24) at the American Legion Hall by sports celebs instead of fellow members.

Foreign

The Hollanderbyen cabaret, Copenhagen, reopened Thursday (6) under the direction of Thor-kild Larsen, who has remodeled and redecorated the room. The opening show has **Harold Mortensen's** stage band. . . . **Svend Nicolaisen**, ork leader at the Scala-Salon, Copenhagen, has teamed with **Preben Rasmussen**, local business man, to take over the Sigeuner Hall in the Norebro quarter, which they opened as a cabaret on September 14. Nicolaisen, who is under contract to work at the Lorry cabaret this winter, has signed **Eli Sardoff's** band for the Sigeuner Hall. The Prater, Copenhagen, reopened with a show featuring the **Two Silvas**, acrobatic duo; and the **Hoffenthal Sisters** and **Rath**, dance trio, who scored at the mid-town National-Scala last August. **Johnny Campbell's** orchestra plays the show and the dance sessions. House is booked by **Kinow Stanley**. The **Delta Rhythm Boys**, head the new show at the Casina delle Rose, Rome, Italy, replacing **Lucienne Boyer**. In addition to the American quintet, the show features **Chiquita and Johnson**, a ballroom dance duo; **Carmen, Antonio and Mariettina**, Spanish trio, and several Italian acts plus two orks.

Miami

Spike Jones and his men head the Clover Club show on Nov. 1. **Eddie Kaplan** and **Freddy Walker** have opened the Monarch

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Paramount, N. Y.

Continued from page 50

tion and pacing was quite effective. He uses his own rhythm trio quite effectively to establish mood on his ballads. Bulk of the show is given to **Louis Prima** and his band. Prima, always a superior showman, really put on the dog for this presentation. Right from the rocking opening "Oh, Babe!", the orkster had the crowd laughing with him and at him as well as beating time for his several rhythm novelty numbers. He's a master entertainer. His band, unfortunately, is a rough outfit, more notable for crude spirit than for musicianship. Prima's vocalist, **Keely Smith**, provides the maestro with an appropriate foil for some of his bits and lends the only touch of fem attraction to the bill. She's stacked, so what matters that she's a mediocre singer? The **Vanderbilt Boys**, a standard taps and afro act, round out the bill with their fast-moving and crowd-pleasing stint. **Pic, Flying Leathernecks.** **Hal Webman.**

Hocus-Pocus

Continued from page 51

in a week, covering hospitals and Army and Navy bases. The spirit of everyone in Korea is tremendous and it makes one proud to be an American. Besides myself, this unit comprises a girl singer; a G.I. accordionist; **Roy Smeck**, the "Wizard of the Strings," and **Tommy Trent**, puppeteer. We play tonight in Hongchon and tomorrow we go up to the front lines to play for the First and Second Marine divisions." Backed by a solid line of publicity and promotion, the **Great Morton**, magician-hypnotist, has just concluded a bang-up two weeks at the Gesu Theater, Montreal, during which the Montreal press tossed repeated raves over the unusual Morton performance. **Arthur Schalek**, Montreal magic enthusiast, in writing of the Morton show, states: "Morton has been packing the Gesu at prices from \$1.25 to \$2.50 and delighting his audiences with his unusual show. This style of show has not played Montreal in over 20 years. His publicity here has been great."

Theatrical Agency on Miami Beach. . . . **Chico Marx** is the next Olympia vaude headliner. . . . **Warbler Betty Barclay** held over at the Sans Souci. . . . **Comic Mill Ross** and thrush **Phyllis Arnold** head the show at the Casablanca Hotel. . . . **Night Club** press agent **Les Simmonds** and his frau are Europe-vacationing. . . . **Disc jocks Art Green** and **Faith Candullo** are working, respectively, at **Pickin' Chicken** and **Mammy's**.

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\$75 retail tag with each set.

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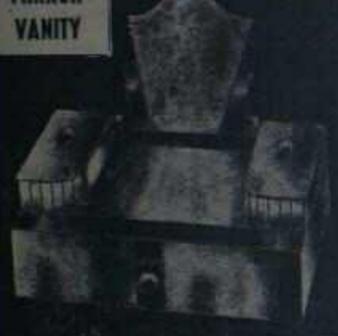
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Gilded Cage, N. Y.
• Continued from page 50

frame and other feminine attributes. Principals range from tiny Edith Fellows to massive Ernestine Mercer. Miss Fellows contributes some singing but her basic comedy talents were played down. Miss Mercer does a rather good *Love for Sale*, but it was slotted so poorly it seemed ridiculous rather than touching. It followed a *Casey at the Bat* that should have been played for laughs but, not getting them, the *Love for Sale* number was dullness piled on previous dullness. Jean Bartel modeled beautiful costumes of the nineties and did a couple of songs which showed that singing was not her forte. Anthony Allen and Hodges' standard adagio which segues into comedy knockabout was lost here. This spot screamed for boff laughs right from the walk-on, not a long adagio with a comedy finish.

The highlights of the show were those provided by Ben Blue, with the help of Sid Slate and Roberta Lee. Blue was seldom better than on show caught. His Yogi, French panto and *Dime a Dance* routines were convulsing. Slate's straightening was excellent and Miss Lee overplayed for hilarious results.

Another high spot was the *Higgins Farmhouse* sketch calling for the leering villain (Ernest Sarrachino); the mother (Clara Cedrone); the daughter (Edith Fellows); the father (Calvin Holt) and the hero (Ronald Rogers). It was the old, you-pay-the-mortgage - marry me-or-out-in-the-snow meller. The audience hissed and cheered. The hero was properly noble; the villain, a scoundrel; the girl sweet and pure. It was hilarious and in keeping with the idea of the *Gilded Cage*. But for the major part of the rest of the show the efforts of director Lew Kessler, supervisor Lee Sherman and producer Lou Walters were in vain.

Eddie Gold and Harry Reed, billed as the Barbary Coast Boys, do a series of oldies for audience participation just ahead of the show. Leonard Kobric's band cut the show and supplied the dance music. **Bill Smith.**

Palace, N. Y.
• Continued from page 50

ing milk into a paper cone. He paced his tricks with an amiable line of chatter. Richard Monti, showing a big voice, sang *Vesti La Guibba* and *Be My Love*, a difficult choice. The audience was impressed, especially with the former, and showed it with big applause.

Caricature and Acro
Using wigs and costume changes, Burton and Janet gave their caricatures of Durante, Garbo, Chaplin, Hepburn, Groucho Marx and Mae West. Their mimicry plus their disguises intrigued the folks. Howard and Wanda Bell got hefty mits for their acro routine, especially the head-to-head balancing.

Herman Hyde made musical slapstick with guitar, violin, bass and harp. The ingeniously contrived, zany instruments combined with Hyde's sly performance and his racy lyrics built to the point where he got screams and belly laughs. Eighth act was standard song and dance routine of Buster Shaver and Olive. The tiny lady's zest in belting out a song or going thru a Charleston won appreciative hands.

Archie Robbins started his comedy spiel reading a newspaper, and then went into a line on Army life. He had them when he got to talking about his wife's cooking, finishing to solid yocks. Show closed with Renee and Jim and their spinning ladder, which made a big hunk of equipment for this stage. Obviously a daring and difficult turn, the boy clowning thru it nicely. Renee, however, looked uneasy at times, which prevented the act from selling as well as it might. **Pic, Lorna Doone. Gene Plotnik.**

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DES MOINES RING CO.
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Cotillion Room
• Continued from page 50

Judging by the haunting noises in movies which are supposedly made by denizens of jungles, the weird bird sounds seemed authentic. At least they were chilling and held the audience transfixed. She came back for an ill-chosen *Too Young* which did little for her, and she did as little for it; besides it broke the spell her singing had created. Miss Sumac's forte is the Peruvian chants which have almost a religious, semi-barbaric fervor. Singing an American pop, particularly when the lyrics are slurred, isn't for Miss Sumac. Incidentally, the two lads on drums, dressed in what is claimed to be native Peruvian costumes, can stand better lighting. A spot on each boy plus a bigger spot on the gal would make for better sight values.

Artini and Consuelo
The show opened with the well known standard dancing of Artini and Consuelo. Using their contrived "ad libbed" requests, the couple went thru a series of dances that ranged from the rumba to Viennese waltz and then went into the old fashioned one-step to a j-bug to a drum solo. It was a smooth performance getting a good mitt.

Stanley Melba's band, with Manny Fidler leading the gang, did a fine show cutting job. The trumpet work behind Miss Sumac added immeasurably to the spine chilling reception of her clear four-octave singing.

Chic-Relli did the Latin sessions. **Bill Smith.**

Roxy, New York
• Continued from page 50

tion and tremendous mits. The guy is still one of the better sight acts in the business.

Prance, Prance
The show opens with Jack Kilty chanting Latin Quarter special lyrics to intro Walter's well-stacked line of 12 prancing around in lush costumes. Kilty also does *La Vie En Rose* in both French and English. The lad sings okay, but it all becomes boring after the first few minutes of watching the gals strut. The Colstons, not doubling from the nitery, did only fair with their familiar ballroom comedy terping and knockabout bits. Herkie Styles had a tough time getting a rise out of the ice-cold house, but finally made it with his nonsense chatter, comedy impressions and vaude hooper take-off.

The Walter package took over again for an "authentic" French Can-Can hoofed by Mme. Avilla's troupe of eight gals. The routine, which looks okay in the club, was particularly sloppy on stage. Cut to about half its length, it might have run off somewhat better. The house lighting and the gal's costuming were effective, but that's all. Daniels closed to save the day. **Pic, No Highway in the Sky. Joe Martin.**

Parisian Room
• Continued from page 50

the show with enough quips to garner mild handclapping, while Miss Lamarr seemed to be fighting against patronage lethargy after a regular weekly diet of exotic dancers at this suburban nitery. Her bumps and grinds are in the accepted tradition, but the audience sat on its hands. The Medford Trio and McQuade did commendably, with accent on ballad and pops.

Paul Clement's Trio, going into its fourth year here, does a clean-cut job of backing up floorshows and cuts a varied tempo for customer's dancing. **Allen M. Widem.**

Latin Quarter
• Continued from page 50

medley on a Rube Goldberg pile of toys with harmonica outlets. The Visionaires, a quartet of three boys and a girl, touched off a typhoon of palm-warming that didn't stop until they had to beg off. They sang *Hello, My Baby*, *Pass that Peacepipe*, *Dreamer's Holiday*, and a comic bit, *Talent*, with drive and crispness. Customers kept yelling for more.

Corine and Tito Valdez went thru a graceful terping interlude; there were a few strip-teases, one in reverse, and the finale brought the whole cast out in an oriental climax that kept the eyes of tired businessmen glazed for hours afterwards. **Bob Taylor.**

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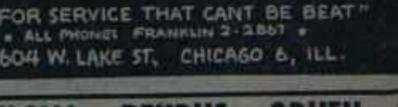
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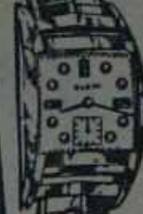


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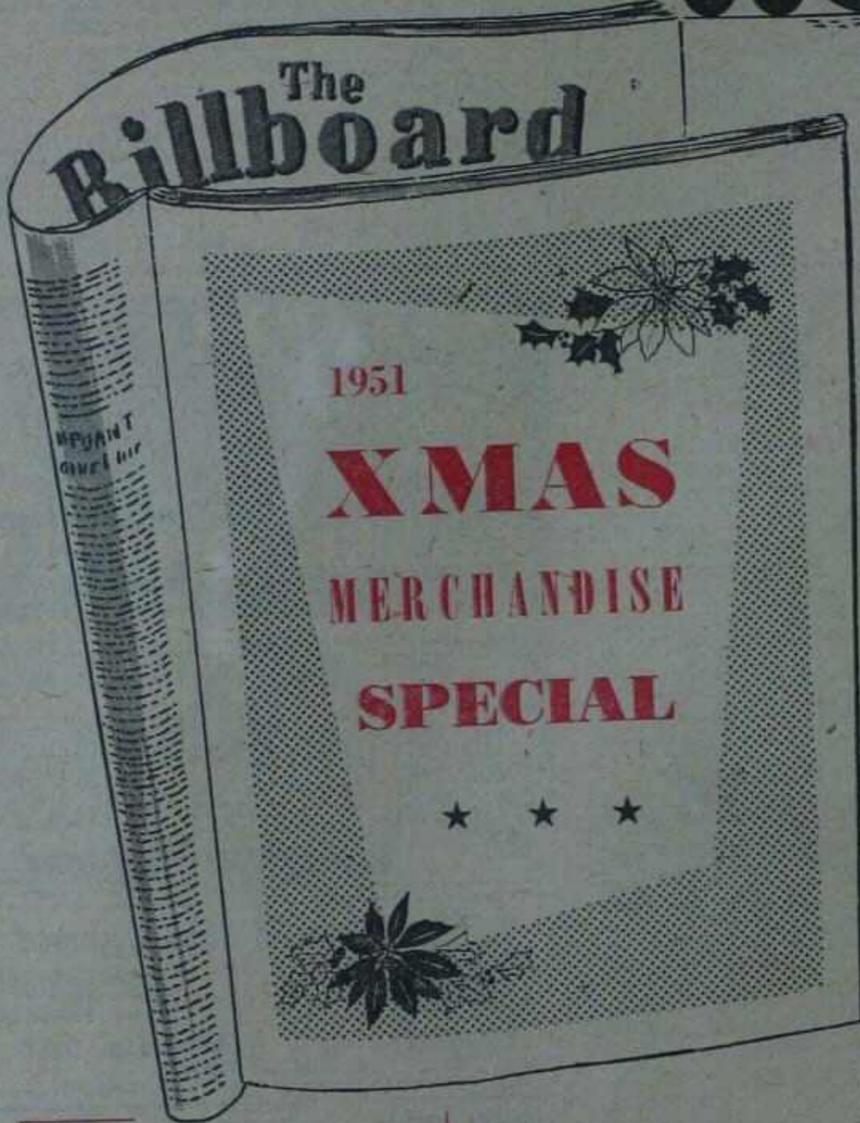


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Rake Coin Machine Exchange, Philadelphia, has just released its new list of premium and novelty merchandise for board operators. One of the numbers going well is an electric kitchen clock which has a wagging tail and moving eyes. Ray Mertz & Company, Chicago, reports steady results on its push cards.

Latin Casino

Continued from page 50

ing mixed team of Olsen and Joy who deliver gingerly with acro-terp routines. And Guili Guili's magical antics keep the baby chicks a-poppin' from all and sundry places.

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PAN-O-RAMS, ALSO PRISM LENSES FOR same; of available; must be good about mechanically. Mardi Gras Museum, 717, Toulouse, New Orleans. oc20

SHIPMAN STAMP MACHINES, FOLDERS, Cigs and Popcorn Machines; attention manufacturers, distributors, salesmen; location service available. U. S. P., 100 Grand, Waterbury, Conn. oc20

SILVER KING 3c VENDING MACHINES—Very good condition, real money makers at low cost of 77 each. R. V. McClellan, Lewistown, Pa., R.D. 3. oc20

Firm has hundreds of different-sized and styled items ready for immediate delivery.

News from Peerless Products, Chicago, indicates a lot of interest in the firm's latest products based on a lot of action from distributors and operators of this varied line. From Chippewa Falls, Wis., W. H. Brady & Company, states Turkey Push Cards are making a lot of new operator friends.

RKO, Boston

Continued from page 50

gave the show a change of pace with some clear-throated ballads; Paul and Paulette demonstrate trampoline agility to heavy mits. The Wayne-Marlin Trio have a better-than-average balancing muscle routine and the City Slickers show they really can play, going to town with solid Dixieland jamming in Hawaiian Chant.

Pic, Millionaire for Christy.

Bob Taylor.

Under the Marquee

Continued from page 67

Thomas' wife, child and mother are in Wichita, Kan., awaiting his arrival for the opening of Orrin Davenport's show there November 5-11.

Among former circus press men and agents, Sam Stratton is preparing to go out with a third company of "The Moon Is Blue"; Al Butler remains in Chicago with "South Pacific"; Bob Hickey is making Chicago and Cincinnati this week for "Ice Follies" dates; Ned Alvord is with "Gentlemen Prefer Blondes" in Chicago, and Bev Kelly has the road company of "Mr. Roberts."

Mickey Sullivan, bandmaster, and George Hanneford met Doc Hefflin, physician formerly with the Ringling and Cole shows, at Bath, N. Y., where he is a patient. Sullivan and Hanneford were playing the Bath fair.

Voyle N. (Army) Armstrong, advertising manager for The Wichita Falls (Tex.) Daily Times, is the subject of a yarn published in his paper and tied in with the Ringling date there Thursday (27) and the Circus Fans Association.

Charles and Peggy Kline played the Tennessee State Fair for the Ernie Young office and have other Southern fairs to follow.

Bill (Yo-Yo) Alcott and Lew Christie, clowns; Jay Jaxson, and the Aerial Christensons played

the Rushville, Ill., Smiles Day Celebration Wednesday (19). Mrs. Lilly Craven Larwill, widow of Stewart Craven, old-time elephant superintendent, and herself a trouper with Cooper & Bailey, Adam Forepaugh and other shows of the 1870's, observed her 99th birthday Tuesday (20) at Kansas City.

Bill Roddy, story man on the Ringling press staff, speaks highly of press co-operation at Santa Barbara, Calif., where The News Press wound up circus coverage with an editorial citing examples of courtesy and efficiency demonstrated by people with the show.

Doc E. Johnston, aerialist and clown with circuses from the Hall & Sample wagon show to the Dailey outfit, is making and selling a hand cleaner in Houston. His eye-sight is endangered and he fears he may go blind unless he undergoes an operation.

Natchez, Miss., will have both Rogers Bros. and King Bros. circuses within the next month. Kelly & Morris may also make the town, according to Norman Lawrence. Elsie Alzana has left the Ringling show, where she appeared in the Alzanas high-wire act, and returned to Sarasota, Fla., where she announced wedding plans. Hilda Alzana also returned to Sarasota on leave of absence. Bess Dhotre is in Sarasota. Her husband, Damoc Dhotre, animal trainer, is still in Europe.

S. W. (Bill) Bailey is clowning the Memphis fair for a soft drink company.

Capt. Enrique DeMell, with his new seal act, will play Dallas two weeks and then return to New Orleans, where he recently closed a month's run at Pontchartrain Beach. He advises that he'll be back with Giustino Loyal's Gran Circo Loyal this winter.

Vernon L. McReavy has completed the clean-up of fire debris at his Minnesota summer home and was in Chicago for several days last week. F. A. Boudinot, general agent of the Ringling show, has returned to Chicago after a stay on the West Coast. Paul Eagles, promotional director for Ringling, headed for the South after the Los Angeles date.

Shelbyville, Tenn., will have three shows in quick succession. Kelly-Miller will make it September 29, and Kelly & Morris follows October 1. King Bros. comes in October 18.

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1940	15c Jumbo	Avg.	50.00
1950	5c J.P. Ass. Bn.	Avg.	25.00

The Books—R.W. Bingo Tickets, Etc.
DELUXE SALES CO., BLUE EARTH, MINN.

Calendar for Coinmen

- September 25—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.
- September 25—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- September 25—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
- September 26—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
- September 27—Connecticut State Coin Association, semi-monthly meeting, Hotel Bond, Hartford.
- September 27—Michigan Self-Service Laundry Association, monthly dinner discussion meeting, Detroit-Leland Hotel, Detroit.
- September 27—California Music Guild, Northern Division, monthly meeting, Sacramento Hotel, Sacramento.
- October 1—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- October 2, 16—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- October 5—Wisconsin Phonograph Operators' Association, monthly meeting, City Hall, Brodhead, Wis.
- October 9—California Music Guild, monthly meeting, 311 Club, Oakland.
- October 9—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.
- October 10—Music Operators of Northern Illinois, monthly meeting, Hapsburg Inn, River Road (North of Des Plaines).
- October 11—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Maccabees Building, Detroit.
- October 11—Oregon Music Association, bi-monthly meeting, 827 S.W. 13th Avenue, Portland.
- October 14, 15, 16—Midwest Coin Machine Convention, annual meeting and exhibit, Paxton Hotel, Omaha.
- October 15—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- October 22—Phonograph Owners' Association, monthly meeting, Broadview Hotel, West St. Louis, Ill.
- November 12-13—National Association of Gum Vendors, first annual convention, Hollenden Hotel, Cleveland.
- November 12-15—National Automatic Merchandising Association, annual convention and exhibit, Cleveland Auditorium, Cleveland.

CMI Announces 1952 Show; Sets International Coverage

CHICAGO, Sept. 22.—Following a special meeting of its executives and the board of directors Monday (17), the Coin Machine Institute, thru President Sam Wolberg, announced an international coin machine exhibit and convention would be held under CMI auspices at the Hotel Sherman here February 4-6, 1952.

The CMI board stressed that the show will be held because the demand for such an event has been apparent for several months. The board members explained domestic coinmen and particularly foreign operators and distributors have found that by attending a coin machine show they can see all the new games, vendors and music equipment available in the

United States.

Other key reasons for the 1952 show given were: over-all business has been comparatively slow for some time and therefore the business needs a shot in the arm; foreign coinmen feel this may be their last opportunity for a long time to buy U. S. equipment before the plants are fully converted to defense output; to give the trade a look at all the different coin equipment developed since the annual show policy was discarded. The last CMI convention was held January 17-19, 1949, at the Stevens Hotel here.

The Institute's headquarters announced the exhibit space for the international event had already been confirmed thru the

Sherman's convention manager, Earl Benedict. It includes the exhibition hall, the mezzanine and the grand ballroom.

Upped Demand Hikes Activity In Used Marts

CHICAGO, Sept. 22.—The growing demand for late-model used games was evidenced this week in *The Billboard's* Index of Used Machine Prices (appearing elsewhere in this section) in the form of fewer listings of equipment of the post-Bipper-bumper era since January, 1948. Altho the stepped-up demand for late-model games has been noticeable for the past few weeks, expected price increases have not developed to a point where it might be termed a trend. Meanwhile, distributors in this area emphasized that the demand for games is reaching its highest point in the past few years.

Factors influencing the increased demand revolve around the operators' belated attempt to stock up while there is still a choice of clean late-model equipment and the general feeling this will prove one of the better, if not best, fall and winter seasons since 1948. In addition, they realize, that factories will be producing less equipment as defense output begins to roll into high gear.

Games Breakdown

A breakdown of the game listings into shuffle, arcade and the five-ball divisions, show that all three have felt the increased demand, with shuffle games enjoying a slight edge. This is the season when shuffle games traditionally get their biggest play. While the main demand is for used multi-player shuffle units, the fact that some of the earlier single-player shuffle games can be converted in more than one way, also makes them a steady sales item. Part of the renewed interest in five-ball games stems from reduced production early in the year. Gottlieb is the sole manufacturer of five-balls all year. The others generally concentrated on shuffle units until the in-line games were introduced in May. Thus, less late-model five-balls are available now and operators wishing to diversify their routes are having a difficult time finding what they want.

The pattern in used music sales has varied little over the past few months. Demand for the late-model units increased sharply when the export marts expanded and the earlier machines were quickly purchased by foreign operators. Now, with overseas coinmen showing major interest in late model units and the domestic demand steady, this field is more active than it has been in years.

Ohio Law Hits Bell Machines

COLUMBUS, O., Sept. 22.—A new Ohio law, which became effective this week, now makes it a felony to own, possess or transport bell machines within the borders of the State.

The law specifies fines ranging from \$50 to \$100 and imprisonment for not less than 10 nor more than 90 days.

Distributors, Ops Find Sidelines Big Biz

CHICAGO, Sept. 22.—Sidelines, entered into by coinmen to augment their over-all income, have frequently resulted in comparative big business, especially on the distributor level, the past few years.

Probably, the most important sideline which evolved on a big business basis in recent years is the premium field. Not all firms which went in for premiums in the last two years have stayed in this allied division of the industry because it takes an unusually wide assortment of display room and stock to make it click. Many of those who went in for it wholeheartedly at first felt it took too much detail and time from their regular trade altho all apparently found it profitable.

Most of the distributors entered the premium field as a courtesy to visiting operators who wanted to have a few items to use as high score prizes for some of their better stops. Later the operators expanded their high score prize setups and were also buying some merchandise for presents for their friends and relatives. Almost overnight, the premium trade at distributor headquarters here had grown into something big. Currently, local coin firms specializing in this type of merchandise include Purveyor Shuffleboard Company, Ace Premium Sales Company, First Distributors and National Coin Machine Exchange.

Conversions

Others have concentrated recently on converting older games to an up-to-date playfield idea which has sufficient appeal to be offered to better locations by operators as a game in itself. Much of this of late has been in changing over some of the original single player shuffle games. Among those making progress in this field are Monarch

Coin and Marvel. In addition, Monarch last week (*The Billboard*, September 22) introduced a new finish for wood surfaces and shuffle game playfields. Known as the C. C. finish, this product is said to be a real asset in making shuffle games in heavy traffic locations stand up without showing playfield wear over an unusual long period.

Still another sideline idea developed recently by both operators and distributors has been the three color screens appearing first in commercial locations and now more so on home television receivers (*The Billboard*, September 1). At first operators were unhappy about the screen since it was reviving TV interest in locations where their music and games were installed. But soon they were handling the sale of the color sheets and also using them as premiums with their games.

Two coinmen, Herb Perkins and Bill Olsher, decided to concentrate on the screen idea and formed their own companies here. Firms handled color screens ranging from the smallest to the largest. So far the screens have been particularly effective with outdoor scenes including baseball and football.

Purveyor, SSLI Shuffle League Play to Resume

CHICAGO, Sept. 22.—The Purveyor Shuffleboard leagues, sponsored by Purveyor Shuffleboard Company, and the Standard Shuffleboard Leagues, Inc., recently purchased by Purveyor from Rock-Ola Manufacturing Company, will start the 1951-'52 season September 30, Herb Perkins, president, announced this week.

With the largest league set-up in its history scheduled for the coming season, Perkins said the initial loop play will be centered in the Midwest with new leagues, now in the process of being formed, scheduled to start next month in the West and East.

Initial league play will include teams located in Aurora and Niles, Chicago suburbs. Teams located in this city, who participated in the 1950-'51 league play, augmented by at least 50 new teams, will start their season early in October, Perkins stated.

Omaha Ops Receive License Reduction

OMAHA, Sept. 22.—Games and music operators here have until October 4 to take out new licenses for their equipment. New levies, approved by the city council Tuesday (18), were introduced by finance commissioner, Walter Spellman, following operator complaint that former taxes were prohibitive (*The Billboard*, September 15).

New ordinance cuts the pinball tax for operators from \$40 to \$15; distributors from \$150 to \$100. Juke box operators, formerly paying \$15, are now assessed \$10; distributors' tax remains at \$100.

Veeder-Root Net Up

HARTFORD, Conn., Sept. 22.—Consolidated net earnings of Veeder-Root Inc., manufacturers of counting and computing devices for coin machines, for 32 weeks ended August 12, amounted to \$1,106,990 or \$2.67 a share, compared with \$1,003,680, or \$2.42 per share for the like period of 1950. Production has continued at a high level, and the backlog of orders is still high, according to President John H. Chaplin.

Mint Reports Small Coin Shortage Grows

WASHINGTON, Sept. 22.—U. S. Mint officials disclosed this week their inability to secure deliveries of copper during September for making coins. They said the copper shortage may prevent the government from minting anywhere near enough

nickels and pennies during the coming year to give noticeable relief in the growing shortage of small change (*The Billboard*, September 15).

Since dimes and quarters take considerably less of the scarce copper than pennies and nickels the government may mint proportionately fewer pennies-nickels in the future, it was pointed out.

The greatest shortage is in pennies. With the public's demand for one-cent pieces four times that of a year ago, back orders at the U. S. Mint have piled up to 31 million pennies. The demand for nickels had more than doubled in a year, and the mint has back orders for 12 million jitneys. But even these back orders do not tell the whole story, since the Federal Reserve banks making the orders have taken the copper shortage into account and greatly scaled down their requests.

U. S. Mint Director Nellie Taylor Ross requested one million pounds of copper from the National Production Authority for September, but only 700,000 pounds were allocated. "And now we can't even get deliveries on this from the copper companies," she said.

Director Ross explained that great demand for small coins since the outbreak of the Korean war was the combined result of (1) big volume of business during the defense effort, (2) odd units prices, and (3) new sales taxes. Mint officials estimate there are now about four billion nickels and 17 billion pennies in circulation.

PIN BACKGLASS A SHOW-STOPPER

MONTPELIER, Vt., Sept. 22.—Sam Caslani, local operator, found a way to make use of pin game backglass and, at the same time, managed to not only save himself a chunk of money, but to build a novel lodge which is attracting much attention in architectural circles.

Planning the lodge for some time, Caslani saved the backglass from old pin game units over a period of years. When the lodge was finally built, there were enough glasses available to completely cover the front. Each glass, complete with its original illustration, is individually illuminated.

Now Caslani reports a steady stream of visitors to the lodge, all coming to see the history of the pin game business in glass.

Texas Firm Holds 6-Player Showing

FORT WORTH, Sept. 22.—A special operators showing of Keeney's 6-Player League Bowler was held at the Fort Worth Amusement Company here last week with Owner Harry Hooser hosting the event.

Demonstration game used was the original factory mock-up model sent via air freight by Keeney to cater the showing. A large turnout of Texas operators was on hand to examine the game.

Set for dime play, the Keeney unit is available in 8 and 9½ foot lengths. It introduces the silent type playfield made possible with reinforced Masonite laid just under the regular plywood play area. This nullifies the noise of the puck as it glides toward the oversized light-up pins. Game has 20-30 scoring and a high speed automatic puck return which keeps playing time while one or up to six players see in action.

RESERVE SPACE FOR 1952 SHOW

CHICAGO, Sept. 22.—CMI's convention committee announced this week that it realizes many new interests have come into the trade since it held its 1949 show and therefore it is asking potential exhibitors for the 1952 event to write immediately for application blanks. This is being done to avoid overlooking the new-owners and give all the opportunity to get choice space which will be on "a first come first serve basis," it was announced. Interested firms should write to Coin Machine Institute, Convention Headquarters, 134 North La Salle Street, Chicago.

Frozen Juice Makers Move Vender Programs in High Gear

Minute Maid, Welch Grape Lead Automatic Merchandising Parade

CHICAGO, Sept. 22.—Frozen juice concentrate makers and vending machine manufacturers are predicting a boom in automatic merchandising this product, with the first moves already underway by two pioneering juice firms assuming major proportions during 1952. Surplus stocks of frozen

juices, mainly citrus, are the spurting factor in sponsoring venders for important gains in sales volume (*The Billboard*, August 25, September 22).

The juice firms already active in vending are Minute Maid and Welch Grape Juice. By the end of this year, they hope to have a total of 1,500 machines vending their products, consisting of orange and lemon (citrus) and grape and apple juices. By the end of 1952, vender production permitting, these and other juice producers hope to have several times as many venders supplanting their take-home sales volume and acting as over-all product stimulators.

Maid Pioneers

Minute Maid, first of the frozen juice producers to try serving its product in cup machines, opened the field in November, 1949, when it signed a contract with Mills Industries, Inc., for 1,000 venders. The original contract called for single-drink units, selling for ap-

proximately \$750. However, when 225 of the single drinkers had been built, Minute Maid decided to switch over to a selective machine; Mills is now building the remaining 775 units specified in the contract as dual flavor machines, listing for between \$1,050 and \$1,150.

One of the reasons for the model change was that rising production costs would have boosted the price of the single flavor unit to \$900. This was too high for a non-selective machine, Minute Maid felt.

With the introduction of the two-flavor equipment, a lemonade drink was added to the juice menu. Trial operation in Chicago Northwestern Railway station by a franchise operator, Mills Automatic Merchandising Company, proved feasibility of the move.

Commission Problem

One major problem in juice vending, according to Minute Maid's William Burke, are commis-

(Continued on page 91)

Alco-Deree Back in Candy Vender Field

Initial Production From Parts Stock; Refrigerated, Regular Models Offered

CHICAGO, Sept. 22.—Re-entering the vending machine field, Alco-Deree Company without fanfare began building refrigerated and non-refrigerated candy machines a few weeks ago. Using cabinets and components remaining after the shutdown of its vender production lines in October, 1950, it has assembled and shipped about 600 units as of this week, according to President W. S. Deree.

Bulk of the shipments were made up of refrigerated models. Both models remain basically the same as the machines turned out in 1950 and incorporate push-button delivery introduced on the last few production models that year. The non-cooled unit retains electric operation, uses solenoids. While Deree would not comment on the present price of the units, prior to the production stoppage the cooled model listed for \$449.50.

Maine Canteen Tests FE Bulk Milk Machine

AUBURN, Me., Sept. 22.—Automatic Canteen Company of Maine is conducting one of the initial experimental cost-service operations with Food Engineering Corporation's dual bulk milk vender. G. Hecker, Canteen operator, is in the process of compiling detailed sales, maintenance and related data on the installation.

The bulk milk machine, introduced by the Manchester, N. H., firm last March, holds two standard 40-quart cans of milk; one is held in reserve and automatically moves into vending position as the first is emptied. A rotary vending mechanism fills a cup inside a refrigerated, stainless steel compartment, and delivers it to the customer. Vends 320 8-ounce or 480 5½-ounce drinks.

Cig Tax Returns Increase in Ala.

MONTGOMERY, Ala., Sept. 22.—State Revenue Commissioner Joe Edwards reported tobacco tax collections for the month just ended totaled \$740,970, compared to \$690,363 in August, 1950, an increase of \$50,607.

During the first 11 months of the fiscal year the levy yielded \$7,117,327, an increase of \$135,145 over the \$6,982,182 collected during a similar period last year.

VENDER GIVES CUFFO DRINKS

FORT LAUDERDALE, Fla., Sept. 22.—Enterprising customers have figured a way to get free drinks from a soft drink vending machine at the Bahia-Mar gasoline station here.

The lid of the cabinet-type vender is unlocked and the bottles held in place by steel slats which may be lifted out only after a coin has been inserted.

The offenders, however, leave the bottles in the machine but pull off the caps and sip the drink thru straws.

Ballgum Group Skeds Topics For Nov. Meet

CHICAGO, Sept. 22.—With a detailed convention program yet to be worked out, National Association of Gum Vendors announced this week that at least three subjects have been scheduled for presentation to members. Alvin Kantor, president, said a more complete agenda will be prepared prior to the November 12-13 meeting at Cleveland's Hollenden Hotel.

In addition to election of permanent officials, to serve the first full annual term and to replace the present temporary executive body serving NAGV, convention discussion will center on:

Discussions

1. Writing and adoption of a constitution.
2. Putting into effect an intensified campaign for new members.
3. Setting up the mechanics and appointing officers for the quarterly issues of an association news bulletin.

In addition, major convention discussion will center on progress made in combatting anti-charm moves thru various sections of the country. Other operating problems, methods peculiar to penny vender operation will also be prime topics.

Predict 2c Retail Price Rise If 1c Federal Cig Tax Okayed

CHICAGO, Sept. 22.—Proposed federal tax increase of 50 cents per thousand cigarettes or a cent-a-pack now pending will result in a 2-cent per pack increase in the retail price, trade leaders predicted this week. When and if the present \$3.50 tax per thousand is upped to the new figure, resultant double-jump in final over-the-counter pack price will be uniform on counter and vender-sold smokes alike.

Predictions of a 2-cent per pack price rise hinge on expectations that cigarette manufacturers will seek price increases over and above the higher tax rate, in an attempt to better their present \$7.06 net (which includes the 10 and 2 per cent discounts to wholesalers) per thousand cigarettes.

Cut Trading

Coupled with the predictions of 2-cent per pack retail hikes, and

tending to crystallize such thinking, are several factors that cropped up on the tobacco auction front. Large cigarette firms cut their trading by one-half, bucked for lower leaf costs. Setting the stage at the central tobacco market in the country, Wilson, N. C., the cig leaders demanded lower tobacco costs "or higher cigarette prices cannot be avoided."

Present market prices for flue-cured leaf, used for most of the filling in cigarettes, are running from the same to 2 cents per pound higher than last year. But the tobacco grower has his own beef: if prices don't go up, we won't make a profit, they claim.

SALES SCORE SOARS

Bottler-Op Puts Push On Factory Locations

CHICAGO, Sept. 22.—General Bottlers, Inc., Pepsi-Cola franchise holder in the Chicago area, is concentrating on industrial locations for its bottle venders with initial entree gained by having management okay a test installation. Latter is pushed as a means of "determining employee preferences by actual sales" in competition with plant's present cup or bottle machines.

General Bottlers' score, to date is indicated by the following sales figures: 20 venders at Zenith Radio moved a high of 27,360 bottles in a month; another location, Nathan Corporation, a bedding manufacturer, moved 23,702 bottles thru its 14

Expand Chicago Rapid Transit Ice Cream Op

CHICAGO, Sept. 22.—Mechanical Merchants, Inc., with the addition of 16 ice cream venders to its rapid transit el and subway locations during the next two weeks, will have expanded this branch of its operation to 36 machines, according to Herman Stamer, vice-president. First installation of ice cream units on station platforms was made this spring with six machines.

Stamer said development of firm's ice cream operation would continue in both the transit system and its industrial spots. An ultimate 200-machine route is planned.

Hair Oil Op Grows, Adds Lotion Units

DETROIT, Sept. 22.—The G. J. Vending Company, established several months ago to operate hair oil vending equipment, has added hand lotion and taken on distribution of machines in addition to its original activities. Company was formed by James A. Kerwin and George Boutsikaris.

With no machine on the market widely available for their special purpose, the partners acquired an older type of vender made by National Manufacturers Company, said to have been originally planned to dispense Jergens' hand lotion, and adapted it for hair oil dispensing. The machines are now being adapted as well for hand lotion vending.

Operation on the present revamped machines is at a penny, but a new vender adapted for nickel operation in this field is coming on the market, according to Kerwin, to be made by or for the Brill Cream Company.

Favorite locations are in washrooms and wherever there is a swimming pool or shower. Railroad and bus stations are especially good locations. The products they are selling are widely used, but often inconvenient to carry in a woman's purse or a man's brief case, so that their availability in a washroom at the end of a journey is appreciated. Hand lotion is also proving a favorite in women's rest rooms in department stores.

Continental Can Names 2 New Vice-Presidents

NEW YORK, Sept. 22.—Continental Can Company announced election of two new vice-presidents, E. R. Van Meter and Lawrence Wilkinson. Van Meter, who has been general manager of firm's paper container division since August last year, will be vice-president in charge of the paper cup department. Wilkinson resigned a post as director of the New York Civil Defense Commission to take up his new position.

Drink Master Postpones Cup Vender Debut

BEVERLY HILLS, Calif., Sept. 22.—L. H. Kahn, president of Drink Master Corporation, reported this week that delivery date on its new four-drink hot-cold vender has been postponed to January 10, due to delays in securing materials. December 1 was the initial production date.

Kahn stated machine capacity will be 750 drinks, instead of the 570 previously announced. List price will be approximately \$995.

Formation of Drink Master followed dissolution of Interstate Associates, Los Angeles, last July. Firm had produced 450 Hot-o-Mat coffee venders.

Nabisco Drive Aimed at Ops

NEW YORK, Sept. 22.—The National Biscuit Company, which pioneered nickel packs of cookies and crackers for use in venders in the 1930's but let that phase of its program lag in recent years, is readying a new drive for the vender market.

This was announced here by A. H. Wilcox, in charge of sales to the vending trade. Program facets include exhibiting at the National Automatic Merchandising Association convention in November, an advertising campaign directed at operators and stepped-up activity at the field level by National Biscuit representatives.

The firm now has six items suited for sales thru most candy machines, Wilcox said. Newest is a cheese-peanut butter sandwich. All are shipped in 100-count cartons.

Oct. Shipment For Wrigley's Magazine Pack

CHICAGO, Sept. 22.—William Wrigley Jr. Company will make initial shipments of its new magazine-loading nickel gum pack October 1. Price will remain the same as firm's present vending pack. The 20-package carton features single-piece construction with open end to permit instantaneous loading of chute type machines, facilitate hand loading in shelf type equipment.

Other pack improvements include discarding of separate cover, a cellophane wrap that both eliminates wax flaking during removal from carton and permits easy identification of gum flavor labels.

Officials stated all orders for vending packs must be so noted, otherwise regular display packs will be shipped.

Blue Jay Bows New Nickel Vending Item

NEW YORK, Sept. 22.—Blue Jay Products Company has introduced a new cheddar cheese cracker sandwich packed for sale thru vending machines.

The nickel seller is called Cheese 'n' Cheese.

New Vendall 10c Mechanism

CHICAGO, Sept. 22.—Vendall Company, division of Belvend Manufacturing Company, has designed a new type dime coin mechanism for use on its candy venders which it claims reduces coin jamming, rejects, etc.

Weight of the dime coin differs due to variances in thickness up to 50 per cent caused by wear, it was pointed out. With the coins thus offering a greater operating problem than nickels, which remain more uniform during their use, Vendall and Belvend officials anticipate a reduction in service calls due to coin chute troubles.

Louisiana Tax Report

BATON ROUGE, La., Sept. 22.—State Revenue Collector W. A. Cooper reports tobacco tax collections for the fiscal year ended June 30 totaled \$18,125,188, a decline of approximately \$1,000 compared with collections for the preceding fiscal year.

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"Hep Cat" Buttons, 1,000 5.95

STANDS

All steel - aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 37 lbs.

\$3.25 each
We are factory distributors for all leading makes of VENDING MACHINES.

One-Third Deposit on All Orders.
PARKWAY MACHINE CORP.
715 Ensor St., Baltimore 3, Md.

LARGEST PROFIT MAKERS

"SILVER-KING"
"CHARM-KING"
"SUPER-VENDOR"



5c PISTACHIO NUT VENDOR
"CHARM KING" BALL GUM VENDOR
NEW ROTARY "SUPER-VENDOR"

VENDS NEW LARGE SIZE 7 1/2 "SUPER-GUM" 100 to the Pound of regular 15 1/2" size. Nut and Ball Gum, Candy, Charms Vendors, 1c-5c U.S. and Foreign Coins. "Hot Nut" Vendors. Designed for sales compelling eye appeal. As low as

\$10.00 in quantities

SILVER-KING CORP.
422 Diversey Parkway Chicago, Ill.



VICTOR'S MODEL "V"

Only \$12.75 Each

(24 or more) Sample \$13.75
Glass of P.I.S.F.I.C. 1 1/2 lbs. - UNEQUALLED FOR VENDING: BALL GUM, CANDY PEANUTS, CHARMS, SALTED PEANUTS, ETC.

LOWEST PRICES ON BALL GUM, CANDY CHARMS, STANDS. We stock all parts and supplies.

"TRY THE BEST, TRY VICTOR'S" WRITE TODAY!
H. B. Hutchinson Jr.
840 North Ave., N. E. Atlanta, Georgia

BRAND NEW LUCKY BOY VENDORS



\$9.75 EACH MODEL 1c or 5c

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 300 Ball Gum. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

BLOYD MFG. CO.
VALLEY STATION, KY.

BELL MACHINE MAKES HISTORY

SAN ANTONIO, Sept. 22.—San Antonio Conservation Society will fall heir to the last bell machine in the city. It is considered to be one of the nation's oldest (53 years) by its former owner, S. W. Martin.

The machine is a six-chute four-foot machine. It was named after Admiral Dewey and bears his picture. Martin plans to write a history of the machine for the historical organization to keep with the machine.

1950 Candy Sales Hit \$960 Million

WASHINGTON, Sept. 22.—Sales by candy manufacturers totaled \$960 million during 1950, only a moderate rise from 1949 sales of \$900 million the Department of Commerce has reported. Candy sales lagged behind those of other manufacturers whose 1950 sales averaged 8 per cent increases over the previous year. Candy's average wholesale price per pound in 1950 was \$3.20 while retail prices averaged \$9.14 per pound.

Bar goods accounted for nearly half the total 1950 confectionery sales as measured by dollar value sales by manufacturers and wholesalers, Commerce reports. Bar goods' dollar value was \$423,178,000, with general line coming second with \$183,678,000, followed by \$157,598,000 for packaged goods, and \$94,099,000 for bulk goods. The figures include all confectionery manufacturers, including chocolate manufacturers making consumer-type candy such as chocolate bars, etc. They do not include sales of chocolate coatings or cocoa.

Meanwhile, July, 1951, wholesalers' sales of confectionery totaled \$1,460,000, a rise of 4 per cent from July the year before. Wholesalers' inventories were \$915,000 in dollar value at the end of July, 88 per cent above those of July, 1950.

Intro Liquid Hand Lotion Vender Pack

ST. PAUL, Sept. 22.—A specially packaged liquid hand lotion designed for venders is being marketed by W. O. Washburn & Sons, Inc. Five separate lotion applications, sealed in tin-foil "pillows," are contained in each dime packet the size of a small bar of sample hand soap.

Introduced recently, the lotion package is currently being offered thru manual dispensers on airliners. Washburn plans to initiate a vender program of its own, with contract-manufactured wall units offered to operators.

New Pa. Firm to Deal In Vender Ex-Imports

HARRISBURG, Pa., Sept. 22.—A Pennsylvania State charter has been issued to the C. T. Corporation System, 123 South Broad Street, Philadelphia, authorizing it to capitalize at \$1,000 for the purpose of making, importing, exporting, owning, selling and dealing in automatic vending machines and coin-operated devices of every description.

Incorporators are F. Stanley Saurman, Southampton; J. L. Wilsterman, Drexel Hill, and C. H. Pickup, Philadelphia.

Up Alabama Sales Tax

MONTGOMERY, Ala., Sept. 22.—The State Revenue Department announced that effective October 1 Alabamians must pay an extra penny sales tax on each dollar purchase. The sales tax now stands at 2 per cent.

CO-OPERATE FOR CANDY GAINS

Vendall's E. Johnson Draws Op-Supplier Mutual Aid Plan

CHICAGO, Sept. 22.—Edward E. Johnson, sales manager of the Vendall Company, looks to development of co-operative measures between candy operators and candy manufacturers to help solve the present nickel-dime bar controversy. He advocates a plan which he maintains may solve at least part of the problem.

Two basic factors must be considered in the nickel-dime candy problem, according to Johnson. He lists them as:

1. Under a free enterprise system, no business can long endure without profit.
2. In the final analysis, the consumer is the one who determines the kind of product he will buy and the price he will pay.

Suggests Solution

With nickel bars pinching operator profit, and with dime bars not increasing the number of unit sales, altho they may increase dollar volume, Johnson says the result is that the higher price drives some customers away. To counteract this, he suggests taking a leaf out of chain organization small-item retailing.

He points out that in chain organizations, retailer and manufacturer work together closely. When a new item is submitted by the manufacturer, the chain tests it in numerous locations. Actual sales results of the tests are the determining factor as to whether or not the item will be featured by the

whole chain. Such tests frequently prove that a change in the item is necessary to make it sell in volume. Then, chain and manufacturer co-operate in finding out what that change is to be.

Similarly, when controversies arise between manufacturer and the chain as to the price the chain is to pay, then recognizing the chain as an essential part of his distribution system, the manufacturer works out a compromise.

Vending Application

Johnson advocates that such a plan be followed in the vending industry. Candy manufacturers could cost out their nickel bars, make test lots in the size and weight which will show them a profit and which, when sold to operators, will show the latter a profit as well.

Operators would be glad to co-operate with manufacturers to test such bars, check results closely. Johnson feels. Such checks would determine the manufacturers' future course.

"Should this be done, then it is possible that in this industry, too, the retail price controversy would be solved in a way which would be equally acceptable to candy manufacturers, operators and the consumer," he said.

Filbert Facts

WASHINGTON, Sept. 22.—Department of Agriculture in two announcements predicts that the world 1951 filbert harvest would be the second largest on records and also, fixed the salable percentages of merchantable in-shell filberts at 85 per cent and the surplus percentage at 15 per cent for the year beginning August 1.

The preliminary estimate of filbert production in the four leading commercial producing countries is expected to reach 150,560 short tons, unshelled, compared with 90,180 tons in 1950, and 159,340 tons in the record year of 1949. Italy, Spain, Turkey, and the U. S. are the four producers.

The salable percentage of merchantable filberts may be sold on the domestic in-shell market, but the surplus must be disposed of in outlets such as shelling or exports, which are not competitive with domestic in-shell shipments.

Sugar Report

WASHINGTON, Sept. 22.—Sugar distribution by primary distributors for civilian and military use totaled 141,130 short tons, raw value, during the week ended September 8, compared to 152,329 tons for the corresponding week the year before, the Department of Agriculture announced. Distribution for 1951 to date has been 5,463,922 short tons, raw value, compared to 6,133,495 during the 1950 period. All figures are for distribution within the continental United States.

Peter Paul Dividends

NAUGATUCK Conn., Sept. 22.—Peter Paul, Inc., announced earnings of \$1.63 per share for the first six months of this year. For same period in 1950, per share earnings were \$1.41.

Firm's board of directors declared a regular dividend of 50 cents per share, payable Monday (10) to stockholders of record August 15. President John H. Tatigian stated the payment marked the 90th consecutive dividend paid by the company.



Victor's TOPPER DELUXE

WITH THE ALL-PLASTIC GLOBE
Also Available in Double, Triple and Revolving Super Market Units.

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

Profit-Making Combination For Wide-Awake Operators

MODEL 49

1c-5c-10c

The record breaking earnings being reported by operators using Model 49 have never before been approached by any bulk vender. It makes no difference what product you use, sales shoot up in locations as soon as a 49 is installed, and they stay there. Why? Sales appeal... eye-catching beauty... tempting merchandise display... clean, sanitary globes... all combine to sell the Model 49 and its merchandise to the public. It makes them want to patronize the machine and they do.



1c Selective TAB GUM VENDER

The Selective Tab Gum Vender has everything operators want in a gum vender... big capacity... fast servicing... simple construction. It has been designed not only for mechanical perfection, but to SELL gum. Its striking appearance and tempting wide-open display of many varieties of gum creates an irresistible urge to patronize this machine. And that's why every time you use a Northwestern Selective Tab Gum Vender for replacement on your route, the sales will jump two to three times... and stay there!



FREE! You'll enjoy reading "The Northwesterner," which contains news, photos and helpful information for the operator of bulk vending machines. Write for your free copy today.

THE NORTHWESTERN CORPORATION

707 Armstrong Street

Morris, Illinois

30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

Northwestern



Outstanding MODEL 49

1c-5c-10c PRICES
Less than 25 \$37.35
Less than 100 \$37.15
100 or more \$36.95

Sensational TAB GUM

PRICES
Less than 25 \$35.95
Less than 100 \$35.45
100 or more \$34.95



Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc.

TIME PAYMENT PLAN AVAILABLE. TRADE-INS ACCEPTED.
1/3 Deposit Balance C.O.D.

MERCHANDISE
ADAMS, All Flavors, 100 Count... \$.42
WRIGLEY'S, All Flavors, 100 Count... .44
FRUIT CHARMS, Assorted, 160 Count... .40
SUCRARD, 200 Count... 1.20
HERSHEY'S, 200 Count... .30
MINIMUM ORDER 25 Boxes of Any Assortment

New NORTHWESTERN

MODEL 49 1c-5c-10c \$17.35 ea.	10 Col. TAB GUM VENDOR \$25.95 ea.
25 to 100 \$17.15 ea.	25 to 100 \$25.45 ea.

ORDER NOW (Immediate Delivery From Stock)
INTRODUCTORY OFFER
Adams Gum, 42 Box; Fruit Charms, 40 Box. Minimum Order, 25 Boxes.

We take trade-ins—Liberal Allowance—Time Payments! Complete line machines, supplies, accessories, charms, gum, etc. Get our mailing list! 1/3 deposit with all orders, balance C.O.D.
609-V Spring Garden Street Philadelphia 23, Pa. LOMBAR 3-2674

RAKE COIN MACHINE EXCHANGE

TOPPER DELUXE

With Plastic Side Display Windows
Case of 4 \$56.80
Single... 14.95

Topper Standard With Plastic Globe.
Case of 4 \$48.00
Single... 12.25

COMPLETE VICTOR LINE IN STOCK!

CHAMPION NUT & CHOCOLATE CO.
1194 Tremont St. Boston, Mass.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHICKERING 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEDNEY 8-3600

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR

SMOKESHOP '612'



The NATION'S FINEST CIGARETTE VENDOR

Tear Out And Mail This Ad For Details

AUTOMATIC PRODUCTS CO.
250-B West 57th St., New York 19, N.Y.
Plaza 7-3123

Coinmen You Know

Milwaukee
Candy sales representative for the Luden's Company, Bob Morgan, spent several days last week in Milwaukee calling on the vending machine business. Morgan added the Candymasters line to his offerings.

Badger Tobacco Company topper, Art Cohen, returned to his desk after two weeks in sunny Miami. Strictly vacation minded, Art maintains he didn't look at a cigar counter or cigarette vending machine all the time he was there.

Jack Reight, Geiger Automatic Sales routeman, resigned his connection with the firm and headed for a permanent residence in California.

Local organization of United Vendors, composed of cigarette and candy vending machine operators, are revitalizing the group via meetings called at the homes of members. Session held Wednesday night (19), at the home of legal counsel Michael Klein, found nine operators in attendance.

Herb Geiger, whose firm recently took over control of the sizable Fountaine Corporation operation at the Allis-Chalmers Company, reports that he is mulling plans for an expansion of his office and warehouse.

Canteen Company topper Erich Rakow, an avid sportsman, is getting his shooting irons oiled up for the forthcoming hunting season.

G. & W. Novelty routeman, Arnold (Crash) August, asserts that he is thru participating in the local stock car racing. Reason for his desire to lead a more serene life is the recent purchase of a new automobile. . . . Erv Siwick, another G. & W. staffer, returned from his vacation to Canada with a large catch of fish.

Seven bowling teams are being backed this year in local kegling

leagues by G. & W. Novelty execs, Glenn Gaedtko and Herb Wagner. Both agree this is excellent promotion and advertising for the coin machine industry. Last year the firm sponsored 11 bowling teams.

Banaco Music head, Frank Bartnik, says biz volumes eased off somewhat the past six months and only recently revealed signs of improvement. Music receipts are the only bright spot, with games having fallen considerably below previous averages.

Jimmy Bandle, maintenance man at Mitchell Novelty, is turning in his tools to enroll as a student at the Milwaukee School of Engineering this fall.

What originally started out to be a foursome angling expedition heading for Herman Paster's summer home in Northern Minnesota, has developed into an invasion by Beer City operators. Heading up there this week-end for a final fling at fishing are Mike Rischman, Wisconsin Novelty; Carl Happel, Badger Novelty; Ken Kulow; Clyde Nelson, General Novelty; Nick Da Quisto and Sam Hastings, Hastings Distributors.

George Sandison, vending chief of the Supurmatic Sales, Inc., recently left his job and switched to the Delft Theaters chain op-

eration. . . . At least twice a week Mitchell Novelty front office manager, Erv Beck, and staffers, Mickey Stempiski, Johnny Gregg and Eddie Kobbs, tee off for nine holes of golf at 6 in the morning at the Greenfield golf course.

Indianapolis
Business is on the upturn here, according to distributors. There is increased interest in new equipment. Where war plants are flourishing, operators say collections are above average. Games also contribute to the increased revenue.

Richard (Dick) Wagner, manager at Cain-Caillouette, Inc., reports the new Wurlitzer with the automatic tone level control, a device which levels the volume on all records, is going strong with operators. The phonographs are moving as fast as they arrive, according to Wagner. The phonographs finished in color are in better demand over the State than in the city.

The new Calderon warehouse and showrooms are rapidly being readied for occupancy. Business is reported good. Rock-Ola sales are on the increase, according to Al Calderon, head of the distributing company.

While the demand for games of different kinds is reported fair to

GET NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
415 Neptune Street
Pittsburgh 20, Pa.

Vendor Salesmen - Only

If your present deal doesn't average you \$1,000.00 per month—write us! Our boys drive Cadillacs, enjoy terrific profits selling brand new dispenser. Has no competition. Reply by letter, name machines sold. Write

BOX CH-140, The Billboard
188 W. Randolph St. Chicago 1, Illinois

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8	Issue of Sept. 1
Advance Candy	\$25.00			
Ajax's Hot Nut	7.95			
Andrew Nut, Sc.	50.00	50.00	50.00	50.00
Candyman 72 Bar				7.50
Columbus 2c Comb., Sc.				8.00
Columbus 1c Bulk	7.95			
Columbus 5c Bulk	69.50	69.50	69.50	69.50
DuGrenier Model (S) (7 col.)	49.50	82.50	49.50	82.50
DuGrenier Model W.			49.50	82.50
DuGrenier Candyman, Sc.				89.50
DuGrenier Challenger				74.50
Electro Serve Popcorn Sc.				19.50
Exhibit Metal Plat Card				15.00
Kirk's Astrology Scale	85.00	85.00	85.00	85.00
Kirk Guesser Scales	135.00			
Lo-Bay Scale	50.00	50.00	50.00	50.00
Master's				10.00
Masters 1c Novelty	7.95			8.50
Match Box Machine, 1c.				4.95
Mercury Grip Scale				95.00
Mini-Pop (Viking)	175.00			
Monarch (8 col.)	85.00	85.00	85.00	85.00
National 9A	75.00	75.00	75.00	75.00
National 9 col. 25c			85.00	89.50
National 930	85.00	85.00	85.00	79.50
National Electric Ticket Scale	95.00			
New York Stamp				12.50
Northwestern De Luxe, 1c and 5c.	14.50			15.00
Northwestern Tab Gum	25.95	25.95	25.95	25.95
Northwestern 33 Ball Gum	7.50	7.50	7.50	7.50
Northwestern 392				6.95
Northwestern 40	89.50	89.50	89.50	89.50
Pop Corn Sez				17.50
Postage Stamp				85.00
Rowe Candy	85.00	85.00	85.00	145.00
Rowe Crusader (10 col.)	145.00	145.00	145.00	69.50
Rowe Imperial (6 col.)				77.50
Rowe Imperial (8 col.)	77.50	77.50	77.50	85.00
Rowe President	85.00	85.00	85.00	85.00
Rowe Royal (6 col.)	82.50	82.50	82.50	85.00
Rowe Royal (10 col.)	85.00	85.00	85.00	20.00
Rowe 7 col. Gum & Mini, Sc.				22.50
Shipman Stamp				75.00
Siras Brush-Up	75.00	75.00	75.00	75.00
Silver King 1c	7.95			8.00
Silver King Hot Nut				12.50
Silver King Target King				19.50
Stoner 8 col. Sc.				125.00
Target Hunter (Silver King)				19.50
3 col. Cigar Machine				29.50
Trimount Snack Nut Sc (3 col.)	19.50			
U-Chu Ball Gum, 1c.				5.00
Uneeda Candy 102 Bar	75.00	75.00	75.00	75.00
Uneeda Model A (8 col.)	85.00	85.00	85.00	85.00
Uneeda Model E, 9 col.	75.00	75.00		
Uneeda Model Pack A (8 col.)				69.50
Uneeda Pack E (6 col.)	69.50	69.50	69.50	69.50
Uneeda (500)	95.00	95.00	95.00	95.00
Uneeda (19 col.) Model 500	85.00	85.00	85.00	85.00
Uneeda (15 col.)	35.00	49.50	35.00	49.50
U-Select-It				8.50
Victor Model V	7.95			

OUR PRICES ARE STILL LOW! CIGARETTE MACHINES

Rowe Royal, 6 Col., 240 Pack Cap.	\$ 82.50
Rowe Crusader, 10 Col., 475 Pack Cap., King Size Included	145.00
Rowe Imperial, 8 Col., 240 Pack Cap.	77.50
Uneeda Model A, 9 Col., 270 Pack Cap.	85.00
Uneeda Model E, 9 Col., 270 Pack Cap.	75.00
Uneeda Model 500, 9 Col., 350 Pack Cap., King Size Included	95.00
DuGrenier Model S, 7 Col., 210 Pack Cap.	69.50
DuGrenier Model W, 9 Col., 308 Pack Cap.	82.50
\$5.00 Additional for Silver Quarter or King Size Vending.	

CANDY MACHINES

National Candy, 9 Col., 162 Bar Cap.	\$115.00
Rowe Candy, 120 Bar Cap.	85.00
Uneeda Candy, 102 Bar Cap.	75.00
U-Select-It, 54 Bar Cap.	35.00
Advance Candy 4C Bar Cap.	25.00
Vendall Candy (New)	Write

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

TOP EQUIPMENT UNCONDITIONALLY GUARANTEED 1/3 DEP. WITH ORDERS, BAL. C.O.D. Parts and Mirrors available for all makes and models.

SPECIAL! \$50.00 CANDYMAN 72 Bar Cap. (Wall Model, No Base)

SPECIAL! \$85.00 UNEEDA MODEL 500, 15 Col., 433 Pack Cap., King Size Included.

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING—TRADE PRICES—

UNEEDA VENDING SERVICE, INC.

'The Nation's Leading Distributor of Vending Machines'

NEW... RECONDITIONED LIKE NEW

166 Clymer Street, Brooklyn 11, N.Y. • EVERGREEN 7-4568

FRENCH BOY POP CORN Dispenser



Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits.

Write for full information. It means BIG PROFITS!

\$51.50

F.O.B. Chicago

Pop your own corn or buy fresh ready-to-eat popcorn from us. Write to Sales Dept.

A B C Popcorn Co., Inc.
3440 W. NORTH AVE.
CHICAGO 47, ILLINOIS

SPECIAL RATES for Distributors and Salesmen

Perfumatic MEANS PROFITS



THE SENSATIONAL NEW NON-ELECTRICAL PERFUME DISPENSER

THERE'S A LOCATION WHEREVER THERE'S A WOMAN

Write for details

PERFUMATIC OF CANADA LTD.
561 EGLINTON AVE WEST
TORONTO - CANADA

Northwestern TAB GUM VENDERS

Single \$25.95

25 to 100 \$25.45

100 or More \$24.95

30-Day Money Back Guarantee

We Stock All Make for Mach

Write for Charm and Merchandise List. 1/3 Dep. Bal. C.O.D.

NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

Try VICTOR Once and you will BUY VICTOR ALWAYS ORDER TODAY!



VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

CHARMING NEWS

Nothing short of Diamonds will pull pennies faster than TORR'S new mixture of Charms.

Assortment of over 500 different items from 5 leading factories.

To make more money and save more money write for prices and details.

ROY TORR LANSDOWNE, PA.

2,000 ASSORTED CHARMS

15 Different Items—everything we make in elastic and plated mixtures. WORTH MORE—SPECIAL DEAL

2,000 for \$10

F.O.B. Jamaica, N.Y. Immediate delivery.

EPHY

Samuel Ephy & Co., Inc.
81-15 JAHN Place, Jamaica 2, L.I.C. N.Y.

75 ACORN PEANUT MACHINES

LIKE NEW, 1951 MODELS

\$7.95 Each

1/3 Deposit, Balance C.O.D.

UNIVERSAL DISTRIBUTING CO.
210 N. Ewing Ave. St. Louis, Mo.
Phone: NExtcast 7091

GIVE TO THE RUNYON CANCER FUND

good, distributors are adding new equipment. At Sicking Company, Inc., a new Chicago Coin six-player unit is on display. Mrs. Lottie Berman, head of the company, reports orders are being filled as fast as the new equipment arrives.

London

The Sportsdrome, a familiar sight for many years along the upper stretch of Charing Cross Road, has been closed. Strand

ADVANCE 21 FF VENDOR
A Flexible Profit Maker

In our opinion, one of the best machines ever made—the product of 50 years of specialized vending machine manufacturing experience. Typical Advance sturdy construction with famous Advance coin detector. Vends any merchandise that can be packed in a flat carton not exceeding 3/4" x 2 1/4" x 3 1/4" or in a cylindrical carton not exceeding 3" in length by 1 1/2" in diameter.

1c-5c or 10c MODELS
25c model at additional cost.

Clutch handle and other accessories available.

WRITE FOR PRICES
J. SCHOENBACH
—Distributor of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N.Y.

Available Now!
1c or 5c ACORN
ALL-PURPOSE BULK MERCHANDISER

Featuring the new **WHITE FLASH BRUSH HOUSING**

Empire
COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

YOU REALLY SCORE WITH TOPPER

The Operators' Choice Machine
CONFECTION SALES CO.
10008 St. Clair Ave. Cleveland 8, Ohio

Vend

"The Magazine of Automatic Merchandising"

"Needless to say how much I enjoy VEND. I have only been in business a little over a year and I say thanks very much for the help VEND has given me in this field."

J. A. FORMAN
Philadelphia, Pa.

VEND 708
2140 Patterson St. Cincinnati 22, O
Please enter my subscription to VEND Magazine for One Year for which I enclose \$1.
Name
Address
City Zone State

Alco-Deree Back
Continued from page 88

of both candy units will "depend upon demand." He intimated that when present stockpiled parts are exhausted, firm has a supply of materials with which to fabricate new parts and cabinets.

Vender's History
History of the drum-type candy unit is a varied one. Originally, Alco-Deree took over the design from United States Vending Corporation under royalty agreement in 1948, after that firm had produced about 800 units after its introduction in December, 1947. Deree began turning out an improved design a year later, in December, 1948, disposing of its washing machine parts production in the meantime.

By February, 1949, Deree reported a 700 machine output. In June that year it introduced the second model, identical to the first unit but without refrigeration.

Test Food Unit
Later in 1949 Deree adapted the refrigerated model to food vending. Firm test-placed a number of units stocking cheddar cheese packs and using a dime coin mechanism with designed special drum pockets to accommodate

Build Dad's Sales Staff

CHICAGO, Sept. 22. — Dad's Root Beer Company named the following additions to its national staff: L. W. Stremke and W. E. Manthey, appointed to the sales division, while Willis Wyant, formerly in charge of sales in the Northern territory, was made national district manager of merchandising and advertising.

half-sandwiches. Latter unit was introduced by Tasty-Sandwich, an operation set up in Chicago. Deree announced in November, 1949, it was converting 400 of its production line refrigerated candy models to sandwich venders.

Continuing limited production of both candy machines until October last year (meanwhile abandoning its cheese and sandwich vender promotion) Alco-Deree discontinued all vender production. All plant facilities, it was announced, were being converted to handle defense contracts awarded by the government.

Automatics, Ltd., had operated the spot for a number of years. The entire location is now on the market. . . . **Jack and Lil North**, Southend-On-Sea, celebrated their silver anniversary recently with a gala party at which many persons in the amusement field were present.

John and Harry Holloway, Samson Novelty Company, report that **Max Myers** is enjoying his flying trip thru the United States. He stopped in New York, then traveled to Chicago for a look at the factories, then to California, with stops scheduled in San Francisco and Los Angeles. Samson is now featuring Mutoscope Picture-Reel boxes and Century of Progress bell machines. Firm has also cleared a show window for a display of Wurlitzer products.

Sioux Falls, S. D.

The recent six-State Shriner Convention here drew many coinmen, with **Norman Gefke**, local operator, hosting the visitors at his restaurant. Gefke also appeared with the local group's band in the parade, one of the largest ever seen hereabouts. **Bob Westrum**, Bismarck, N. D., coinman, was in town, and paraded with the Bismarck Chanters, who were uniformed in 10-gallon hats, spurs and other colorful cowboy regalia. **Mike Imig**, Yankton operator and president of the South Dakota Phonograph Association, was in the Yankton delegation.

South Dakota will have practically all music operators on hand at the Midwest Coin Machine Convention in Omaha next month. Heading the delegation will be Imig, in his capacity as co-chairman of the convention and president of the SDPA, and **Harold Scott**, Mowbridge, secretary. Group will maintain a room at the Paxton Hotel, and will hold its 1952 fall festival in conjunction with the convention.

Los Angeles

Al Silberman, associated with Badger Sales Company, back from a five-week trip to Chicago. En route to the Windy City, he stopped in Tucson, Ariz., and Oklahoma City. His plans to visit Philadelphia and New York were ruled out when it became necessary, following an accident, for him to go to the hospital in Chicago. However, he visited briefly with **Ray Moloney**, **Jack Nelson** and **Dave Rockols** while recuperating.

A model of the Keeney Six-Player League Bowler was flown to the Badger Sales Company via Slick Airways. The machine was placed on display Friday (21) by **William R. Happel Jr.** . . . **Eleanor Chabolla**, secretary in the export department of Badger Sales, returned from her first trip to Mexico. While there for two weeks, she made stops in Mexico City, Acapulco, Taxco and Cuernavaca.

Lloyd Barrett, of Pomona, among the visitors to coin row. **Dudley Trojan**, of Trojan Novelty Company, is now a land-lubber, having recently sold his boat. . . . **Phil Robinson**, Western representative of Chicago Coin, off on a week's trip to Denver, Salt Lake City and San Francisco. He recently showed the Six-Way Bowler here.

Alco-Deree Back
Continued from page 88

of both candy units will "depend upon demand." He intimated that when present stockpiled parts are exhausted, firm has a supply of materials with which to fabricate new parts and cabinets.

Vender's History
History of the drum-type candy unit is a varied one. Originally, Alco-Deree took over the design from United States Vending Corporation under royalty agreement in 1948, after that firm had produced about 800 units after its introduction in December, 1947. Deree began turning out an improved design a year later, in December, 1948, disposing of its washing machine parts production in the meantime.

By February, 1949, Deree reported a 700 machine output. In June that year it introduced the second model, identical to the first unit but without refrigeration.

Test Food Unit
Later in 1949 Deree adapted the refrigerated model to food vending. Firm test-placed a number of units stocking cheddar cheese packs and using a dime coin mechanism with designed special drum pockets to accommodate

Juice Vender Parade in High
Continued from page 88

sions. Due to costs of ingredients and service (low-temperature storage, etc.) commissions on the dime seller cannot exceed 15 per cent. Only in a few cases are they higher, as in New York's subway. Thus, locations used to receiving 25 per cent on nickel soft drinks frequently balk when the lower percentage is cited.

To overcome such location reaction, **Burke** said, the operator should stress that he is not selling just a drink, but is offering availability of a health beverage providing vitamin C, which increases employee efficiency (in plant in-

TRAIN VENDERS

Volume High, Cost Heavy In R. R. Test

NEW YORK, Sept. 22.—On-train feeding by coin venders completed its first week of trial yesterday (21) with reception by travelers enthusiastic, according to the Rowe Corporation, joint participant in the experiment with the Pennsylvania Railroad.

Use of the machines is heavy, and the volume of food and beverages sold is impressive, it was said. But the economics of operating on wheels is still a big question mark. Costs are high, and it may be necessary to pay the salary of a full-time attendant out of machine receipts.

Five venders dispensing milk, orange drink, sandwiches, coffee, cake, candy and ice cream, installed in a regular passenger coach, began daily operation on a New York to Washington train last week (The Billboard, September 22). The altered coach, the only one of its kind, is scheduled for test on two other train runs during the next three weeks before extension of the vending program is mapped.

Cost of operating the equipment is presently being ignored by the Automatic Food Service Companies of Newark and Philadelphia, the Rowe subsidiaries handling the experiment. Analysis of the financial facts of train vending will come later. Their immediate purpose, and that of the railroad, is to determine whether passengers will patronize the venders.

The riders certainly are doing that, observation confirmed this week. Patronage begins before the train pulls out of Pennsylvania station here, and continues at a healthy pace thruout the trip, and the attendant, an Automatic Food Service employee, has plenty to keep him busy.

In addition to breaking dollar bills for changeless customers, he often has to show them how to operate the equipment. Instructions on the machines are clear, but many passengers, apparently, are unfamiliar with automatic dispensers. They become confused about which button to press and whether they have to insert money before or after making their selections.

Soldiers, used to patronizing coin venders at military posts, are among the most accomplished machine buyers. Said a G.I. searching for a seat near the machines: "All chow-hounds settle here."

Build Dad's Sales Staff

CHICAGO, Sept. 22. — Dad's Root Beer Company named the following additions to its national staff: L. W. Stremke and W. E. Manthey, appointed to the sales division, while Willis Wyant, formerly in charge of sales in the Northern territory, was made national district manager of merchandising and advertising.

half-sandwiches. Latter unit was introduced by Tasty-Sandwich, an operation set up in Chicago. Deree announced in November, 1949, it was converting 400 of its production line refrigerated candy models to sandwich venders.

Continuing limited production of both candy machines until October last year (meanwhile abandoning its cheese and sandwich vender promotion) Alco-Deree discontinued all vender production. All plant facilities, it was announced, were being converted to handle defense contracts awarded by the government.

stallations) and cuts down absenteeism due to colds. Minute Maid's present 225-plus venders are being operated under franchise in Washington, Detroit and Boston by Spacarb; Automatic Merchandising in Memphis and Mills Automatic in Chicago and Northern New Jersey. Non-franchise operations include Union News in New York subway locations.

Mills Automatic's Chicago branch, which placed the first seven Minute Maid orange juice venders in test operation in December of 1949, has compiled a significant sales chart of its juice grosses. About 100 drinks per day is the average sales figure thru present single-flavor equipment; however, both the New York subway and Chicago railroad locations chalk up averages of 250 and 300 drinks daily.

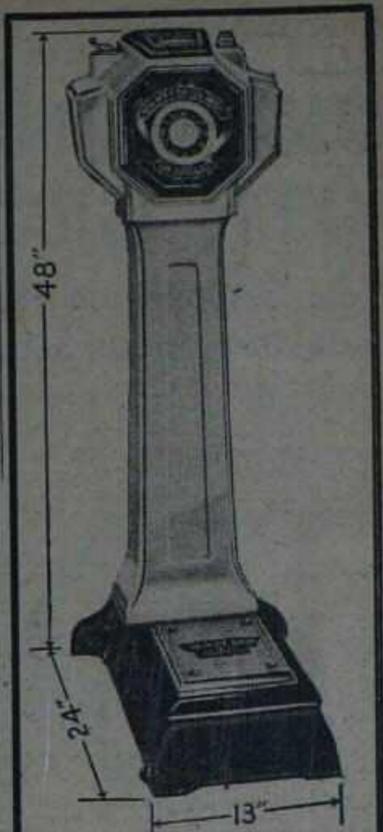
In some spots, dollar volume of dime juice sales is noticeably over that of adjacent units vending nickel Coca-Cola, according to franchise Minute Maid operators.

Welch Program

Welch Grape Juice, which started its vending program rolling in July following minor set-backs in machine production, has designed and is manufacturing its own two-flavor vender. **Paul K. Halstead**, vending division manager, said vender volume is expected to exceed \$260,000 annually for the first full year in which its first 500 machines are in full operation. He bases his prediction upon a 1,000 drink-per-week volume per machine in test locations.

Initial placement of the Welch units, which vend firm's grape and apple juices, got underway in Buffalo, Boston, Washington and New York. Unlike the Minute Maid machines, Welch units are not sold outright. Operators pay \$88 down per unit, place them under a lease arrangement requiring a \$22 per month payment for three years, following which they have an option to buy the machines at the prevailing market price. If electing to continue the lease arrangement, monthly payment per machine drops to \$10.

Size of Welch's juice vending program, as does Minute Maids, hinges primarily on continuation of machine production in 1952. Welch, which turns out its machines in its own Silver Creek, N. Y., plant, concurs with Minute Maid that the question now is not whether juice can be sold via vending, but whether enough equipment can be obtained to move a high volume on a nation-wide basis in the near future.



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JUKES SING MERRY TUNE WITH GROSSES GOING UP

Tele Competition Fading in Midwest; Industrial Areas Show Top Increases

CHICAGO, Sept. 22.—With grosses climbing and sales of equipment hyped by the introduction of new models, the music machine industry is looking forward to a banner fall-winter season, a spot-check of operators thru this territory indicated this week.

Subject of dime play, which dominated the industry a few months ago, is now dormant, while operators await results of the study now going on in Washington under the supervision of the Office of Price Administration. However, outside the Chicago metropolitan area, operators still run hot and cold on the subject, with many still maintaining they will hold the nickel line no matter what decision is reached in Wash-

ington. This feeling holds as far north as Milwaukee, where only a few scattered tests of dime play have been attempted to date.

Proponents of the nickel play policy point to the current upswing in grosses as proof of their argument that all things equal, machines set at 5 cents can make money. However, those who have tested dime play successfully say the higher price has helped develop the current trend.

Tele Interest Off

Given as one of the major reasons for upswing in juke play here is the decrease in location television interest.

"Let the public see their sports in theaters," said the owner of a Loop location which recently discarded television and moved a new juke box into a prominent spot in the bistro. "We found that dropping our television actually picked up our bar business, and the juke box income has trebled. With so many people now owning home receivers, the novelty appeal of television is gone, and those who want to watch the fight can go to one of four theaters here."

Another important factor locally in the increasing juke play is

the step-up in defense work by industrial locations. A location in Gary, Ind., stated:

"In the past month our overall business (restaurant) has more than doubled, and starting October 1 we will stay open from 8 a.m. thru 2 a.m. to accommodate the added shifts now employed. The juke box here is now averaging about \$5 more a week than it did during the peak war years, and with the added hours, we will remain open five hours daily, this figure should grow steadily."

Equipment Sale

Sales of both new and used equipment were reported "brisk" to "excellent" by local distributors. New Seeburg, Wurlitzer and AMI Model D phonographs were, in many cases, being allocated so that all operators could be served. Drive for new locations near industrial plants found used equipment also in heavy demand.

Chicago distributors reported that during the summer period, when dime-play tests were running full-blast here, sales of new equipment had suffered. Now, however, the demand is heavier than ever—and future factory shipments are, in many cases, already sold.

ACTION

So. Dakota Op Using Sports To Push Jukes

YANKTON, S. D., Sept. 22.—With the baseball season drawing to a close, Mike Imig, head of the South Dakota Phonograph Association and local operator, is making plans to continue his sports promotions with both basketball and bowling on the fall and winter schedule. These promotions are designed to hypo juke box play in the State.

Imig this year spear-headed the formation of the Tri-State Baseball League, and sponsored the pennant-winning team. He also underwrote a league in which teams of pre-teen-aged youngsters participated in this area, with the winning nine scheduled to play in the State championships.

For the coming season, Imig will have his own basketball team touring thru the Northwest, and will again sponsor a men's bowling team—the same group which last year took top honors in the American Bowling Congress championship tournaments.

MCMC Starts Drive For Op Attendance

New Phono Set for Unveiling at Omaha Meeting; Major Diskeries Set Exhibits

OMAHA, Sept. 22.—Visitors to the Midwest Coin Machine convention here October 15-18 will see the latest phonographs, including a new model, and exhibits by all major diskeries, it was learned this week. Majority of the juke box exhibits, with the exception of Ristaurat and H. C. Evans and possibly one other firm, will be under the sponsorship of distributors here.

The new phonograph, as well as the name of the manufacturer, will not be announced until convention time, but a hand-tooled model is

now nearing completion and will be ready in time for the meet.

Practically all exhibit space was sold as of this week, Harold Klein, publicity and advertising chairman, reported, and it was expected that final space would be assigned by the October 1 deadline. However, it was learned some major game manufacturers in the Chicago area had reported they had not been contacted for exhibit space, and that display of their equipment would probably be handled thru distributors serving the area covered by the convention.

Op Pitch Starts

With the exhibit and program details now being completed, a final three-week drive to build operators attendance at the show will start in Kansas, Missouri, Wyoming, Colorado, Montana area, where operators who seldom could make the trip to a big convention in Chicago or points East, can reach the Omaha site with comparative ease.

In this area, special invitations are being issued to all operators to attend the convention and to participate in the business sessions. Convention co-chairmen Mike Imig and Howard Ellis, assisted by Klein, will spearhead the move to build up interest by personally contacting operators in surrounding States.

Seeburg Names Southwest Rep

HOUSTON, Sept. 22.—Gunnar Gabrielson has been appointed Seeburg Southwestern sales representative. His territory includes Texas, Oklahoma, Louisiana and Tennessee. Gabrielson will headquarter in Dallas, where the home office of S. H. Lynch & Company, exclusive Seeburg distributors for Texas, is also located.

The Lynch Company was for several years exclusive Seeburg distributor in the States of Texas, Louisiana, Oklahoma and Tennessee. In June 1951, the Seeburg franchises were sold to branch office managers in all States except Texas. Lynch is now exclusive Seeburg distributor in Texas alone

(Continued on page 94)

BIRM'HAM JUKES AGAIN JINGLE

BIRMINGHAM, Ala., Sept. 22.—Juke boxes are back in night spots cafes and other places of amusement in Birmingham. Customers had complained of "poor quality" string band music and "annoying fiddlers."

The Birmingham city commissioners agreed September 13 to a six-month relaxation of their ban on music machines in establishments selling beer and whisky. The embargo was voted eight years ago.

Rule Locations Share in Fla. Juke Box Tax

MIAMI, Sept. 22.—Reversing a decision by Circuit Judge Marshall Wiseheart, the State Supreme Court has ruled that locations must pay the Florida sales tax on their share of juke box and other coin-operated amusement proceeds.

The decision upheld Comptroller C. Gay's contention that the location's percentage of the machine earnings is taxable rent on tangible personal property. Original ruling to collect the tax was knocked out in a suit brought by Supreme Distributors, Inc., Advance Music Company and Supreme Music Company of Miami. The firms contended that their operations were joint ventures (with the location) and it was erroneous to rule the percentage received by the locations amounted to rental of the machines.

N. Y. Coinmen Raise \$19,000 At UJA Dinner

NEW YORK, Sept. 22.—More than 175 local operators and distributors of automatic phonographs, games and cigarette machines met at the Belmont Plaza Hotel Tuesday (18) to pay tribute to Albert S. Denver, president of the Automatic Music Operators' Association, and to express support of the United Jewish Appeal's 1951 campaign.

Cash donations, pledges and the auction of two new phonographs at the dinner event netted about \$19,000 for the UJA's current drive to finance aid to Israel, relief and resettlement overseas and refugee assistance in the United States.

Denver Honored

Denver, who also heads Lincoln Service, an operating company, was honored for "distinguished service to the industry and for outstanding devotion to the welfare of his fellowmen." Those who spoke in praise of the guest of honor were Meyer Parkoff, of Atlantic New York; Barney Sugarman, Runyon Sales; Joe Young, Young Distributing; Theodore Blatt, attorney for the Associated Amusement Machine Operators of New York, and Al Bodkin, of Forest Hills Automatic Music. Sidney Levine, AMOA attorney and chairman of the coin industry group, presented Denver with an illuminated scroll in the name of the UJA.

Phono Auction

The auctioned phonographs, donated for the purpose by the local Seeburg and AMI factory distributors brought \$2,000. Both were purchased by Mortimer Si-

(Continued on page 94)

Record Crowds See Model D Unveiling

CHICAGO, Sept. 22.—Distributor showings of the new AMI Model D phonograph continued full blast this week, with practically all representatives still hosting out-of-town visitors to their showrooms. They reported largest operator turnouts in their experience.

In Florida, Sam Taran, head of Taran Distributing, reported his firm followed its Miami showing with one in Tampa last Sunday (16) in which he, Eli Ross, sales manager, Jack Lepsiner and Sonny Lomborg acted as hosts. Taran reported more than 100 operators were in attendance at the one-day showing.

First foreign unveiling of the 40-selection unit was held Sunday (16) at San Juan, Puerto Rico, under the auspices of Miguel Cancel, Taran representative in that area.

In Portland, Western Distribu-

tors, Oregon representative for AMI phonographs, continued this week to host operators at the debut of the Model D.

A steady stream of visitors started Friday (14), D-Day for this territory, when Manager Budge Wright unveiled the 40-selection box. Entire staff turned out to handle the guests, and Edward R. Ratajack, of Chicago, Western regional representative for AMI, was on hand to explain engineering and structural points.

New AMI display kits were used to advantage, and the salesroom was festooned with streamers.

Heavy proportion of visitors came from other Oregon cities, Wright said, who reported considerable interest expressed in the 80-selection model, soon to be on display along with the 40-selection.

Ratajack is now in Seattle for a similar showing in that territory.

U. S. Disks Few in Puerto Rico Jukes

Continued from page 23

Most popular style is that of singing groups, particularly male trios, accompanied by guitar. Currently in demand are Los Tres Diamantes, who were represented by seven platters; Trio Los Panchos, 2; Los Universitarios, 2; and Trio Los Antares, 1. But the Logan box also included one each of Trio Alvaro Dalmar, Los Tres Villalobos, Trio Vegebajeno, Trio America and a group called simply Los Tres.

Most popular local orchestra is that of Cesar Concepcion, who plays nightly at the Caribe-Hilton, the island's swankiest hotel. In addition to Concepcion (represented by four sides), the box also showed Leal Pescador Orquesta, Pepito Torres Y Orquesta, Super-orquesta Fiesta and Perez Prado, who is, of course, the musical idol of the island.

Prado popularity cues dependence of Puerto Rico for its musical fare on Cuba, Mexico and the Afro-Cuban tradition. Song titles in coin machines carried such quick descriptions as Tango, Bolero, Plena, Son, Pasillo, Bambuco, Paso Doble, Mambo, Bolero Morunco, Guaradisa and Carrion Ranchera—all of them either Latin-American dances or song forms. Puerto Ricans were quite candid in saying they did not go for American pop songs but gave the cue when they added: "We don't know how to dance American dances" (page Arthur Murray and Fred Astaire!).

Study of juke boxes near San Juan's biggest high school suggested possible difference in musical fare ordered by teen-agers. Box at Tony's Place, also on Ponce De Leon opposite the school, revealed limited demand for American selections, but with a difference. Nine American disks in Topy's Seeburg included two Guy Lombardo records, two Jimmy Dorsey, and singles each of Perry Como, Danny Kaye, Buddy Clark, Mindy Carson and Bing Crosby. Most recent American tunes were—If, Zing Zing, Zoom Zoom, All My Love, and Foolish Heart. Lombardo's four sides included: St. Louis Blues, You're Driving Me Crazy, Let's Do It Again and Nola. Also in the box were four sides by Noro Morales, who hails from the island.

Only switch from 20 per cent figure for American discos came in several boxes that were 10 per cent hillbilly. Don's, for example, a block north of the air-conditioned Metro movie house, had pure American country fare, including every important and unimportant American country artist.

Guests at Caribe-Hilton get more rounded American fare in music, due to hotel's recently subscribing to Muzak library. Sitting on the beach, in the air-conditioned rooms, or in pool terrace restaurant, you hear the same selections of standards, show tunes and current tunes that you might in any New York eatery or bank.

Perkins Forms Tele Color Screen Firm

CHICAGO, Sept. 22.—Herb Perkins, president of Purveyor Shuffleboard Company, this week announced the formation of the True-Vue Color Screen Company, with headquarters at 4322 N. Western Avenue here, and said the firm is now in production on color screens to fit all television sets from 7 to 20-inches.

The True-Vue color screen, Perkins revealed, has been extensively tested in this area, in homes as well as public locations, and is now in mass production. Units will be made available to the public at nominal cost, Perkins stated, and will be handled thru distributors on a national basis.

At the present time distributor appointments are being made, and, Perkins stated, the color screens are to be merchandised not only thru retail outlets, but also thru premium firms and coin ma-

chine outlets. Features of the Tru-Vue screen, Perkins said, were accurate reproductions of color, low cost to the eventual consumer, and ease of installation. Screens can be installed within a minute on any television set, he stated.

Remodel Building

In announcing formation of the new company, Perkins said the Tru-Vue Color Screen Company would take over a part of the recently-remodeled headquarters of Purveyor.

However, because of the additional space now available to the parent firm, production of the Purveyor Shuffleboard line will continue as is, Perkins said. In addition, the Purveyor leagues will start next week, as will the Standard Shuffleboard Leagues, Inc., recently acquired from Rock-Ola Manufacturing Company.

mercenary!



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George Miller Hospitalized

OAKLAND, Calif., Sept. 22.—George A. Miller, president of the Music Operators of America and the California Music Guild, this week entered the Stanford Lane Hospital where he will undergo a two-week check-up.

Miller said he expected to be released from the hospital by the end of the month, and will attend the Midwest Coin Machine Convention in Omaha, October 14-16, where he is scheduled to deliver the major address at the banquet.

The MOA board of directors will hold its mid-year meeting in Omaha immediately following the MCMC, with Miller presiding.

FLA. "JOOKS" WIN THEIR "U"

MIAMI, Sept. 22.—According to the Florida Supreme Court, the coin-operated phonograph has lost the double "o" and again includes "u" as the correct way to spell juke. Spelling hassle originally cropped up in 1939, when a court justice wrote an opinion on juoks, meaning the place where music machines were located.

This week the court in another opinion on coin phonographs used the accepted spelling. However, the last word in the affair may still be heard, with "juok" retained for the name of the location having a "juke" box

Record Reviews

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

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

LABEL AND NO. ARTIST	COMMENT TUNES	TOPICAL	POPULAR	CLASSICAL	CHILDREN
● <i>Continued from page 46</i>					
INTERNATIONAL					
FRANKIE YANKOVIC & HIS YANKS					
Who'd Ya Like To Love Ya COLUMBIA 39532—The orkster leads the vocal chant on a lively English polka.		74	75	73	74
Tchin Boom Da Ra Gang-sing chant of another English polka ditty could get some tavern coin.		74	75	73	74
GEORGIE'S TAVERN BAND (Lee Sweetland)					
Rock All the Babies To Sleep DECCA 45151—Okay coverage on the c.&w hit with Sweetland leading the chant and the ork handling the ditty a reading in its usual style.		74	73	73	75
Where Is the Rooster Okay brass band polka novelty.		66	68	64	65
LAWRENCE DUCHOW & HIS RED RAVEN ORK					
Tubby the Tuba VICTOR 45151-1207—George Kleinsinger's w.k. kiditty gets an instrumental reading here in schottische tempo and spotting a tuba solo. Okay temp material.		72	74	70	73
Falling Apples Ork comes up with another good dance disk in it's usual brassy reading of a Landler folk dance.		71	73	70	71
SACRED					
GEORGE BEVERLY SHEA-HUGO WINTERHALTER ORK					
Take Time to Pray VICTOR 451 47-4215—Shea's big bass voice lends reverence to a religious moralizer well suited for the family trade. The Winterhalter ork and chorus assist via a full-blown background.		80	80	80	85
He Bought My Soul At Calvary Another good gospel waxing with Shea essaying the fine Stuart Hamblen opus.		80	80	80	85

LABEL AND NO.
ARTIST

COMMENT
TUNES

TOPICAL
POPULAR
CLASSICAL
CHILDREN

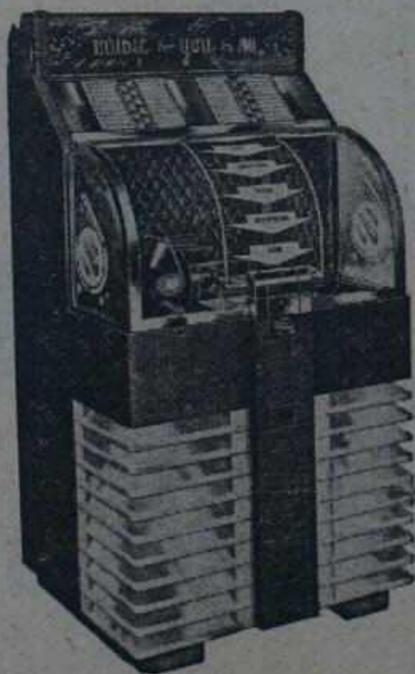
SPIRITUAL

MAHALIA JACKSON					
Bless This House APOLLO 245—The familiar pop-sacred tune is given a soft, relaxed treatment by Miss Jackson. A fine disk.		80	80	80	85
Lord's Prayer Miss Jackson tackles another familiar hymn with equally gratifying results.		80	80	80	85
REV. RIMSON & HIS CONGREGATION					
Jonah SPECIALTY 805—On the spot dicking of a religious service with the Rev. Rimson preaching the Bible story of Jonah and the Whale. The recording quality is so-so, the Reverend and his flock generate much fire.		75	75	75	85
Jonah This side is apparently a continuation of the sermon with the Reverend and his flock rocking thru a religious opus based on the Bible story. Recording is still too mushy.		75	75	75	85
THE TRAVELING FOUR					
Too Late SCORE 5032—Male gospel group essays a relaxed, parlor-type religious ditty. Okay fare.		71	73	70	85
Wake Up Four offers more of the same here, but with a somewhat brighter rhythm.		73	75	72	85
BAILEY GOSPEL SINGERS					
Draw Me Nearer OKEH 6815—Two lead chanters spark the group thru a hand-clapping shout of the spiritual.		73	75	72	85
I Know The Lord More acapella chanting sparked by the lead shouter, tho not as good as the top-side.		71	73	70	85

CHILDREN

DON WILSON					
The Flying Mouse (Part I & II) CAPITOL CAS-3092—Diskery vesper Alan Livingston's adaptation of the Disney cartoon is handled in a lush manner via name narrator Wilson, Billy May's orking and cast of voices. In all, this is first rate fare for the kids and disk dealers.		80	80	80	85
DON WILSON					
Elmer Elephant (Part I & II) CAPITOL CAS-3099—When Elmer's nose serves to put out the fire at his girl friend's house, the rest of the gang steps making fun of his trunk. Kids and parents both will get a big kick out of the story, sound-effects, songs, narration and happy ending in this adaptation of the Disney cartoon flick. There's just a bit of moralizing at the end.		83	83	83	85

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"45" ALIVE

Ops Step Up Slow-Speed Conversion

CHICAGO, Sept. 22.—Progress of 45 r.p.m. juks has continued steady during recent months. Locally, comments heard when operators meet in informal discussion or in regular association powwows are patterned after that made, for example, by Robert Lindelof, General Music Corporation.

Said Lindelof: "All additional equipment purchased will be 45 r.p.m. units."

Many other operators, like Ray Raymond, A. & M. Music Company, and H. A. Hopperstad, Woodstock, Ill., also stressed 45's. Basic reason for their doughnut-disk programs was given as: with such equipment on tap, a good foundation is provided for future route-wide conversion with the cost of same held to a minimum.

Spurring operator use and potential use of 45 r.p.m. mechanisms is the constantly widening array of labels, artists, tunes available. While not writing off 78 r.p.m. for a long time to come, operator thinking indicates the slow-speed platters will be a constantly increasing factor in the coin-operated music field.

With 78's staying in volume use for an indefinite period to come, and continuing to provide the "bread and butter" grosses, the operator's business foresight compels him to institute a gradual speed shift rather than wait for a future date when possibly a volume conversion job may be required.

N. Y. Coinmen

● *Continued from page 92*

mon, Passaic, N. J.
The guest speaker at the meeting was Gitti Zand, social worker, who told of the plight of Jews overseas. Only recently returned from a survey trip to Europe, North Africa and the Middle East, she reported on the "achievement wrought overseas, especially in Israel, by the aid of American understanding and generosity."

Seeburg Names

● *Continued from page 92*

with branch offices in Houston and San Antonio.
Branch managers who bought franchises in the June deal are George Sammons, Memphis; Wayne Copeland, Oklahoma City; J. H. Lynch and Adrian Zander, New Orleans.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	ADDED	REMOVED	REMOVED
MEL BLANC Henry Hawk (Part I & II) CAPITOL CAS-3098—Better suited for the older kids is this typical cartoon flick tale about the w.-k. hawk and his search for a chicken to eat. The familiar Mel Blanc voice characterizations do much to increase the salability of the two-sided disk.		80--80--80--NS			

DON WILSON Ferdinand the Bull (Part I & II) CAPITOL CAS-3095—This is the somewhat belated Capitol dinking of the famous Mureo Leal-Roberts Lawson story. Don Wilson's narration is particularly effective and, added to the first-rate production, should assure a healthy market for the disk, even at this date.		78--78--78--NS			
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HOT JAZZ

FLIP PHILLIPS ORK Check to Check MERCURY 8953—Flip, with aid from tenorist Bill Harris and a fluid rhythm section, wraps up the standard at a fast pace and in tasty style. Accent is more on danceability than on jazz.		75--76--74--75			
I've Got My Love to Keep Me Warm Flip fashions a delightful medium beat reading of the Berlin sledge which scored instrumentally last year for Les Brown. Flip blows some lightly swinging stuff to go with the generally breezy nature of the dinking.		78--80--77--78			

OSCAR PETERSON (Ray Brown) I Got a Kick Out of You MERCURY 8952—The brilliant Canadian pianist gets off some stimulating ideas on this standard, tho he barely wanders from the melody.		74--78--75--70			
What's New Pretty, slow keyboard rundown of a lovely standard ballad melody.		74--78--75--70			

BILLY TAYLOR Good Groove ATLANTIC 676—Clever, lightly swinging original riffers spots the very capable and creative Billy Taylor's piano work. He bops tastefully on his own very catchy idea.		70--70--68--72			
Willow Weep for Me Taylor, a much underrated musician, here fashions a sensitive mood etching of a truly lovely standard melody.		69--70--69--68			

TERRY GIBBS SEXTET Serenade in Blue SAVOY 618—The Gibbs' six works out a Goodman-ish beat reading of the lovely standard. Hal McKusick plays tasty clary and Gibbs beats some skillful vibes. Good chamber jazz idea.		75--75--75--75			
I've Got You Under My Skin Gibbs mixes rhumba with swing in this jazz rundown of the Cole Porter fave. Hasn't the cohesion of the top side, tho the group plays well, particularly Gibbs himself.		70--70--70--70			

CLASSICAL

ANNA MARIA ALBERGHETTI (Alfredo Antonini Members of the Met. Opera Ork) (12") Verdi: Rigoletto-Caro Nome COLUMBIA 73264—The widely advertised 15-year old coloratura makes her wax debut with an aria she does in the movie, "Here Comes the Groom." She sings it with a mature feeling, a lovely lyric voice albeit a small one here. The music and the publicity could help sell this one.		85--85--85--NS			
Thomas Moore-von Flotow: The Last Rose of Summer The youngster does a touching, sensitive job with this very familiar standard piece; able support is furnished her by Alfredo Antonini.		80--80--80--NS			

**Country & Western (Folk)
Record Reviews**

Continued from page 39

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

LABEL AND NO. ARTIST	COMMENT TUNES	POPULARITY	ADDED	REMOVED	REMOVED
JOHN GORDY Over the Waves BULLET 1097—Nostalgic, oldtime pianola treatment of the tune popularized to a new generation as "The Loveliest Night of the Year." Effect is excellent, with the sound a nickel dropping in, stomping of feet and a metronomically steady ragtime tempo.		78--75--78--81			
Salty Dog Rag Straight, and great, ragtime playing by a man who really knows. Tempo is up and most steady and accurate.		73--72--70--77			
TOMMY DUNCAN The California Waltz INTRO 6030—A pretty enough attempt for a West Coast "Tennessee Waltz" gets a sub-par performance, as Duncan sings uncertainly and vocal group and combo lack flavor.		60--60--60--60			
Got a Letter From My Kid Today Sounds like a leftover from World War II trotted out for any Korean business it might catch. Duncan sounds unhappy with it, and guitar-rhythm backing and vocal group are weak.		40--40--40--40			
TERREA LEA On Rosary Hill INTRO 6023—A solid specimen of the religion-cum-romance plug ballad gets a fine presentation from a girl who sounds like Anne Shelton and Kay Armen.		73--73--73--73			
He Only Came Back To Say Goodbye Waltz-chorus folkie has much charm, gets an anemic rendition from girl, with male assist on refrain.		70--70--70--70			
EDDIE HAZELWOOD (Carolina Woodchoppers) Bad News Travels Fast INTRO 6028—Amusing country blues has strong lines, effectively warbled by Hazelwood, with harmonica-guitar-rhythm backing.		75--75--75--75			
I'll Pay You No Never Mind First-rate country torcher gets a heartfelt go from the warbler, may have sleeper potential.		80--80--80--80			
EDDIE KIRK I'll Save My Heart for You CAPITOL 1290—Kirk does a so-so job with a routine waltz sentimentalizer.		67--67--67--67			
Freight Train Breakdown Swinging, stomping guitars, mouth-organs and rhythm beat out a storm in back of Kirk's chanting of a colorful, driving train piece.		78--78--78--78			
YODELING SLIM CLARK Rye Whiskey REMINGTON R-16001—Slim sings and guitars a fine, but uncommercial folk stint on an authentic ballad. For the cult set.		65--65--67--63			
The Swiss Yodelers Straight yodel piece, well performed.		66--66--66--66			
LEON PAYNE Teach Me to Forget CAPITOL 1282—Payne has one of his better ballads here, well chanted.		75--75--75--75			
It's Many a Mile Back Home Moralizer, also penned by Payne is pointed and catchy.		74--74--74--74			

Continued on page 38

**RHYTHM AND
BLUES NOTES**

Continued from page 42

band will headline the Earle Theater, Philadelphia, during the week of November 21.

Coral Records signed a pair of talents — Frank (Floor Show) Culley, tenorist who previously recorded for Atlantic, and Tiny Grimes' group, which also last recorded for Atlantic.

When he comes off the "Jazz At The Philharmonic" tour, Canadian pianist Oscar Peterson, who now is in possession of a permanent working visa, will form a trio which will be rounded out with guitarist Oscar Moore and bassist Ray Brown. Trio already has been set to break in at the Blue Note nitery, Chicago, beginning November 30 for two weeks. Accompanying Peterson on the bill will be a quintet led by another JATP personality, Flip Phillips. . . . The Five Keys, Joan Shaw and Billy Ford's ork will form a package that will play 30 dates in the Midwestern-Southwestern theater belt.

Count Basie will reorganize a big band for a sweep of theaters with a big package which will feature a line of girls and a tentative group of assisting acts to include singer Earl Williams, The Swallows and two acts. The package will open at the Paradise Theater, Detroit, on October 26 and then make the rounds of the Eastern houses.

Hollywood

Specialty will cut eight sides each with Roy Milton and Joe Liggins. . . . Lou Chudd, of Imperial, planned to leave for Gotham September 23 to confer with Bonnier Records of Paris Prexy A. G. Graeneare on the reciprocal deal between the labels (The Billboard, August 11). While in the East, Chudd will have a look at the talent situation. . . . Aladdin is setting up sessions for Floyd Dixon and the Five Keys.

Jackie Brenston works the Elks Club October 21. . . . Roy Milton's fall tour kicks off September 24.

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MAKING MUSIC PAY

Pitt Op Builds Route By Sound Biz Practice

By LEON LEFFINGWELL

PITTSBURGH, Sept. 22. — TV should not prove a difficult problem for operators, says Glen Mowry, owner, Gem Vending Company, if they will show the location owner how much he actually loses thru video.

Mowry contends the average patron goes to a public location for refreshment, not TV entertainment.

With TV, Mowry adds, people can't eat at a spot because they want to watch the screen, can't dance to TV music, must talk against TV audio and finally while dilly-dallying their refreshment is spoiled.

Proves Point

"This is true now," says Mowry, "just as it was true when home movies came in. I was running a steak house then and I bought a home movie outfit to try to increase business. A lot of people came in as a result, but they didn't buy much—just coffee or ice cream—and they stayed all night. So when an armature burned out on the movie machine I shipped it back to the factory. Two hundred dollars more business resulted."

"Similarly in circumventing TV, we have a set-up whereby our music machines either earn so much, or we take them out. For example, on a \$50-a-week take, we give the location owner half.

Operates on Scale

"Our charges are on a common sense basis. We require \$20 a week for a new box until it is paid for and \$25 for a wall box. A juke four to five years old scales down to \$7 a week.

"In order to educate our stops to our charges we explain them carefully. Not too many location owners counter the idea when they have thought it over and have assured themselves every other location owner with us is on the same scale.

"Avoiding TV competition is more difficult and may necessitate pulling the box out for a period—in our experience—of up to two months. At first I had to pull a number of phonographs and let them stand around idle. The

owners in the toughest cases simply had more regard for TV than for a money-making phonograph.

"At first, restaurant owners are difficult to persuade. But when owners learn you mean business and really will remove the box, and when they realize you do better in getting them records than they can do elsewhere, they suddenly understand the situation.

"The act of removing the box is the education system. When owners actually lose their juke, then hear customers ask about it, they generally are willing to turn off TV

Policies

"When a location which should be netting \$10 a week yields a mediocre 'take' yet the owner asks you to put on more new records, tell the owner politely, 'If we operate here we will have to work this way.'

"Should he insist, take the box out immediately. Tho the owner may not realize it, unconsciously at least at that point he commences to think.

"Many times when we have been loading a machine on the truck, the owner has walked out onto the sidewalk, rehearsed his predicament, and when we reintroduced the most advantageous parts of our arrangement and suggested our solution, he said, 'Okay. If that's the way you want it.'

Everything's Not Gold

"Experimenting to learn the types of records each location likes best should be constant, but it should be light. Job of determining the hits is not too difficult if you study manufacturers' literature, watch The Billboard charts and pay attention to your locations.

"Once in a while we get fooled. We didn't think Come On-A My House was good and in some places it did not click. Because got a lot of play. But buying a few of a new record early and trying it, works out if you will watch play and then make a decision.

"If you're late in discovering a tune is coming as a hit, pick up a few copies at the 5 and 10's. They handle a lot of records and usually have them when your distributor's stock and the record store's supply is exhausted."

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

CAPITOL TO TRY ROAD P'KGES AS SALES BOOST. Western and country tour kicks off, with other "Cavalcades" to follow (General Department).

GOVT PREPARES NEW MATERIAL ALLOCATIONS. Sulfur to be restricted further on making of disks; some materials okay (Music Department).

FEW U. S. DISKS IN PUERTO RICO JUKES. Tally shows British, Continental wax popular (Music Department).

DECCA, CORAL, MGM SIGN TERESA BREWER (Music Department).

And other informative news stories as well as the Honor Roll of Hits and Pop Charts.

Advance Folk (Country & Western) Record Releases

Continued from page 40

- Detour—J. Watson (Slow Poke) Rich-R-Tone 1025
Delaware—Fog Willing (Address Unknown) Dec 46355
Dimples or Dimples—L. Anderson (My Baby) Decca 46352
Don't Get Above Your Raisin'—Lester Flatt-Earl Scruggs (I've Lost) Col 20854
Down Yander—W. Wolfe (Unwanted Sign) Rich-R-Tone 1022
Drunk Man's Wiggle—Jimmy Myers (I'm Goin') Fortune 162
Extravagant Baby—Lanza & Oscar (I Courted) Dec 46359
Fifteen Hugs Past Midnight—Billy Walker (Ting-a-Ling) Col 20847
Frankie and Johnnie—Buffalo Johnson (No Love) Rich-R-Tone 1016
Freckle Face—Snuggle Tooth Cat—Billy Briggs (The Sissy) Imperial 8115
Freight Train Breakdown—Eddie Kirk (I'll Save) Cap 1790
Got a Little Light—James & Martha Carson (Salvation Has) Cap 1791
Got a Letter From My Kid Today—Tommy Duncan (The Californian) Intro 6030
Green Tree Boogie—Bill Haley (Down Deep) Holiday 108
Handkerchief Full of Tears—Billy Briggs (Mid Nite Dreams) Imperial 8123
Heart Break Hill—Sons of the Pioneers (Wind) V(45)147-4264
Heart Strings—Eddy Arnold (Somebody's Been) V(45)147-4273
He Only Came Back to Say Goodbye—Terree Lea (On Rotary) Intro 6023
I Believe—Stuart Hamblen (These Things) Col 20848
I Believe—Suzy Hamblen (These Things) Arcadia 1002
I Courted the Sunshine and Married the Rain—Lanza & Oscar (Extravagant Baby) Dec 46359
I Had a Visit From Heaven—Daisy Mae & Old Brother Charlie (Talking Hands) Col 20857
I Want You to Know That I Love You—Lionie Gleason (I'll Love) Dec 46361
I Wish I'd Never Seen Sunshine—J. Davis (Cherokee Boogie) Decca 46356
Idaho State Fair—J. Day (Lonesome Track) Merc 6343
If I Live a Thousand Years—Clay Allen (A Little) Dec 46360
If You Come Home and Find Me Gone—Billy Starr (Cruel Cold) Col 20855
I'll Love You Till the Cows Come Home—Lionie Gleason (I Wish) Dec 46361
I'll Save My Heart for You—Eddie Kirk (Freight Train) Cap 1790
I'll Pay You No Never Mind—Eddie Hazelwood (Bad News) Intro 6028
I'm Goin' Back to West Virginia—Jimmy Myers (Drunk Man's) Fortune 162
I'm Gonna Leave You, Pretty Baby—Charlie Adams (I'm Gonna) Dec 46358
I'm Gonna Put My Foot Down—Charlie Adams (I'm Gonna) Dec 46358
I'm Just Here to Get My Baby Out of Jail—E. Dec (Weapon of) Rich-R-Tone 1021
It's Many a Mile Back Home—L. Payne (Teach Me) Cap 1782
I've Lost You—Lester Flatt-Earl Scruggs (Don't Get) Col 20854
I've Nearly Lost My Mind—Jimmie Short (Long After) 4 Star 1576
Journey's End—J. Skinner (Kentucky and) Cap 1784
Kentucky and You—J. Skinner (Journey's End) Cap 1764
Liberia Bell, Polka—J. Bryant (T-Bone Rag) Cap 1765
Little Bit of Heaven—Clay Allen (If I) Dec 46360
Little White-Washed Cabin—J. Hines (Shackles and) Merc 6342
Lonesome Truck Drivers Blues—J. Day (Idaho State) Merc 6343
Long Road to Travel—Bill Nettles (Smiles Woe) Merc 6350
Loop After You've Forgotten Me—Jimmie Short (I've Nearly) 4 Star 1576
Look What You've Gone and Done to Me—Texas Slim (You Gotta) Rich-R-Tone 1011
Love Me Just the Same—John Shoupe (Mommy Where) Fortune 161
Makin' Like a Train—Pee Wee King (Two Roads) V (45) 47-4238
Many Thanks My Friends—Otis Parker (Bugle Call) Holiday 109
Mom and Dad's Waltz—M. McIneriff (Always Late) Rich-R-Tone 1023
Mid Nite Dreams—Billy Briggs (Handkerchief Full) Imperial 8123
Mommy, Where Is Daddy Tonight—John Shoupe (Love Me) Fortune 161
My Baby Backaroo—L. Anderson (Dimples or) Decca 46352

- My Happiness Belongs to Someone Else—Carlites (Too Old) Merc 6348
No Love No More—Buffalo Johnson (Frankie and) Rich-R-Tone 1016
Ocean of Tears—Melissa Monroe (Peppermint Sticks) Col 20856
On Rotary Hill—Terree Lea (He Only) Intro 6023
One at a Time—Oakie Jones (You're Just) Col 20852
Over the Barrel—Sheb Wooley (Air Castles) MGM 11059
Over the Waves—John Gordy (Salty Dog) Buller 1097
Peppermint Sticks & Lemon Drops—Melissa Monroe (Dozens of) Col 20856
Please Don't Tell Me That You Love Me—Leroy Jenkins (Time Passes) Col 20853
Robe of White—Laurie Bros. (You'll Be) MGM 11065
Rock All the Babies to Sleep—T. Ritter (Tennessee Blues) Cap 1783
Rock All the Babies to Sleep—Maddox Bros. (South) 4 Star 1577
Rose—Jerry Irby (Buy Me) 4 Star 1578
Rose of My Heart—Curly Herdman (Barnyard Special) Abbey 15052
Salty Dog Rag—John Gordy (Over the) Buller 1097
Salvation Has Been Brought Down—James & Martha Carson (Got a) Cap 1791
Shackles and Chains—J. Hines (Little White) Merc 6342
She Said—T. Sosebee (Sissy Song) Coral 64108
Sissy Song—Billy Briggs (Freckle Face) Imperial 8115
Sissy Song—K. Roberts (She Said) Coral 64108
Slow Poke—J. Watson (Detour) Rich-R-Tone 1025
Smiles Won't Hide an Acin' Heart—Bill Nettles (A Long) Merc 6350
Solid South—J. Walely (Another Fool) Cap 1762
Somebody's Been Beatin' My Time—Eddy Arnold (Heart Strings) V(45)147-4273
South—Maddox Bros. and Rose (Rock All) 4 Star 1577
Steel Guitar Jamboree—C. Campbell's Tenn. Ramblers (You Kopt) V 21-0499
String Stealing—Curly Williams (All You) Col 20849
Sugarfoot Rag Square Dance—R. Foley (Cock-a-Do!) Decca 46349
Sunday Drivers—C. Robison (Plumb Aggravatin') MGM 11044
Talking Hands—Daisy Mae & Old Brother Charlie (I Had) Col 20857
T-Bone Rag—J. Bryant (Liberty Bell) Cap 1765
Teach Me to Forget—L. Payne (It's Many) Cap 1782
Tennessee Blues—T. Ritter (Rock All) Cap 1783
Tears Don't Always Mean a Broken Heart—A. Smith (Fence Jumpers) MGM 11040
Texas Moon Walk—Jim Boyd (Boogie Woogie) V(45)147-4263
These Things Shall Pass—Stuart Hamblen (I Believe) Col 20848
These Things Shall Pass—Suzy Hamblen (I Believe) Arcadia 1002
Time Passes By—Leroy Jenkins (Please Don't) Col 20853
Ting-a-Ling—Billy Walker (Fifteen Hugs) Col 20847
Too Old to Cut the Mustard—Carlites (My Happiness) Merc 6348
Train Track Shuffle—Sheets Yancy (Don't Tell) MGM 11027
Trouble on My Mind—Ted Vasson (You Did) Radar 100
Two Roads—Pee Wee King (Makin' Like) V (45) 47-4238
Uncle Sammy—T. Scott (Everything Reminds) Federal 10026
Unwanted Sign Upon Your Heart—W. Wolfe (Down Yander) Rich-R-Tone 1022
Walk Softly—W. Ray (Are You) V 20-4226
Wayside Inn for Broken Hearts—Cuzin Don (Beautiful Life) Rich-R-Tone 1014
Weapon of Prayer—F. Dee (I'm Just) Rich-R-Tone 1021
Wind—Sons of the Pioneers (Heart Break) V(45)-47-4264
Woman Is a Fine Letter Word—T. Ernie (Kinnair Bug) Cap 1775
Wooden Shoe Waltz—Beaver Valley Sweethearts (Billy Buck) V(45)147-4362
You Gotta Eat Sometime—Texas Slim (Look What) Rich-R-Tone 1011
You're Just Imagination—Oakie Jones (One at) Col 20852
You Die It Before—Ted Vasson (Troubles on) Radar 100
You Kopt Makin' Eyes at Me—C. Campbell's Tenn. Ramblers (Steel Guitar) V 21-0499
You're My Sweetheart—M. McCray (Rock All) Decca 46354

CPMA Quarters In Cleve. Hotel

CLEVELAND, Sept. 22. — Jack Cohen, president of the Cleveland Photograph Merchants Association, this week announced that the association will move from its present headquarters on Euclid Avenue to Hotel Hollenden. CPMA will occupy Rooms 278-280 at the hotel permanently, Cohen stated. The organization's board of directors and general membership hold their meetings at the hotel

State Tax Calendar

- Alabama
October 1—Property reports due.
October 10—Tobacco reports from wholesalers and jobbers due. Tobacco stamp and use tax reports and payment due.
October 20—Sales tax reports and payment due.
Arizona
October 15—Gross income tax report and payment due.
Arkansas
October 1—Property tax final installment due (last day).
October 10—Cigarette reports due.
October 15—Gross receipts tax reports and payment due.
California
October 31—Sales tax quarterly reports and payments due. Use tax quarterly report and payment due.
Colorado
October 15—Corporate income tax third installment due. Personal income tax third installment due. Sales tax reports and payment due. Use tax report and payment due.
Connecticut
October 10—Cigarette reports from distributors due.
October 15—Cigarette vending machine reports from operators due.
October 31—Sales tax reports and payment due. Use tax report and payment due.
Delaware
October 15—Cigarette and cigar reports due.
October 30—Personal income tax third installment due.
District of Columbia
October 15—Income (franchise) tax second installment due. Personal income tax installment due. Unincorporated business tax second installment due.
October 20—Sales tax reports and payment due. Use tax reports and payment due.
Florida
October 20—Sales tax reports and payment due. Use tax reports and payment due.
Georgia
October 10—Cigar and cigarette reports from wholesalers due.
October 31—Sales tax report and payment due. Use tax reports and payment due.
Illinois
October 15—Cigarette reports due. Sales tax reports and payment due.
Indiana
October 10—Cigarette reports from distributors on interstate business due.
October 31—Gross income tax reports and payment due.
Iowa
October 1—Personal income tax (calendar year) second installment due. Property tax second installment delinquent.
October 20—Sales tax reports and payment due. Use tax reports and payment due.
Kansas
October 5—Cigarette reports from wholesalers due.
October 15—Compensating use tax reports and payment due. Corporate income tax second installment due.
October 20—Sales tax reports and payment due.
Kentucky
October 15—Personal income tax (calendar year) second installment due.
October 20—Cigarette reports from wholesalers due.
October 31—Amusement and entertainment tax reports and payment due.
(Continued on page 37)

MOTOR CITY BARGAINS!!!

WRITE--WIRE PHONE

SEEBURG
148ML,
Blonde .. \$369
147S \$169
147M \$189

WURLITZER
1250 \$449
1100 \$375

SEEBURG
HIDEAWAYS
Postwar
H146M ... \$195
H246M ... \$229
H148M ... \$259

ROCK-OLAS
1428 \$299
1426 \$159

WALLBOXES
Seeburg 3 Wire,
5-10-25, Postwar
\$44.50
Wireless, 5c
\$15.00

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IMMEDIATE DELIVERY

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8	Issue of Sept. 1
AIREON				
Coronet	\$159.00	\$159.00	\$159.00	\$159.00
Deluxe	49.00	49.00	49.00	49.00
AMI				
Hiway		295.00	295.00	
Model A	319.00 325.00	319.00 325.00	319.00 325.00	319.00 325.00(2)
Model B	429.00 449.00	429.00 449.00	429.00 475.00	429.00 450.00 475.00
Model C	449.00			
FILBEN				
Hiway	195.00	195.00	195.00	195.00
30 Records	125.00			
MILLS				
Constellation	125.00 169.50	169.50 195.00	169.50 195.00	169.50 195.00
Empress	39.00 39.50	39.00 39.50	39.00 39.50	39.00 39.50
PACKARD				
Manhattan	149.00 149.50	149.00 149.50	149.00 149.50	149.00 149.50
7	79.50	79.50	79.50	79.50
RISTAUCRAT				
45	60.00 95.00	60.00 95.00	60.00 95.00	60.00 95.00
ROCK-OLA				
Commando	39.00	39.00	39.00	39.00
Playmaster	64.50 69.00	64.50 69.00	64.50 69.00	64.50 69.00
Rocket 1432				575.00
Super 40	49.50	49.50(2)	49.50	49.50
39		39.50		
141B	49.50	49.50	49.50	49.50
1422	125.00 129.00	99.50 129.00	129.00	129.00
1426	179.00	179.00	179.00	179.00
1950 50 Selection	650.00			
SEEBURO				
Classic	59.00	59.00	59.00	59.00
Colonel	49.50 59.00	49.50 59.00	49.50(2) 59.00	49.50 59.00
Emmy	49.50 69.00	49.50 69.00	49.50 69.00	49.50 69.00
Gen	49.00	49.00	49.00	49.00
Hi Tones	49.50	49.50 59.50	49.50	49.50
H-146 M Hiway	189.50 199.00	199.00	199.00	199.00
H-148 M Hiway	249.00	249.00	249.00	249.00
H-246 M Hiway	225.00	225.00	225.00	225.00
Highlane ES	59.00	59.00	59.00	59.00
Major	59.00	59.00	59.00	59.00
Regal	49.00	49.00	49.00	49.00
46 Hiway	249.00	249.50	249.50	249.50
146	195.00	175.00 195.00	195.00	195.00
146 M	159.00 199.00	159.00 199.00	159.00 199.00	159.00 199.00
146 S	139.00 165.00	139.00 195.00	139.00	139.00
147 M	189.00 249.00	189.00 249.00	189.00 249.00	189.00 249.00
147 S	169.00	169.00	169.00	169.00
148 M	349.00	349.00	349.00	349.00
148 M1	369.00	369.00	369.00	369.00
1941 RC Special	69.50 79.00	79.00	79.00	79.00
1946 RC Special	249.50	249.50	249.50	249.50(2)
1947 RC Special	274.50	274.50	274.50	274.50
8800	50.00			
WURLITZER				
500	49.00 49.50(2)	49.00 49.50	49.00 49.50	49.00 49.50
600	40.00			69.50
600K	49.00	49.00	49.00	49.00
600R	49.00	49.00	49.00	49.00
616	35.00 79.50	79.50	79.50	49.50 79.50
700	75.00 79.50(2)	69.50 79.50	79.50(2)	79.50
700E	89.50			
750	75.00 109.00	69.50 109.00	109.00 109.50	109.00 109.50
780	109.50	109.50		
780E	79.00	79.00	79.00	79.00
800	89.50	89.50	89.50	89.50
800	60.00 74.50	69.50 79.00	79.00 79.50	79.00
850	75.00 79.00			
950	35.00 59.00	59.00	59.00	59.00
1015	195.00 199.00	195.00(2) 199.00	195.00 199.00	195.00(2) 199.00
	199.50(2) 225.00	199.00 199.50	199.50 225.00	199.00 199.50
	250.00	225.00 250.00	250.00	225.00 250.00
1017	214.50 259.00	200.00 259.00	200.00 259.50	259.50
1000	199.00	195.00 229.00	199.50 229.00	195.00 229.00
1100	369.00 374.50	369.00 374.50	369.00 374.50	369.00 374.50
	395.00	395.00	395.00	395.00
1250	449.00 450.00	450.00 489.00	450.00 489.00	450.00 475.00
	529.50	495.00	489.00 495.00	495.00
Victory	39.00	39.00	39.00	39.00

FOLK TALENT AND TUNES

Continued from page 47

Case, . . . Uncle Don Andrews, WSGW, Saginaw, Mich., says Curly Wiggins (Intro) is in the Army at Camp Roberts, Calif. Andrews worked last week's shows remote from the Saginaw fair. Dean McLain, KWBC, Fort Worth, is father of a son, Edward Dean. Gene Strippling has added another half-hour across the board over WMAZ, Macon, Ga. Eddie (Prune Pickin') Boyle has added an hour morning show five times per week at KTKT, Tucson, Ariz. Brownie Seals, KSTA, Coleman, Tex., is emceeing a live h.b. show by the Stringsters weekly. Gordon Price, WIBB, Macon, Ga., reports his station is now doing a three-hour morning show daily of h.b. and Western wax.

Mark Webb, who calls himself "Smokie, the Happy Okie," is spinning 'em at KAWT, Douglas, Ariz. Johnny Hicks, KRLD, Dallas, reports he did 3,000 on the Big D Jamboree August 25 with Eddie Kirk and Carl Smith. Hicks is using big names on his weekly show. Art Barrett is starting a Hillbilly Stars of Tomorrow show via his segs over WSAP, Portsmouth, Va. He feels newcomers will excite interest in his area. Sheldon Horton, WJSW, Saxton, Pa., reports big response to George Morgan's Columbia cutting, "Waltzing by the Ohio." D. M. Dwelley, KSUE, Susanville, Calif., reports that Troy and Helen, local gospel duo, have cut auditions for 4 Star.

Dave Miller, WPAT, Paterson, N. J., reports his most novel experience in getting a new disk occurred recently when he parked at a stop-light and the driver behind him honked his horn, loud and long. Miller turned around as Moe Jaffe, of General Music, stepped up to Miller's car with the Roy Rogers' disk of "The Kiwi Bird." Joe Johnson, WPAQ, Mount Airy, N. C., reports that with the addition of Tommy Magness and his Tennessee Buddies the station boasts 35 acts on its Saturday morning show. Cliff Mercer has left WLOU, Louisville, to join WKRC-TV, Cincinnati. Olie Carriker is handling the h.b. spinning at KORC, Mineral Wells, Tex. Dopey Duncan is handling the country wax at WKAP, Allentown, Pa.

Lee Moore, who has been emceeing the all-night disk show at WVVA, Wheeling, W. Va., will share the six-hour slot with Al Morris. It was erroneously reported that he would leave the show when Morris started. Bob Lee, previously at WCAV, Norfolk, has started at WPEO, Peoria, Ill. Uncle Dude Towler has started a new show on WPAG, Ann Arbor, Mich. Towler is plugging Earl Songer's disks on Fortune. Dick Jones, KULP, El Campo, Tex., reports good listener reaction to a platter, sent him by Jimmy Wakely, in which the Capitol recorder thanked Jones and his listeners for requesting his wax. Jones wonders why more artists don't attempt to personalize their work in this way.

Larry Carothers, KMOX, St. Louis, reports that Carl Smith did 3,000 at Bob Hasting's Acorns Park August 17, while Moon Mullican did 2,500 August 26. Lee Sutton, KMA, Shenandoah, la., has formed a band, the Country Boys, with Ernie Frost, mandolin; Herman the Fiddler, Kenny Weldon, banjo; Yodellin' Bob Stotts, and Sutton's emceeing and vocals. Rocky Rauch, KTLN, Denver, has taken his band into the 20th Street Corral for the winter.

Ann Jones has added a 90-minute Saturday morning show at WOAY, Oakhill, W. Va. Hart Curl, WOXF, Oxford, N. C., is trying to renew the three-hour live barn dance show which the station had on last year. Bruce Grant has added a two-hour Saturday morning show on WHB, Kansas City, Mo. Slim Williams, KWBC, Fort Worth, worked a show recently at Dewey Groom's Longhorn Ranch, Ballas, and found Tommy Loyd, the ex-Wills' warbler, working with Groom.

Joe Johnson reports that there (Continued on page 48)

State Tax Calendar

Continued from page 96

Louisiana
October 1—Franchise tax reports and payment due. Soft drink reports due.
October 15—Soft drinks reports due. Tobacco reports due.
October 20—Sales tax reports and payment due. Use tax reports and payment due.

Maine
October 15—Sales tax reports and payment due. Use tax reports and payment due.

Maryland
October 15—Sales tax reports and payment due. Use tax reports and payment due.

Massachusetts
October 20—Cigarette tax reports and payment due.

Michigan
October 15—Sales tax reports and payment due. Use tax reports and payment due.
October 20—Cigarette tax reports and payment due.

Minnesota
October 20—Cigarette sales tax reports and payment due. Cigarette use and storage tax reports and payment due.

Mississippi
October 15—Sales tax reports and payment due. Tobacco reports from manufacturers, distributors and wholesalers due. Use tax reports and payment due.

Missouri
October 31—Soft drinks inspection fee reports and payment due.

Montana
October 10—Cigarette tax stamp payment due.
October 15—Personal income tax second installment due.

Nebraska
October 10—Cigarette reports from distributors due.

Nevada
October 15—Cigarette reports from wholesalers due.

New Jersey
October 20—Cigarette tax reports and payment due.

New Mexico
October 15—Corporate income tax installment due. Occupational gross income tax reports and payment due. Personal income tax third installment due.
October 25—Use or compensating tax reports and payment due.

New York
October 15—Personal income tax third installment due.

North Carolina
October 15—Sales tax reports and payment due. Use tax reports and payment due.

North Dakota
October 10—Cigarette reports from distributors due.
October 20—Sales tax reports and payment due. Use tax reports and payment due.

Ohio
October 10—Cigarette reports from wholesalers due.
October 15—Cigarette use tax reports and payment due. Use tax reports and payment due.

Oklahoma
October 10—Cigarette reports from wholesalers, retailers and vending machine owners due.
October 15—Tobacco reports from wholesalers, jobbers and warehousemen due.
October 20—Use tax reports and payment due.

Oregon
October 15—Excise (income) tax third installment due. Personal income tax third installment due.
October 30—Withholding tax reports and payment due.

Rhode Island
October 10—Cigarette reports from distributors and dealers due.
October 20—Sales tax reports and payment due. Use tax reports and payment due.

South Carolina
October 10—Soft drinks reports due.
October 20—Sales tax reports and payment due. Use tax reports and payment due.

South Dakota
October 15—Use tax quarterly reports and payment due.

Tennessee
October 20—Sales tax reports and payment due. Use tax reports and payment due.

Texas
October 5—Cigarette reports from solicitors due.
October 10—Cigarette reports from distributors due.

Washington
October 15—Cigarette drop shipment reports from wholesalers due. Cigarette invoices on shipments out of state from wholesalers and retailers due.

West Virginia
October 10—Soft drinks tax reports and payment due.
October 15—Cigarette use tax reports and payment due. Sales tax reports and payment due. Use tax reports and payment due.
October 30—Occupational gross income tax quarterly reports and payment due.

Wisconsin
October 10—Cigarette reports from wholesalers and manufacturers due.

Wyoming
October 15—Sales tax reports and payment due. Use tax reports and payment due.
October 20—Cigarette reports due.

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FOLK TALENT AND TUNES

Continued from page 97

are 30 h.b. entertainers now working at WPAQ, Mount Airy, N. C. Gere Blair is the new country spinner at WCAR, Pontiac, Mich.

Jerry Bowman, WERE, Cleveland, has a gimmick, thru which, on Wednesday, he lets the lucky listeners select the complete program for his Western and h.b. show. Dan Ross, WATL, Atlanta, will start a new two-hour daily show in which disks will be stressed, but a live band will play one seg.

Al Morris, who just moved from WONE, Dayton, O., is doing a four-hour stint in the all-night d. j. slot over WWVA, Wheeling, W. Va. He is also working live shows daily with the Sunshine Boys, Wilma Lee and Stony Cooper and Hawkshaw Hawkins. Did Dwyer, KJBC, Midland, Tex., reports good response to a Saturday program offer, in which he asks local singers and entertainers to drop by and do a bit in the d. j. show. Uncle Harve, WFEC, Miami, has been elected president of the Florida State Democratic League, which is boosting him for sheriff of Dade County. He is working a weekly show at a local theater with his band, with a country-store giveaway. Local merchants put up the merchandise prizes.

Shel Horton, WJSW, Saxton, Pa., held a family homecoming on his show recently, when his brothers, Vaughn the Southern Music songwriter, and Roy, a contact-man for Southern, visited. Vaughn presented Shel with the first acetate of his new tune, "Ting-a-Ling-a-Jingle," on Coral. Longhorn Joe, KROW, Oakland, Calif., reports that Foreman Bill Mackintosh, KXOH, Sacramento, has a new band, the Bar-Nothing Ranch Gang.

Eddie Boyle, KTKT, Tucson, Ariz., has added his first morning show, an hour's slot. Chuck McKasson, WGBF, Evansville, Ind., intends to leave his show for a while to do a p. a. tour with his band, featuring 7-year old Sandy Barnhart, accordion and novelty act. Dan Ross begins a new four-hour daily show October 1 over WATL, Atlanta. Show, starting at 8 p.m.,

will feature disks but will use Ross's band, headed by Dan Welch, and other bands in the Atlanta area.

Art Barrett, WSAP, Portsmouth, Va., reports he's glad, and so are his listeners, that Jimmy Wakely is back cutting real country items like "Another Fool Steps In." Jerry Blair is switching from his country shows to pop record spinning at KTXL, San Angelo, Tex. Butterball Paige, the former guitarist with Ernest Tubb, now doing the platter talk at WNAO, Raleigh, N. C., reports that Homer Briarhopper is now at WPTF, Raleigh, doing daily shows. Paige has opened up the "Tobacco Barn Drive-In Grill," named after his d. j. program.

Slim Williams, KWBC, Forth Worth, reports that Marvin (Smokey) Montgomery, leader of the Light Crust Doughboys, became the father of a daughter recently. Cowboy Copas did 3,500 paid at Acorns' Park near St. Louis on Labor Day, according to Larry Carothers, of KMOX, St. Louis. Carothers and Brother Bob Hastings, who operates the park, did 15 shows in three different locations on the busy Labor Day week-end. Kenny (Thumbs) Carlille, formerly with Jimmy Dickens and recently at the Acorn's has left there to join Leon McAuliffe's band. Lou Stevens, KXLA, Los Angeles, reports that Johnny Horton, on Comac label, is getting good response on his show.

Artists' Activities

John Lair, of the Renfro Valley, Ky., h. b. talent operation, reports that the General Foods sponsorship deal for all his shows over CBS is a five-year deal with options. Lair, who founded the Kentucky h. b. talent project after years in radio as a h. b. talent producer, is setting up his own museum and general store in Renfro Valley. His General Food shows will be aired from the store. The Renfro Valley Gang is doing a daily half-hour morning show over a regional CBS web; a four-station half-hour show Saturday night from the 1,000-seat Valley Barn, and a

GAMES OUT, SO FOOD \$\$ GO UP

CORPUS CHRISTIE, Tex., Sept. 22.—As a result of the loss of extra revenue from pinball machines, cafes in this area may up their prices about 20 per cent. According to the Corpus Christi Restaurant Association there are between 150 and 200 cafes in Nueces County.

45-minute Sunday morning show over the full CBS web, all for General Foods. The permanent talent cast at Renfro Valley includes Slim Miller, Coon Creek Girls, Claude Sweet, Wayne Turner, Emory Martin, Granny Harper, Mary Randolph, the Red Bud Trio, Glenn Pennington, Roy Davidson and Junior Defoor.

Spade Cooley's network show over CBS Friday nights has been canceled by the web to be replaced by a new two-hour musical show (The Billboard, September 22). Alberta Slim, who is also known as Wilf Carter, is planning on routing his own motorized circus thru Canada next season. He previously traveled with other shows, but the Victor recorder intends to take out his own unit next summer.

Country music gets a big trial during the next 13 weeks, when Sears, Roebuck Company try Dude Martin and his Mercury waxing group as a trial TV show over KTTV, Hollywood. Sears is a big advertising account and may try more h. b. shows if the Martin show is a success. Sue Thompson will be featured on the show. Pete Burrows and the Tex-Sons have replaced Hank Thompson at Danceland, Dallas. Thompson is making TV films in Hollywood. Luke Wills is leading the house band at Bob Wills' Ranch House, Dallas.

Jam-Up and Honey, the veteran WSM, Nashville, comedy duo, will play six weeks of the Kemp Circuit, with Grandpappy Nerit, formerly at WJJD, Chicago, touring with them. Decca is cutting a session with Chuck Rogers, Nashville free-lancer, who had his own label at one time. Ted Brooks, writer of "Hot Guitar," the tune waxed by Eddie Hill on Mercury, has inked with Decca. Decca took over his Bama records from the Birmingham parent firm.

Country & Western (Folk) Record Reviews

Continued from page 95

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	RECORDING	REVIEW	REMARKS
STUART HAMBLLEN (Darl Rice Ork)				
I Believe COLUMBIA 20848—Hamblen sings one of his own powerful religious, doing it with moving conviction and force. Could be a big item, country and pop				85--85--85--85
These Things Shall Pass Another effective sacred item, this one done medium legato in contrast to Rip's swingy bounce. Heavy echo effect sharpens the message.				80--80--80--80
LESTER FLATT-EARL SCRUGGS (Foggy Mt. Boys & Everett Lilly)				
I've Lost You COLUMBIA 20854—Nasologists, brother type, fracture some close harmony in a typical backwoods job, to a zingy loud-down backing. Tune is ordinary.				62--62--62--62
Don't Get Above Your Raisin' Up tempo novelty blues has impact, as a swinging mandolin obbligato points up the vocal.				72--72--72--72
LONZO & OSCAR				
I Courted the Sunshine and Married the Rain DECCA 46359—Boys do a nasal "brother" routine on a good grade tear-jerker. Good backwoods entry.				70--70--70--70
Extravagant Baby Boys switch practically to a pop style for this innocuous little novelty, with getoff fiddling and piano effects.				64--64--64--64
WAYNE RANEY & THE TRIO				
I Want a Home in Dixie KING 974—Raney and male trio do a light, meandering job on a slow, pleasant, inconsequential, hybrid country pop.				67--67--67--67
I Had My Fingers Crossed Raney goes strictly country here, with a typical, light dance beat love jingle.				74--74--74--74
TEX RITTER				
Rock All the Babies to Sleep CAPITOL 1783—Ritter does a strong, robust cover job on the fine novelty waltz intro'd by Jimmy Minches.				76--77--76--75
Tennessee Blues The deep-throated, robust warbler does the number in waltz time in a rather praisic reading.				68--68--68--68
LEROEY JENKINS				
Time Passes By COLUMBIA 20853—Jenkins has a forceful and distinct country style, shown to advantage on a sturdy ballad here.				73--74--73--72
Please Don't Tell Me That You Love Me Jenkins shows a backwoods wall in the manner of Hank Williams. The song he does is of the familiar brand, rather ordinary.				68--68--67--68
BILLY STARR				
Cruel, Cold Heart COLUMBIA 20855—An obvious follow-up to "Cold, Cold Heart" stacks up as a well-written ditty that's not the match of the original, tho it's good. Starr sings it well.				77--77--76--78
If You Come Home and Find Me Gone Starr turns in a neat performance on a cleverly designed bluesy ditty. Arrangement alternates vocal and instrumental changes. Should do okay.				76--78--75--75
MELISSA MONROE				
Peppermint Sticks and Lemon Drops COLUMBIA 20856—Pert bouncer is handled amiably by the femme singer. Cute ditty, but not an especially strong one.				70--72--68--72
Oceans of Tears Melissa does a fully persuasive turn with this sequel to "I'll Never Be Free." Good ditty which will provide coverage on the Tennessee Ernie-Kay Starr etching of some months ago.				74--75--72--75
DAISY MAE & OLD BROTHER CHARLIE				
I Had a Visit From Heaven COLUMBIA 20857—Backwoods effort blends religion with sentiment for a neat semi-sacred effort. Daisy Mae projects forcefully in the solo slot.				74--76--74--72
Talking Hands Old Brother Charlie delivers a sacred recitation between choruses of a hymn by Daisy Mae. Effective etching for the deep country sacred market.				75--75--75--75
BILLY BRIGGS				
Mid Nite Dreams IMPERIAL 8123—Briggs leads the way thru a neat ballad of more than average substance. Done to an infectious shuffle with a gang chorus. Could do well.				78--79--77--78
Handkerchief Full of Tears Briggs, in duet, does a fine job with an above-average sentimentaller which has the melodic charm which could draw the last.				81--83--80--80
BILLY BRIGGS				
The Sissy Song IMPERIAL 8115—Briggs does his own very clever novelty item. The material is one of the most amusing ditties to come along in some time and his reading of it is persuasive. Should draw in plenty of coin.				82--84--80--82
Freckle Face-Snaggle Tooth Gal Another Briggs novelty, but this one is strictly sound-rate compared to the topside. Even the reading seems weak.				63--65--60--65
FOY WILLING (Riders of the Purple Sage)				
Address Unknown DECCA 46365—Willing and his cowboy bunch do a fine, clean group vocal with fiddle solo on this outstanding country standard. Reading may be a little slick for the current country market.				78--78--78--78
Detour Willing and gang turn in a polished job on the country standard which has been revived single-handed by Patsi Page. Should do business but Patsi's getting much of hers in the areas where this version could go.				79--80--78--79

(Continued on page 100)



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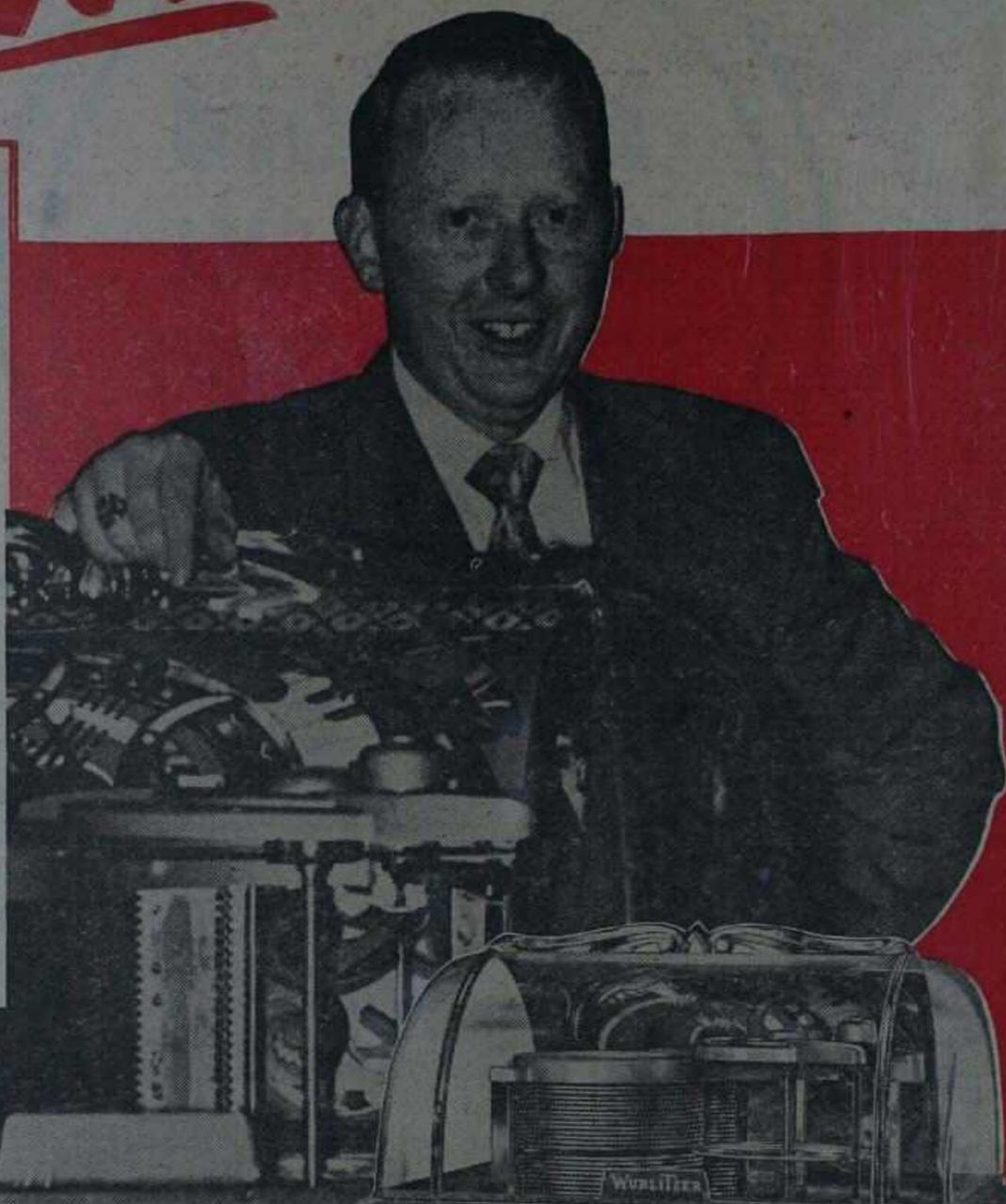
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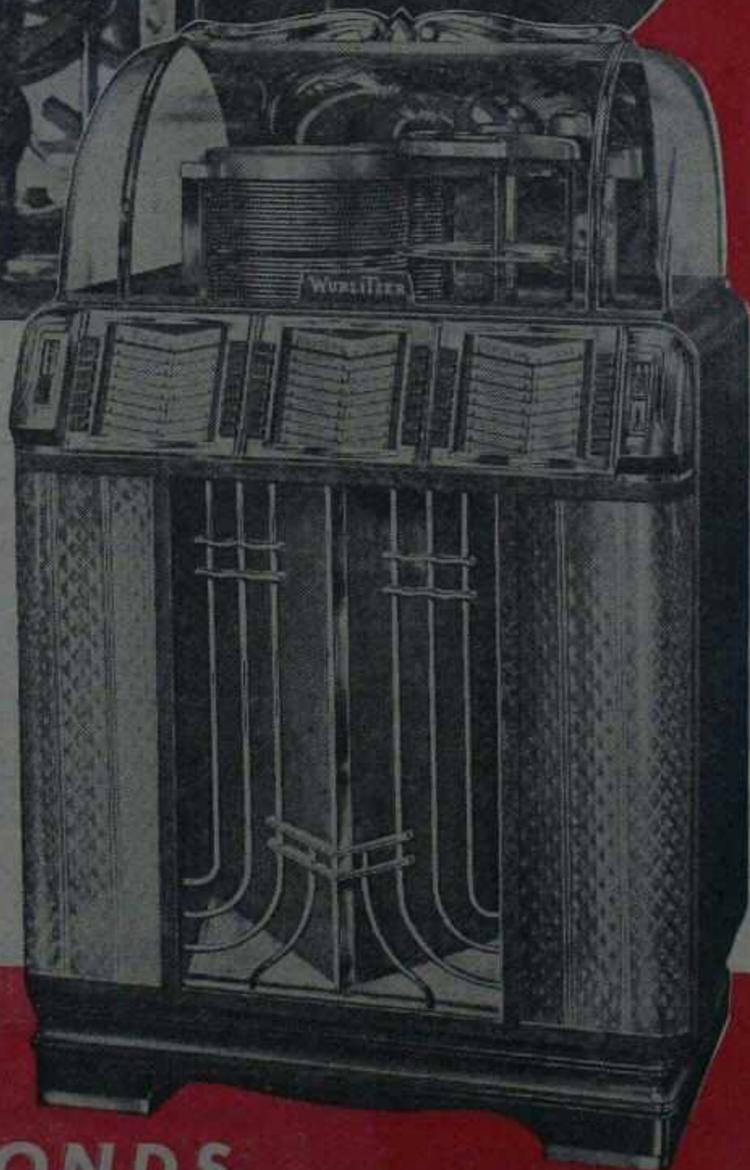
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**Country & Western (Folk)
Record Reviews**

Continued from page 98

LABEL AND NO. ARTIST	COMMENT TUNES	POPULARITY INDEX	REVENUE INDEX	SALES INDEX
MADDOX BROS. & ROSE Rock All Our Babies to Sleep 4 STAP 1577—This backwoods team does a neat turn with a ditty which differs from the current "Rock All the Babies to Sleep." Yodels and comic asides add to the proceedings.		67--70--65--65		
South Lively rundown of one of the great juke standards. Rose carries the vocal in true backwoods fashion, while the gang carries on in back. Should do well.		81--82--80--81		
LES "CARROT TOP" ANDERSON My Baby Buckaroo DECCA 46352—A lightweight Western bouncer is sung well by Anderson.		68--68--68--68		
Dimples or Dumplin's Anderson has an amusing problem: shall he go for the chick who can cook in the one who's pretty? He poses the problem rather tolerantly.		72--75--70--72		
PORTER JONES Angel of Peace DECCA 46341—Jones cries a chugging semi-sacred waltz in back-mountain fashion. Neither he nor combo sells very hard.		62--62--64--60		
Each Day I Live I Love You More Warbler gets more vim into this effort, a medium bounds love ballad.		64--64--63--65		
TOMMY SOSEBEE No Good Without You CORAL 64102—Sosebee and a smooth string combo combine for an upbeat torcher. He shows a casual, swingy style à la Red Foley.		76--76--76--76		
Year After Year Tempo is a few shades slower, and interest falls off to an a routine ballad entry.		70--70--70--70		
JIMMIE DAVIS I Wish I'd Never Seen Sunshine DECCA 46356—So-so coverage on the Les Paul click dinking of the tear-jerker, which Davis co-authored.		71--73--70--71		
Cherokee Boogie More coverage, same results.		71--73--70--71		
JIMMIE SKINNER Kentucky and You CAPITOL 1764—Nothing special on this innocuous c & w ode to the State of Kentucky. It's danceable.		66--68--64--66		
Journey's End Skinner is far more effective on a good country weeper written by Ernest Tubbs and Pappy Stewart.		72--74--70--72		
JIMMY BRYANT Liberty Bell Polka CAPITOL 1765—Steel guitars gets a fine sound out of this country polka instrumental.		72--74--70--72		
T-Bone Rag Standard steel rag for the c & w market.		70--72--68--70		
CARLISLES Too Old to Cut the Mustard MERCURY 6348—Mixed group has an okay country novelty here.		66--70--64--65		
My Happiness Belong to Someone Else Group essays a weeper here with only so-so results.		64--68--62--63		
PEE WEE KING ORK-REDD STEWART Makin' Like a Train VICTOR 20-4238—Stewart and gal harmonizers struggle with a pop novelty derived from "Chippencal" and get nowhere. This isn't country and it's weak pop.		45--45--45--45		
Two Roads A fine waltz torcher with philosophical overtones gets a warm warble from Stewart, with good country backing.		80--80--80--80		
BILLY WALKER Ting-a-Ling COLUMBIA 30847—A standout sentimentalizer gets a warm, ringing job from Walker, with strong gang harmony on the refrain. A compelling modified boogie beat underlines the performance admirably.		85--85--85--85		
Fifteen Hugs Past Mid-Night Back country novelty is lightly humorous, doesn't measure up so far.		70--70--70--70		

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ARTIST LABEL AND NO.	TUNES COMMENT	W	D	C	B
BILLY JACK WILLS Down in Old Mexico 4 STAR 1575—Wills chants a medium beat novelty that should find some favor in the border country.		72	72	70	74
Lilly Dale Wills gets plenty of torch into a sweet romancer with trio joining in effectively on the refrain.		78	78	78	78
HANK LOCKLIN I Always Lose 4 STAR 1574—Locklin delivers a touching torcher with expressiveness and sincerity to a steady medium dance tempo.		80	80	80	80
Send Me the Pillow You Dream On No. 2 Follow up ditty continues the story of love and a pillow. Locklin chants it with authentic country feeling.		75	75	75	75
SUZY HAMBLÉN (Dorel Rice Ork) I Believe ARCADIA 1007—Thrush delivers a Stu Hamblén sacred item in rough but fervent fashion. Organ-rhythm combo backs, with ensemble joining on refrain.		67	67	69	65
These Things Shall Pass Also a Stu Hamblén original, tune here has more pop ingredient than Rip. Thrush demonstrates the number adequately.		72	72	74	70
BOOTS FAYE-IDAHO CALL Asleep at the Switch CAPITOL 1772—Philosophizer draws an extended series of images between love and a railroad. Boy-gal duet gets it off in capable backwoods style.		63	63	61	65
You Tried to Ruin My Name Team gets off a purely backwoods moralizer to a hoedown accompaniment; okay side for a limited market.		64	66	64	68
JIMMY HINCHEE Little White Washed Cabin MERCURY 6342—Medium-fast Deep South novelty is sung and played with a compelling beat, with a driving guitar for propulsion.		75	75	75	75
Shackles and Chains The fine Jimmie Davis prison song gets a feelingful go from Hinchee, who goes out of tune in spots, but atones with a big, wailing voice and sincerity.		75	75	75	75
JACK DAY Lonesome Truck Drivers Blues MERCURY 6343—Newcomer to Mercury is a real standout, with a fine, true deep bury and a fine country style. He gets a swinging combo backing. The coverage of this tune is late, it should get some action.		76	78	76	74
Idaho State Fair Charming little waltz novelty with a Western folk flair gets an engaging go. A hybrid, this is worthy of pop attention.		78	78	78	78
HARDROCK GUNTER-ROBERTA LEE Tennessee Blues DECCA 46343—Both Gunter and Miss Lee belt forcefully on this impressive, slow country blues rendition, with some beautifully defined boogie guitar driving in back.		82	82	82	82
Sixty-Minute Man Country version of the r.&b. hit is an engaging blues rocker, with the guy and the gal singing powerfully, and guitar and piano smoking up a breeze in back.		82	82	82	82
FIDDLIN' RED HERRON Back Up and Push FEDERAL 10026—Fine, virtuosic country jazz fiddling here. It's legit enough for general country appeal—net strictly the sour, out-of-tune backwoods style, but still plenty rural. Two violins have a fine carving contest.		75	75	73	77
Devil's Dream More of the same fiddle high links on a good hoedown oldie, with the two bow men chasing each other all over the place.		75	75	73	77
HANK WILLIAMS & HIS DRIFTING COWBOYS Lonesome Whistle MGM 11054—Williams, a great artist, has a stupendous side here that could make history in the country—and maybe the pop—disk field. It's a superior country blues, with Hank singing his heart out and a mood backing by the zumba whose subtle artistry grows with each hearing.		88	88	88	88
Crazy Heart Another superior tune and performance here, as Hank does a bounce ballad something in the vein of his "Cold, Cold Heart" click.		85	85	85	85
MONTE HALE Dig-Dig-Diggin' MGM 11055—Boogie woogie blues jingle with okay vocal by Hale and some smoozy BB-ing and steel work.		73	73	71	75
Heart Breaks Slow-moving semi-jug job doesn't register.		60	60	60	60
DAVE LANDERS I Got a Cinder in My Eye MGM 11056—Landers does takeoffs on such stars as Tubb, Foley, Williams and Arnold. Good fun.		74	76	72	74
Bumble Bee Catchy tune with a remote gimmick gets an okay vocal.		72	72	72	72

IF YOU'RE LOOKING FOR BUSINESS STIMULATING IDEAS... YOU'LL FIND THEM IN

The **Billboard** ANNUAL FALL COIN MACHINE SPECIAL

BE SURE TO READ

1. **INDUSTRY'S ROLE IN DEFENSE PROGRAM.** The coin machine industry's important role in defense production. A round-up of what factories are involved, etc.
2. **EXPORTS—A GROWING FACTOR IN THE COIN MACHINE INDUSTRY.** A look at the fall and early-winter picture in the fastest expanding phase of the coin machine industry today.
3. **NPA-CMP BOX SCORE.** A complete, up-to-the-minute report on the CMP picture and how it will affect the entire industry. A forecast of the production picture for the fall-winter season.
4. **USED MACHINES—MONEY IN THE BANK.** The ever-increasing value of good used equipment in the face of curtailed production of new machines from the distributor and operator levels.
5. **EQUIPMENT REVIEW.** A review of current models in production by coin machine manufacturers.
6. **PREMIUM \$5 NO MYTH.** Merchandise lines are opening up new vistas for distributors and are helping the operator at the location level.
7. **DIME-PLAY PUZZLE STILL UNSOLVED.** A nationwide look at dime play on jukes, results of the tests held to date, and the current picture on the OPS vs. play hassle.
8. **SHUFFLERS START SHUFFLE RESURGENCE.** On the definite increase in shuffleboard operations—and the value of boards to operators as money-makers with no service problems or production headaches.
9. **MIDWEST COIN MACHINE CONVENTION.** Coverage of the conventions, agenda, exhibitors, business sessions, program and other pertinent data.
10. **THE MIDWEST BUSINESS BAROMETER.** A round-up of the business outlook in all principal cities in the Midwestern area.
11. **MIDWEST DIME BAR PROVING GROUND.** A report on the experiments here to vend 10c candy, and the possibilities of these tests leading to national adoption of the policies nationally.
12. **VENDERS ROLE IN MIDWEST INDUSTRIAL EXPANSION.** Defense production is moving into high gear in the Midwest—meaning more room for venders, an opportunity for operators to build up their weekly grosses.

DATED OCTOBER 13th

ADVERTISING DEADLINE OCTOBER 4th

plus

EXTRA DISTRIBUTION AT THE MIDWEST COIN MACHINE CONVENTION OMAHA, NEBRASKA — OCTOBER 15th-16th HOTEL PAXTON

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SEEBURG LO-TONES	59.50

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W4-L56	\$49.50
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3W2-L56	34.50

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ROCKETTES
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A.M.I. MODELS "A" & "B"
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4 PLAYER
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GENCO'S TRI-SCORE	\$ 89.50	SEEBURG BEAR GUN	\$295.00
GENCO'S BIG TOI	64.50	GOTTIEB BOWLETTE	30.00
GENCO'S SCREW BALL	34.50	KEENEY'S PIN BOY	34.50
GENCO'S BLACK & GOLD	64.50	UNITED'S SUPER SHUFFLE	39.50
GOTTIEB SELECT-A-CARD	69.50	3 22-FT. SHUFFLEBOARDS, EA.	150.00
GOTTIEB BARNACLE BILL	44.50	(With Marvel Overseas Meters, like new!)	
GOTTIEB BOWLING CHAMP	89.50	CENCO BOWLING LEAGUE	25.00
C.C. PIN BOWLER	109.50	ROCK-OLA SHUFFLE LANES	25.00
C.C. THING	89.50	—ONE BALLS—	
C.C. PLAY BALL	49.50	TURF KINGS	\$245.00
C.C. HOLIDAY	64.50	CHAMPIONS	125.00
C.C. GRAND AWARD	44.50	CITATIONS	75.00
C.C. TRINIDAD	25.00	WINNERS	200.00

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Coinmen You Know

Chicago

Local operators reveal that the trend toward higher music grosses is accelerating and, as a result, distributors are reporting a definite pick-up in sales of new equipment. Among those in the latter group are Mike Spagnola, AMI representative; Morrie and Eddie Ginsberg, Seeburg, and Ben Coven, Wurlitzer. First Distributors, handling the Chicago Coin Hit Parade unit, also report an influx of orders for the unit from the three-State area they cover.

Visiting Chicago last week was Les Montooth, head of the operators' organization in Peoria, Ill. He reports that his org's program of inviting distributors and manufacturers to attend their sessions and, holding off-the-cuff discussions on problems of mutual interest to both, is being received at both levels with much enthusiasm. Montooth also reports that he will attend the Midwest Coin Machine Convention in Omaha next month.

Activities at Empire Coin continues at a stepped up clip with demand for new and late model games mounting all the time. Gil Kitt, Howie Freer and Stanley Levin have been greeting a steady run of local and visiting operators. Firm also reports a number of repeat orders from foreign operating firms.

At World Wide Distributors, Al Stern huddled with Len Micon and Monty West on the fall business picture. All three agreed prospects for a banner season are evident in the music and game fields. Firm plans a formal operating showing of the new Rock-Ola in the near future. Newest products to grace the showroom are Williams' Jalopy and Keeneey's 6-Player League Bowler.

Defense output as well as coin machine and television set production make J. H. Keeneey & Company one of the busiest plants in the industry. Roy McGinnis feels firm's newest shuffle game, 6-Player League Bowler, will prove a top game. The Masonite idea under the regular playfield to eliminate puck rumbles has brought the firm favorable operator comment.

Herb Perkins, Purveyor Shuffleboard Company, reports steady progress in the shuffleboard and used game fields. Even tho the weather has been warm, people are once again playing shuffleboard in increased numbers, Perkins says. . . . Lou Lewis, Merit Industries, has stepped up his premium business by adding a lot of hard to find items which operators have asked for in the past. Repair shops at the plant were enlarged recently to handle added business in this field.

Charley Pieri and Clayton Nemeroff, Monarch Coin owners, will install a large display and stock of premiums as soon as their new offices are complete. . . . Sam Lewis says that firm has not witnessed such an influx of operators at its display rooms since the days of the Kilroy game. The reason this time is the 6-Player Bowling Alley which introduces a formica playfield for shuffle games.

Chris Jobling, Auckland, New Zealand, was a visitor at United Manufacturing this week. He was making his first call on the local plants in a number of years and

(Continued on page 103)

Vital Statistics Deaths

W Bruce Howard, president of the Sattle Company, Detroit manufacturer of coin counting equipment used in the vending field, August 30. He is survived by his widow and several children. Howard's will, filed for probate in Detroit, provided bequests of \$5,000 each to three churches and institutions.

Marriages

Dr. Morton B. Feltman and Racelle Lazar, daughter of Si Lazar, B. D. Lazar Company, Pittsburgh, at Scheenley Hotel, Pittsburgh, Sunday (16).
Bernard Rome and Jean Margold, daughter of Irving Margold, Trimount, in Boston, Sunday (16).

THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Amusement Games

For this week's prices consult the used machine advertisements in this issue.

	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8	Issue of Sept. 1
Advance Rolls (Genco)	\$35.00(2)	39.50	\$35.00(2)	39.50
(roll-down)			\$35.00	39.50
Ali Babo (Gottlieb)	25.00	49.50(2)	25.00	49.00
				49.50
Alice in Wonderland (Gottlieb)	39.50	45.00	39.50	45.00
Aquacade (United)	59.50	69.00	59.50	69.00
		89.50	74.50	89.50
Arizans (United)		119.50		
Ballerina (Bally)		45.00		
Bally Moo (Bally)				29.50
Bango (Chicago Coin)		49.50		49.50
Banjo (Exhibit)	35.00	45.00	34.50	45.00
		49.50		34.50
Bank-a-Ball (Gottlieb)	110.00	99.50	110.00	85.00
		110.00		110.00
Bank-A-Card				69.50
Barnacle Bill (Gottlieb)	25.00	49.00	25.00	49.00
		49.50		
Basketball (Gottlieb)	99.50	109.00	99.50	109.00
Basketball Champ			69.50	99.50
(Chgo Coin)				99.50
Be Bop (Exhibit)	275.00	275.00	275.00	
Bermuda (Chicago Coin)	114.50	45.00	114.50	114.50
Big Top (Genco)	25.00	25.00		
	75.00(2)	79.50	64.50	75.00
			79.50(2)	79.50(3)
Black Gold (Genco)	69.50	79.50	64.50	69.50(2)
		85.00	79.50	85.00
Blue Skies (United)	50.00	54.50	39.50	45.00
			54.50	54.50
Boston (Williams)	89.00	104.50	89.00	95.00
		104.50		95.00
Bowling Champ (Exhibit)	85.00	79.50	85.00	95.00
		95.00		95.00
Buccaneer (Gottlieb)	69.50	69.50	50.00	69.50
Buffalo Bill (Gottlieb)	95.00	95.00	95.00	95.00
Butterfly	25.00	25.00		
Buttons and Bows (Gottlieb)	79.50	79.50	69.50	79.50
Camel Caravan (Genco)	115.00	125.00	79.50	125.00
		125.00	79.50	125.00
Camout (Exhibit)		49.00		
Canasta (Genco)	85.00	119.50	59.50	119.50
Caribbean		25.00		15.00
Carnival (Bally)	65.00	69.50	30.00	69.50
		85.00		85.00
Carolina (United)	49.50	69.00	49.50	54.50
		69.00	34.50(2)	
Catalina (Chicago Coin)	25.00	29.50	25.00	29.50
	39.50	45.00	45.00	29.50
Champion (Bally)	79.50	80.00	79.50	89.50
	85.00	89.50	95.00(2)	99.50
	95.00(2)	99.50	125.00	175.00
	175.00	189.50		200.00
		200.00		
Cinderella (Gottlieb)	45.00	49.50(2)	34.50	45.00
		49.50(2)	24.50	49.50(2)
		69.50		69.50
Circus (Exhibit)		50.00	54.50	69.50
Citation (Bally)	65.00(2)	74.50	59.50	65.00
	75.00(2)	114.50	74.50	75.00
	125.00	134.50	89.50	134.50
		25.00		29.50
Cleopatra (Marvel)		25.00		
Co-Ed (Exhibit)		25.00		
College Daze (Gottlieb)	80.00	95.00	95.00	99.50(2)
	99.50	105.00	105.00	95.00
		109.50		
Contact (Exhibit)		44.50		44.50
Control Tower (Williams)		149.50		149.50
Cover Girl (Gottlieb)		45.00		24.50
Crazy Ball (Chicago Coin)	29.50	49.50	29.50	49.50
Daily Races (Gottlieb)		35.00		29.50
Dallas (Williams)		75.00(2)	64.50	75.00
	79.50(2)	95.00	79.50(2)	95.00
			75.00	79.50(2)
			95.00	95.00
De-Icer (Williams)		95.00		89.50
Dew-Wa-Ditty (Williams)	35.00	39.50(2)	39.50(2)	45.00
		45.00	39.50(2)	39.50(2)
Double Feature (Gottlieb)		129.50	149.50	149.50
Double Shuffle (Gottlieb)	89.00	94.50	79.50	89.00
		94.50		94.50
Dreamy (Williams)	124.50	125.00	125.00	125.00
El Paso (Williams)	74.50	79.50	79.50	85.00
		85.00		85.00
				19.50
Fiesta (Chicago Coin)	110.00	139.50	85.00	110.00
Fighting Irish (Chicago Coin)			114.50	139.50
			139.50	139.50
Five Star (Universal)		299.50		
Floating Power (Genco)	49.50	60.00	49.50	69.50(2)
		69.50	49.50	69.50(2)
Flying Saucers (Genco)	105.00	112.50	112.50	112.50
		129.50		145.00
Four Horsemen (Gottlieb)	110.00	149.00	149.00	
Football (Chicago Coin)	80.00	89.50	89.50	49.50
Freshie (Williams)			110.00	64.50
Georgia (Williams)	85.00	110.00	110.00	105.00
Gin Rummy (Gottlieb)	75.00	125.00	79.50	125.00
Gizmo (Williams)		49.00	34.50	49.00
Gold Cup (Bally)	45.00	50.00	49.50	50.00
	59.50	64.50	64.50	74.50
	75.00	84.50	84.50	84.50
	89.50	94.50		
Golden Gloves (Chicago Coin)	55.00	59.50	49.50	55.00
Grand Award (Chicago Coin)			59.50	55.00
			59.50	59.50
Harvest Moon (Bally)		69.50		69.50
Harvest Time (Genco)	119.50	115.00	115.00	119.50
Isawi (United)	19.50	19.50	19.50	19.50
Hit Parade (Gottlieb)		29.50		29.50(2)
Holiday (Chicago Coin)	70.00	85.00	85.00	85.00
Hot Rod (Bally)	75.00	125.00	125.00	135.00
	135.00	149.50	149.50	149.50
Humpty Dumpty (Gottlieb)	25.00	29.50	25.00	29.50(2)
	34.50	49.50	34.50	49.50
			34.50	49.50
Jack and Jill (Gottlieb)			104.50	104.50
Jeanie (Exhibit)	30.00	40.00	30.00	44.50
Jockey Special (Bally)	49.50	54.50	54.50	64.50
		64.50		64.50
Jumbo (Bally)			34.50	34.50
Just 21 (Gottlieb)	35.00	60.00	35.00	49.50(2)
	70.00	79.00	59.50	79.00
	79.50	85.00	79.50(2)	85.00
			59.50	79.50(2)
			85.00	85.00

	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8	Issue of Sept. 1
M. E. Jones (Gottlieb)	16.50	119.50	119.50	119.50
Kilroy (Chicago Coin)	105.00	110.00	110.00	110.00
King Arthur (Gottlieb)	25.00	49.00	25.00	49.00
King Cole (Gottlieb)	135.00	139.50	134.50	139.50(2)
Knock Out (Gottlieb)	150.00	139.50(2)	150.00	150.00(2)
Lady Robin Hood (Gottlieb) ..	39.50	34.50	39.50	39.50
Lucky Tennis (Williams)	99.50(2)	79.50	99.50(2)	49.50
Madison Sq. Garden (Gottlieb)	\$130.00		\$125.00	\$125.00
Major League Baseball (United)	25.00	54.50	\$25.00	54.50
Majors of '49 (Chicago Coin) ..	35.00	39.50	39.50	39.50
	39.50	75.00	39.50	75.00
	79.50	95.00	79.50	95.00
Mandalay	34.50	34.50	34.50	34.50
Manhattan (United)	22.50	22.50	22.50	24.50
Mardi Gras (Genco)	29.50	35.00	49.00	22.50
		49.00		
Marjorie (Gottlieb)				29.50
Maryland (Williams)	95.00	99.50	79.50	95.00
		95.00	54.50	79.50
		110.00	99.50	110.00
Melody (Bally)	35.00	30.00		
Melody Roll				39.50
Mercury (Bally)		72.50	95.00	72.50
			95.00	95.00
Mercury (Genco)	72.50	95.00	74.50	
Merry Widow (Genco)	34.50	39.50	34.50	39.50
			34.50(2)	39.50
				29.50
				34.50(2)
				39.50
Mexico (United)	20.00			
Minstrel Man (Gottlieb)	16.95	169.50		
Monterrey (United)	22.50	34.50	22.50	34.50
	45.00	59.50	45.00	59.50
			34.50	59.50
				60.00
				60.00
Monarch (United)	39.50	49.50	39.50	49.50
		55.00		65.00
Morocco (Exhibit)	49.50	54.50	49.50	54.50
Nevada (United)				25.00
Nudey (Bally)				29.50
Oklahoma (United)	75.00(2)	95.00	75.00	95.00
Old Faithful (Gottlieb)				95.00
One, Two, Three (Genco)	49.50	50.00	49.50(2)	59.00
	59.00	59.50		59.50
	35.00	49.50	35.00	49.50
				85.00
				85.00
Phoenix (Williams)	69.50	85.00	69.50	85.00
Photo Finish (Universal)	70.00	75.00	70.00	79.50
	99.50	139.50	99.50	139.50
		175.00		100.00
Photo Finish (Gottlieb)				100.00
Pin Brawler (Chicago Coin) ..	135.00	125.00	135.00	125.00
Pinch Hitter (United)	45.00	59.00	59.00	29.50
Pinky (Williams)		160.00		160.00
Play Ball (Chicago Coin)	65.00	39.50	54.50	44.50
		64.50		54.50
Playland (Exhibit)	125.00	125.00	125.00	125.00
Pre-Score (Pomper)				49.50
Puddin' Head (Genco)	54.50	59.00	54.50	59.00
		69.50		69.50
Quarterback (Williams)			49.50	64.50
Rag Mop (Williams)		124.50	135.00	135.00
Rainbow (Williams)	34.50	45.00	34.50	45.00
Rimona (United)	50.00	59.00	59.00	24.50
Rancho (Bally)	40.00	45.00	45.00	54.50
		54.50		
Red Shoes (United)		129.50		
Rip Snorter (Genco)	90.00	99.50	99.50	64.50
Robin Hood (Gottlieb)	34.50	49.50	32.50	34.50
				49.50
Rocket (Bally)	139.50	139.50	139.50	139.50
Rocket (Genco)	109.50	99.50	109.50	109.50
Rockette (Gottlieb)	144.50		140.00	140.00
Rondeau (United)	39.50	45.00	39.50	30.00
Roundup (Bally)	69.50	75.00	69.50	75.00
		85.00		85.00
St. Louis (Williams)	59.50	69.50	59.50	69.50
	79.00	79.50	79.00	79.50
Sally (Chicago Coin)	25.00	34.50	25.00	34.50
	50.00	54.50		54.50
Samba (Exhibit)		97.50		97.50
Saratoga (Williams)		59.50	30.00	59.50
Screwball (Genco)	39.50	55.00	34.50(2)	39.50
		55.00		39.50
Select-a-Card (Gottlieb)	59.50	79.50	59.50	69.50
		85.00		79.50
Serenade (United)		39.50		39.50
Shanghai (Chicago Coin)	15.00	45.00	49.50	49.50
		49.50		49.50
Shantytown (Exhibit)	109.00	115.00	109.00	115.00
		119.50		119.50
Sharpshooter (Gottlieb)	70.00	95.00	95.00	105.00
		105.00		99.50
Shoo-Shoo (Williams)		135.00		135.00
Shortstop (Exhibit)		45.00		24.50
Show Boat (United)	55.00	69.50	30.00	55.00
		69.50		69.50
Singapore	89.50	95.00	89.50	95.00
South Pacific (Genco)	109.50	110.00	110.00	119.50
		115.00		119.50
		125.00		125.00
Special Entry (Bally)	20.00	35.00	20.00	40.00
	39.50	40.00		54.50
		54.50		
Speedway (Gottlieb)	34.50	49.00	34.50(2)	49.00
		49.50		49.50
Spinball (Chicago Coin)	29.50(2)	49.50	29.50	49.50
Stardust (United)	49.00	49.50	49.00	49.50
Stop and Go (Genco)				99.50(2)
Stormy (Williams)		29.50		29.50
Summer Time (Gottlieb)	30.00	39.50	30.00	39.50
		49.50		49.50
		49.50		49.50
Sunny (Williams)	59.50	79.50	59.50	79.50
Super Hockey (Chicago Coin) ..		59.50(2)		59.50(2)
Swanee (Exhibit)		59.50(2)		59.50(2)
Sweetheart (Williams)	104.50	134.50	104.50	134.50
Tabiti (Chicago Coin)	80.00	99.50	84.50	105.00
	105.00	109.50		109.50
		75.00		75.00
Temple (United)	65.00	75.00	59.00	64.50
Telcard (Gottlieb)	69.50	70.00	69.50	74.50
	79.00	79.50		79.50
		90.00		90.00
Temptation (Chicago Coin) ..				34.50
Tennessee (Williams)	25.00	29.50	25.00	29.50
Texas League (Keeney)	50.00	50.00	50.00	59.50
Thing (Chicago Coin)	65.00	65.00	65.00	89.50
Three Feathers (Genco)	79.50	95.00	79.50	89.50
		95.00		95.00
Three Musketeers (Gottlieb) ..	115.00	115.00		99.50
Thru (Chicago Coin)	27.50	45.00	27.50	45.00

(Continued on page 105)

Coinmen You Know

Continued from page 102

expressed surprise over the changes in the physical factories as well as the new personnel, in many cases. Other visitors at United last week included Connie Confer, NBC, St. Louis, and Irv Weiler, Consolidated, Kansas City, Mo., sales manager.

Billy DeSelm points out the 6-Player Shuffle Alley is one of the highest demand games the firm has had in a long time and adds the real interest is just developing. Johnny Casola is back from a trip to St. Louis and already planning another. S. I. Neiman, public relations director for the National Coin Machine Distributors' Association, is still polling the group on a satisfactory date for the fall meeting.

Joe Schwartz, National Coin Machine Exchange, says demand for equipment past two weeks has been exceptional and toughest job now is getting sufficient equipment to fill orders. He said demand for Gottlieb's Wild West has far outstripped supply. Mel Brinks notified The Billboard that Lee Moseley is not connected with Universal Industries.

Monarch Coin has had a steady run of visiting operators to see its new wood surfacing finish. Charles Pieri and Clayton Nemeroff have been lining up a lot of hard-to-find equipment which is growing in demand every week. Ben Coven's mother and dad, Mr. and Mrs. Irving Coven, arrived by plane from Beverly Hills, Calif., for a visit. Coven Distributing reports plenty of action on the Bally Coney Island game and its Wurlitzer line.

Len Micon, World Wide Distributors, points out that while invitations to the firm's Rock-Ola Rocket '52 showing are only in the verbal stage, since no date for the event has been set, interest is growing. Firm also reports good results with Williams' Jalopy and Keeney's 6-Player Bowling Alley. Al Stern continues to get requests from many parts of the world for game products.

Ted Rubenstein, Marvel, has been telling operators to be patient about deliveries of the shuffleboard scoring units. Increased demand and short supply of some key materials has made it a problem to keep up with orders. He adds the same thing is true about the fly-away pin conversions made by the M & T firm. These conversions are for Universal Twin Bowlers, United's Shuffle Alleys and Chicago Coin's Bowling Alleys, as well as other games produced in the same period.

Hartford, Conn.

Some 200 persons affiliated with the coin machine industry and related fields in Connecticut attended the first annual family outing of the Connecticut State Coin Association held at Waterbury, under chairmanship of Abe Fish, owner of General Amusement Game Company and president of the CSCA.

A softball team representing Hartford coin operators trounced Waterbury by a score of 26 to 10. Among Hartford players were Abe Fish and Mac Perlman, of Atlantic-New York Corporation, Seeburg distributors. Tony Wilkas, West Hartford operator, had his show dog perform various tricks for the crowd.

Pittsburgh

Mount Oliver Equipment Company has installed a new show window. Eddie Shore, Atlas Novelty Company, reports demand for Seeburg 100's is so good that the company places every machine it orders. Kwik-Kafe of Western Pennsylvania, Inc., moved to Center Avenue in Ingram, Pa. Sidney Weinstein, Sidmor Vending Company, pulled a leg tendon so badly that he had his leg in a cast; then ran into more trouble when his young son Jack fell and broke his arm.

Herbert Cohen, of Confection Specialties Company, and Jack Bloom purchased Automatic Cigarette Sales Company formerly operated by Al Horn. When Horn was killed in an auto accident, his son-in-law took over. Subsequently, Jimmie Martin, Mrs. Horn's brother, arranged the sale. Mike Connolly, warehouse superintendent, Tri-State Auto-

matic Candy Corporation, is in charge of the office during the absence of M. Berman, general manager, who is in the Buffalo office. S. P. Moore left the company to go into business for himself.

William McCreery, Youngstown, O., is moving his biz into outlying areas. Pittsburgh Coin Machine Exchange's new premium department features TV, radios, record players, electric refrigerators, chrome tables and occasional tables. Merchandise (Continued on page 104)

WANTED 5000 PUNCHBOARDS

WILL TRADE BALLY CHAMPIONS BALLY TURF KINGS UNIVERSAL WINNERS NEW & USED JUKE BOXES

OHIO SPECIALTY CO., INC.

539 S. 2nd Louisville 2, Ky.
Phone: WA 2465

ARCADÉ

SATISFACTION GUARANTEED

HOLLYCRANE \$255
Exhibit SIX SHOOTER 225
MINIT POP, Like New 175
Wms. STAR SERIES 125
United TEAM HOCKEY 125
TELEQUIZ, Late Model w/Film 115
Mutescope SKYFIGHTER 105
Chi. Coin GOALIE 95
Wms. ALL STARS 95
SWINGING MONK 95
QUIZZER w/Film 89
Exhibit DALE GUN, Late Model 85
Seeburg SHOOT THE DUCK 85
Seeburg CHICKEN SAM 75
BAG-A-BUNNY 75
Genco BING-A-ROLL 75
Mercury 13-Way ATH. SCALE 69
Genco ADVANCE ROLL 35

New 5 BALL GAMES

Bally CONEY ISLAND
Keeney LITE A LINE
United 3-4-5
Gottlieb WILD WEST

6 PLAYERS

Chi. Coin 4 Player BOWLING ALLEY Keeney 6 Player LEAGUE BOWLER, United 4 Player SHUFFLE ALLEY

Other NEW SHUFFLE GAMES

Bally SHUFFLE LINE
Genco SHUFFLE TARGET
Chi. Coin HORSESHOES

SHUFFLE GAMES

SATISFACTION GUARANTEED
Completely Reconditioned
All Playing Fields Resurfaced

Keeney LEAGUE BOWLER \$265
United TWIN SHUFFLE REBOUND 215
Univ. HIGH SCORE BOWLER 175
Keeney DOUBLE BOWLER 135
Un. SINGLE S.A. REBOUND 149
Chi. Coin ACE BOWLER 149
Chi. Coin TROPHY BOWL 145
Keeney DUCK PINS 145
Chi. Coin BOWLING CLASSIC 139
United SHUFFLE SLUGGER 125
Univ. SUPER TWIN BOWLER 125
Wms. DOUBLE HEADER, Late Mod. 125
Bally SHUFFLE CHAMP 89
Keeney KING PIN 85
Keeney LUCKY STRIKES 75
United SHUFFLE ALLEY EXPRESS 69
Univ. TWIN BOWLER (Flyaway Pins) 65
Keeney ABC BOWLER 65
Bally SPEED BOWLER 59
C.C. BOWLING ALLEY, Litaphis 59
C.C. BOWLING ALLEY 55
Gottlieb BOWLETTE, 43 in. 55
Bally SHUFFLE BOWLER 45
United SHUF. ALLEY, Flyaway Pins 45
Williams DELUXE BOWLER 45
Genco BOWLING LEAGUE, 10 Ft. 35
Genco GLIDER 38
Williams TWIN SHUFFLE 25
United SHUFFLE ALLEY 25

WANTED CASH or TRADE

Keeney LEAGUE BOWLERS
Keeney BIG LEAGUE BOWLERS
United 4 PLAYER SHUFFLE ALLEYS
United TWIN SHUFFLE ALLEY REBOUNDS
Exhibit SIX SHOOTER
Genco BING-A-ROLL
Bally BRIGHT LIGHTS

Phone Today for TOP Deal!

FIRST DISTRIBUTORS

Wally Finke & Joe Kline
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

ATTENTION, IMPORTERS

OVER 200 FLIPPER TYPE FIVE BALLS AVAILABLE -
LARGE ASSORTMENT OF POSTWAR MUSIC INCLUDING:

1422 & 1426 ROCK-OLA'S
1015 & 1100 WURLITZERS
46, 47, 48 SEEBURGS

WRITE TODAY FOR COMPLETE LISTS AND PRICES

EXCLUSIVE GOTTLIB, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-3440

BUY DIRECT FROM FACTORY!

FLY-A-WAY FOR BALLY SHUFFLE BOWLER, UNIV. TWIN BOWLER, CHI. COIN BOWLING ALLEY AND UNITED SHUFFLE ALLEY • Electric Motor Driven • Matches Cabinet Design • Easy to Install • Stripes and 3 Balls Visible in Center of Unit.

\$39.50

SCOREBOARDS

Coin Operated Electric, Fits all Shuffleboards, 8 or 10' play Center Overhead \$115.00
Wall Model 90.00

M & T SALES CO.

3845 FULLERTON AVE., CHICAGO 47, ILL.
Phone: Dickens 2-3434

SE SOLICITAN DISTRIBUIDORES

Fabricante de sinfonolas (aparatos fonograficos automaticos que funcionan mediante la insercion de una moneda) ofrece representacion de ventas, directa, en Venezuela, Guatemala, Cuba y algunos otros paises. Unicamente se consideran solicitudes de firmas responsables capaces, economicamente, de manejar ventas y servicio de esta clase de equipo. Escriba proporcionando amplios detalles a:

BOX 468 THE BILLBOARD
188 W. Randolph St. Chicago 1, Illinois, U. S. A.

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

Beautiful Shape, Ready for Location

- Williams Quarterback \$ 89.50
 - Williams Star Series 119.50
 - Silver Bullets 99.50
 - Dale Gun 59.50
 - Chicago Coin Pistol 79.50
 - Pitch'em and Bat'em 149.50
 - Q-Ball (with all accessories) 89.50
 - Bally Hot Rod 79.50
 - Bally Citation 99.50
 - Universal Photo Finish 195.00
 - Complete AMI Hostess System, perfect condition, including two forty-record changers. Suitable for store or factory. Original \$1750.00 395.00
- 1/3 dep. with all orders.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

Coinmen You Know

Continued from page 103

covers 80 feet by 20 feet (width) along one side of the first floor.

Cole Products, Inc., is putting out cup dispensing units reports W. F. Hamel, owner, and prospects are excellent.

Glen Mowry, head of Gem Vending Company, who has been in the field since the '20's, organized his present firm in 1936 and has music machines thru Allegheny and Westmoreland counties.

Angelo Carnetta and Jim Chupini, partners at Jeanette, Pa., were in town purchasing new equipment; also Joe Vinski and Barb Banato, of East Pittsburgh.

Frank Serochak, West Newton, Pa., has been operating his route and driving from West Newton to his cottage at Rector, Pa. Lou Sabatini says that as the coal mines go in his district, so goes his business.

Andrew Yoch, of the Frank Leon organization, expects a good fall and winter season. Summer

business was somewhat better than last year's, he reports, and expects that trend to continue.

Miami

Herman Perin, Royal Amusement Company, is an enthusiastic booster of the fledgling Amusement Machine Operators' Association of Dade County. He predicts the organization will have 100 per cent membership in a short time. Already 90 per cent of Greater Miami's coin machine operators have signed up.

Coffee-Matic Vending Service, which holds the Kwik Kafe franchise in Miami, is swinging over to a 7 and 10-cent operation. A cup of coffee in public locations vends for 10 cents, with the industrial spots enjoying the 7-cent java. Most restaurants in Miami now charge 10 cents. Howard S. Rosendorf, manager of Coffee-Matic, reports that the company has also placed a number of doughnut, cake and candy venders. The doughnut machines are proving a "natural" in conjunction with coffee sales.

The new Model D AMI phonograph received an enthusiastic reception Sunday (16) at a showing in Tampa for operators in Hillsborough County and the adjoining areas, according to Lenny Baitler, Taran Distributing. On hand to greet some 30 guests were President Sam Taran, Sales Manager Eli Ross, Jack Lipsiner and Sonny Lomborg.

Bert Lane, owner of Florida Q-Ball which puts out a coin-operated billiard game, sold a billiard route in Broward County. Lane, former Seeburg distributor in New York, New Jersey and Connecticut, owns a home in Miami Beach. Scott Daddis, an employee of Taran Distributing before he joined the Air Force, dropped in to see old friends during a furlough.

Miami will receive \$157,626 as its share of the July nickel-a-pack tax on cigarettes, the State beverage department reported. Fort Lauderdale will get \$27,439, and West Palm Beach, \$26,768. The tax produced \$1,239,653 over the State in July.

A Vendo coin-changer has been placed alongside Ace-Saxon's cigarette machine in the lounge of Burdine's department store as a convenience for customers. Vending Corporation of America has cup drink machines in the main Miami post office as well as the various sub-stations. Penny bulk venders and scales can be found in practically every Miami super-market — and the town is full of the giant grocery stores. Vendo ice cream venders are making their appearance around town.

Modern Vendrinks Company has installed a three-drink vender in the remodeled W. T. Grant Company store. All-Coin Amusements is filling orders for the Gottlieb Wild West game.

Birthday greeting cards from the "Ace-Saxon Family" are in the mail for Ray Miller, son of routeman Robert Miller; Homer Folks, Broward branch routeman; Vicki Lynn Ahearn, daughter of James T. Ahearn, Broward branch routeman; Yvonne Douglas, daughter of Kenneth Douglas, candy routeman, and Jack Trice, Wedding anniversary felicitations went to John F. Saxon, Ace-Saxon president, and Gene Whitaker, vice-president.

Roberto Ros, coin machine operator of San Diego, Cuba, celebrated his birthday anniversary Saturday (15) in Miami with his wife, Marie Elena. Ros came on a business trip and to inspect the new summer home which he built in Miami. Miguel Cancel, representative of Taran Distributing in San Juan, Puerto Rico, held a showing of the new AMI Sunday (16) for operators in the area.

New York

It was Al Denver night Tuesday (18) as more than 175 localities gathered at the Belmont-Plaza Hotel to honor the president of the Automatic Music Operators' Association (see separate story). The testimonial dinner, held for the benefit of the United Jewish Appeal, was chaired by

(Continued on page 106)

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8	Issue of Sept. 1
Ace Bomber (Mutoscope)....	\$95.00	\$95.00	\$95.00	\$95.00
Air Raider (Keeney).....	125.00	125.00	125.00	125.00
All Stars (Williams).....	49.50 95.00	49.50 95.00	49.50 109.50	69.50 109.50
Astronaut.....	109.50 125.00	109.50 125.00	125.00(2)	125.00
Atomic Bomber (Mutoscope).....	125.00	125.00	125.00	125.00
Bag-A-Bunny.....	150.00	150.00	150.00	150.00
Ball Grip.....	75.00	75.00	75.00	75.00
Baseball (Bally).....	80.00 115.00			
Batting Practice (Scientific).....	75.00	75.00	75.00	75.00
Big Inning (Bally).....	185.00 195.00	185.00 195.00	185.00	185.00 195.00
Bombers (Amusement Corp.).....	45.00	45.00	45.00	45.00
Bong-A-Roll (Genco).....	75.00			
Build Up (Exhibit).....	34.50	19.50 34.50	34.50	35.00
Camera Chief.....				12.50
Career Pilot.....	95.00	95.00	95.00	95.00
Challenger (ABT).....	24.50	24.50	24.50	19.50 24.50
Champion Hockey (Max Glass).....				65.00
Chicken Sam (Seeburg).....	75.00 95.00	75.00 95.00	75.00 95.00	75.00 95.00
Chinning Ring (Exhibit).....	109.50	109.50	109.50	109.50
Date Gun (Exhibit).....	165.00			
	54.50 69.50	49.95 69.50	59.50 69.50	59.50 69.50
	84.50 85.00(2)	84.50 85.00(2)	84.50 85.00(2)	75.00 84.50
	95.00	95.00	95.00	85.00(2) 95.00
Deluxe Athletic Scale (Mercury).....	69.00 69.50	69.00 69.50	69.50 95.00	69.50
	95.00			
Drop Pictures.....	45.00			
Dumbbell Lift.....	85.00			
Electric Hockey (Exhibit).....	149.50			12.50
Electric Shocker.....				
Field Goal (Scientific).....	175.00	125.00	125.00	125.00
Fishing Well (Mutoscope).....	125.00			
Fist Striker (Exhibit).....	125.00			
Football (Ideal).....	225.00			
Goalie (Chicago Coin).....	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
	125.00	125.00	125.00	125.00
	185.00			195.00
Grip Developer (Exhibit).....	185.00			
Heavy Hitter (Bally).....	65.00 69.50	59.50 65.00	59.50 65.00	59.50 65.00
Hi-Ball (Exhibit).....	60.00	60.00	60.00	60.00
Hit-a-Homer.....	19.50	19.50	19.50	19.50
Hits and Runs (Genco).....	165.00			
Hockey (Chicago Coin).....	75.00	75.00	75.00	75.00
Hollycrane (Comal).....	255.00 275.00	255.00 275.00	245.00 275.00	245.00 295.00
			375.00	395.00
Jack Rabbit (Amusement Corp.).....	100.00 109.50	109.50	109.50	109.50
Jungle Joe (Scientific).....	195.00			
Kicker & Catcher (Baker).....				22.50
Knockout Punch (Exhibit).....				150.00
Knockout Punch (Exhibit).....				150.00
Lift-a-Graph (Mutoscope).....	125.00			95.00
Lighthouse Grip.....				
Lite League (Amusement Corp.).....	95.00	95.00	95.00	95.00
	125.00	125.00	125.00(2)	125.00
	99.50(2)	99.50(2)	99.50(2)	99.50(2)
Magic Pen.....	135.00			
Merchantman (Exhibit).....	135.00			
Metal Typer (Gretchen).....	175.00			
Monkey Shines.....	225.00	225.00	225.00	225.00
Panorama (Mills).....	125.00	125.00	125.00	125.00
Periscope.....	350.00	350.00	350.00	350.00
Phil Toboggan Ski Ball.....	350.00(early)	350.00(early)	350.00(early)	350.00(early)
	695.00(late)	695.00(late)	695.00(late)	695.00(late)
Photomatic (Mutoscope).....	150.00	149.50 150.00	149.50 150.00	149.50 150.00
Pistol Pete (Chicago Coin).....				
Pitch 'em & Bat 'em (Scientific).....	225.00	225.00	225.00	225.00
	275.00	275.00	275.00	275.00
Play Ball (Evans).....	49.50	49.50	49.50	49.50
Poker & Joker.....	99.50	99.50	99.50	99.50
Pokerline (Scientific).....	29.50 99.50	29.50 99.50		150.00
Punch Bag Trainer (Exhibit).....				185.00
Punching Bag (Mutoscope).....				185.00
Punching Bag (Mills).....				125.00
Quizzer.....	125.00	89.00 125.00	89.00 125.00	89.00 125.00
Recordio (Wilson-Gay).....	175.00	175.00	175.00	175.00
Rocket Busters.....	65.00	65.00	65.00	65.00
Rotary Claw Mow (Exhibit).....	175.00	175.00	175.00	175.00
Sever High (Edelman).....	75.00	75.00	75.00	75.00
Shipman Art Show.....	49.50(2)	49.50	49.50	49.50
Shoot the Bear (Seeburg).....	269.50	295.00	295.00 339.00	285.00 325.00
			339.00	339.00
Shoot the Duck (Seeburg).....	85.00	85.00	85.00	85.00
Shoot Your Way To Tokio.....	100.00	100.00	100.00	100.00
Silver Bullet (Exhibit).....	165.00(2)	165.00(2)	165.00(2)	165.00 175.00
Silver Gloves (Mutoscope).....	275.00			250.00
Six Shooter (Exhibit).....	225.00 (2)	225.00(2)	165.00 225.00	225.00 239.00
	250.00 275.00			
	150.00	150.00	150.00	150.00
Skee Ball (Wurlitzer).....				29.50
Skill Gun (ABT).....	85.00 105.00	105.00 125.00	125.00	125.00
Sky Fighter.....	125.00			
Star Series (Williams).....	59.50 125.00(2)	89.50 99.50	89.50 125.00(2)	125.00(2)
	139.50	125.00(2)	139.50	139.50
		139.50		
Striking Clock (Exhibit).....				125.00
Super Bomber (Evans).....	95.00	95.00	95.00	95.00
Swinging Man.....				19.50
Target Skill (ABT).....				
Team Hockey (United).....	125.00 155.00	125.00	115.00(2)	115.00 119.50
	115.00(2)	115.00(2)	115.00	125.00
Telequiz.....	119.50	119.50	119.50	119.50
	75.00(2)	75.00	75.00	75.00 100.00
Ten Strike (Evans).....				
3-Way Gripper (Gottlieb).....	22.50	22.50	22.50	22.50
Tommy Gun (Evans).....	65.00			
Twix Drive Mobile (Mutoscope).....	350.00	350.00	350.00	350.00
	95.00	95.00	95.00	95.00(2)
Undersea Raider (Bally).....	85.00	85.00	85.00	85.00
Western Baseball.....	85.00	85.00	85.00	85.00
X-Ray Poker (Scientific).....	85.00	85.00	85.00	85.00

DON'T ACCEPT A SUBSTITUTE! World Wide Exclusive Represents WILLIAMS, KEENEY, EXHIBIT, ROCK-OLA

BRAND NEW WILLIAMS JALOPY

Fast and Furious 5 Ball Free Play and Novelty Game. Autos START in Line and are OFF to THRILLING FINISH. Player may complete Game with 1-2-3-4 or 5 Balls. In 5¢, 10¢ or 25¢ Single Entry Drop Coin Chutes.

KEENEY 6 PLAYER LEAGUE BOWLER

Giant Life-Up Pistol Smooth as silk, action galore! Up to 4 dimes per game. Operators agree it was well worth waiting for!

WILLIAMS HAYBURNERS

A timely, fascinating racing sensation that's sweeping the nation. Game can be played with 1, 2, 3, 4 or 5 balls. 5, 10 or 25¢ play. Horses actually run on race track.

ROCK-OLA SUPER ROCKET '52-50 PHONOGRAPH

Complete New Cabinet design—beautiful colorist Life-up top and bottom. Available 78 or 45 R.P.M. set for 1 play 10¢—3 plays 25¢. Easily convertible.

FINEST SELECTION OF 5 BALL GAMES

Bank a Ball.....\$110	Maryland.....\$ 95	Oasis.....\$125
Buffalo Bill..... 95	King Arthur..... 95	Shanty Town..... 105
Playland..... 125	Tri-Scare..... 95	Boston..... 95
Flashing Power..... 85	Bowling Champ..... 75	Dreamy..... 125
Football..... 110	Just 21..... 65	Tucson..... 85
De-Icer..... 95	St. Louis..... 85	Saratoga..... 85
Wms. Control Tower..... 195	Four Horsemen..... 110	Old Faithful..... 115
Brand New..... 195	Golden Gloves..... 75	Mercury..... 95
Wms. Shoo Shoo..... 175	Carnival..... 110	Dallas..... 95
Hot Rod..... 95	Fighting Irish..... 140	Champion..... 85
South Pacific..... 110	Cin Rummy..... 110	Oklahoma..... 95
College Daze..... 95	Telecard..... 75	Utah..... 85
Camel Caravan..... 135	Round-Up..... 95	Georgia..... 110
Sharpshooter..... 85	Tumbleweed..... 75	100 Games at..... 50

MISCELLANEOUS EQUIPMENT

HOLLYCRANE, Latest Models \$425
Seeburg SHOOT THE BEAR... 350
Exhibit SILVER BULLET..... 165
Wms. STAR SERIES..... 125
Exhibit DALE GUN..... 95
Exhibit SIX SHOOTER..... 225
TELEQUIZ w/Film, Late..... 95
Rock-Ola MODEL 1424..... 175

SHUFFLE GAMES

Wms. DOUBLE HEADER.....\$125
Keeney LEAGUE BOWLER..... 265
Un. HI SCORE BOWLER..... 175
Bally SHUFFLE CHAMP..... 95
Keeney DOUBLE BOWLER..... 150
Un. Deluxe TWIN BOWLER..... 225
Un. TWIN SHUFFLE AWAY..... 210
Keeney KING PIN..... 50
Un. SHUFFLE SLUGGER..... 125
Wms. DELUXE BOWLER..... 65
Gottlieb BOWLETTE..... 50
Chi. Coin BOWLING CLASSIC..... 125
Bally HOOK BOWLER..... 295
United 4 PLAYER..... 265
United 5 PLAYER..... 225

WILLIAMS MUSIC MITE

New 45 R.P.M. 10 selection phone, 5¢ or 10¢ play. Pedestal stand 19 match. Max. 40 play accumulator. Write for price or will trade for late games.

In Stock—Immediate Shipment NEWEST FIVE BALL GAMES

Keeney LITE A LINE—Bally
CONEY ISLAND—United A.B.C.
—Bally BRIGHT LIGHTS

WORLD WIDE DISTRIBUTOR

TERMS: 1/3 Deposit, Balance C.O.D. or Sight Draft.

Chicago, Ill.
2330 N. Western Ave.

GOOD LUCK

STANDARD METAL TYPER CO.
1218 N. Western Ave. Chicago 22, Ill.

DON'T BUY SUBSTITUTE ALUMINUM DISCS ORDER DIRECT FROM MANUFACTURER MAKE SURE YOUR METAL TYPER MACHINES EARN TOP MONEY

Original Parts and Supplies WRITE FOR PRICES

STANDARD METAL TYPER CO.
1218 N. Western Ave. Chicago 22, Ill.

JUKE BOX ROUTE

Old-established route in Florida for sale. Personal reasons for selling. Contact **BOX B-89**

Care The Billboard
Cucinati 22, O.

Shuffle Games

For this week's prices consult the used machine advertisements in this issue.

	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8	Issue of Sept. 1
ABC Bowler (Keeney).....	\$65.00 69.50	\$65.00 69.50	\$25.00 65.00	\$25.00 65.00
Ace Bowler (Chicago Coin)...	149.00 150.00	149.00 150.00	99.50 99.50	149.00 149.00
Baseball (Genco).....	99.50	99.50	99.50	99.50
Baseball (Nationwide).....	34.50 55.00	30.00 34.50	24.50 34.50	39.50
Bowlette (Gottlieb).....	69.50	55.00 69.50	50.00 55.00	55.00 69.50
Bowling Alley (Chicago Coin)...	55.00 59.00w/p	55.00 59.00w/p	55.00 64.00	55.00 64.50
Bowling Champ (Keeney)....	64.00 64.50	64.00 64.50	64.50 69.50	69.50
Bowling Classic (Chicago Coin)	69.50	64.50w/p 69.50	50.00 55.00	55.00 69.50
Bowling League (Genco)....	129.00 139.00	99.50 129.00	129.00 139.00	189.50
Deluxe Bowler (Williams)...	139.50 140.00	139.00 139.50	139.50 140.00	140.00 145.00
Double Bowler (Keeney)....	34.50 35.00(2)	29.50 34.50	145.00	35.00
Double Header (Williams)...	45.00 69.50	65.00 69.50	25.00 35.00	25.00 35.00
Double Shuffle Alley (United)			65.00(2) 69.50	65.00 69.50
Double Shuffle Alley Ex-press Rebound (United)...	155.00	155.00	155.00 165.00	155.00 175.00
Duck Pin (Keeney).....	149.50(2)	149.50(2)	145.00	149.50(2)
Four Player Shuffle Alley (United).....	295.00	285.00	295.00	295.00
Glider (Genco).....	30.00 39.50	30.00 39.50	25.00 30.00	25.00 30.00
Hi Score Bowler (Universal)...	295.00	285.00	295.00	295.00
Hook Bowler (Bally).....	30.00 39.50	30.00 39.50	25.00 30.00	25.00 30.00
King Pin (Keeney).....	165.00 175.00(2)	165.00 185.00	185.00 195.00	185.00 195.00
League Bowler (Keeney)....	245.00 265.00	245.00 250.00	245.00 250.00	245.00 250.00
League Bowler 14-Player Rebound (Keeney).....	275.00	275.00	275.00	275.00
Lucky Strike (Keeney).....	85.00	85.00	25.00 65.00	25.00 65.00
Pin Boy (Keeney).....	265.00	265.00	265.00 285.00	265.00 285.00
Shuffle Alley (United).....	275.00	275.00	275.00	275.00
Shuffle Alley Express 2 Player (United).....	69.00 75.00	69.00 75.00	69.00 75.00	75.00
Shuffle Alley Express (United)	19.50 34.50	19.50w/p 34.50(2) 35.00	19.50w/p 25.00	19.50w/p 25.00
Shuffle Baseball (Chi. Coin)...	19.00 25.00	19.00 25.00	25.00 25.00w/p	25.00(2) 34.50
Shuffle Bowl (Exhibit).....	29.00 34.50	29.00 29.50	29.00 39.50(2)	39.50
Shuffle Bowler (Bally).....	39.50(2)	34.50 39.50(2)	59.50w/p	39.50w/p
Shuffle Bowler (United)....	45.00w/p	45.00w/p	45.00w/p	49.50
Shufflecade (United).....	59.50w/p	59.50w/p	59.50w/p	59.50w/p
Shuffle Champs (Bally)....	199.50	199.50	199.50	189.50 199.50
Shuffle Lane (Rock-Dial)....	69.00 69.50(2)	69.00 69.50(2)	69.00 69.50(2)	55.00 69.00
Shuffle Lane (United).....	74.50 129.50	74.50	74.50	69.50(2) 74.50
Shuffle Pool (Nationwide)....	65.00	65.00	65.00	75.00
Shuffle Skill (United).....	89.50	89.50	89.50	89.50
Shuffle Slugger (Bally)....	19.00 34.50	19.00 34.50	19.50 25.00	19.50 25.00
Shuffle Slugger (United)....	44.50 45.00	44.50 45.00	44.50 45.00	34.50 44.50
Shuffle Tournament (Universal).....	225.00	225.00	225.00	225.00
Single Shuffle Alley Rebound (United).....	119.00w/p	119.00w/p	119.00w/p	199.50
Skee Alley (United).....	149.00 199.50	149.00 199.50	149.00 199.50	199.50
Speed Bowler (Bally).....	80.00 189.50	80.00 189.50	95.00 189.50	95.00 189.50
Strike (Exhibit).....	39.00 39.50	39.00 39.50	45.00 49.50	45.00 55.00
Super Shuffle Alley (United).....	59.00 69.00	59.00 69.50	59.00 69.00	59.00 69.50
Super Twin Bowler (Universal)...	69.50 79.50	69.50 79.50	69.50 79.50	79.50 85.00
Ten Pins (Keeney).....	85.00 99.50	85.00 99.50	85.00 99.50	85.00 99.50
Trophy Bowl (Chicago Coin)...	19.00 49.50	19.00 39.50	25.00 49.50	25.00 49.50
Twin Bowling Alley (Chicago Coin).....	135.00(2) 145.00	99.50 135.00(2)	135.00(2)	129.50w/p
Twin Bowling Alley Rebound (Chicago Coin).....	34.50 40.00	34.50	25.00	135.00 145.00
Twin Shuffle Alley Rebound (United).....	139.00 145.00	139.00 149.50	149.50 150.00	149.50 150.00
Twin Shuffle (Williams).....	149.50 150.00(2)	150.00 155.00	155.00	155.00
Twin Shuffle-Cade (United)....	65.00w/p 89.50	65.00 69.50	50.00 69.00	49.50 50.00
	129.50w/p	89.50 129.50	69.50 89.50	65.00 69.50

THE WORK BENCH

Tips for Servicing Coin Machine Locks

By HOWARD P. SCHLEY

Locks, as someone said, were made to keep out honest people.

It would not be practical to use a lock on coin machines so strong that it could not be broken. By its very nature, the coin machine industry calls for some special requirements in locks.

In the first place, the lock which protects the coin box and machine should be reasonably strong. It should resist the efforts of the kid who tries to pry the door open with a screw driver.

Secondly, the coin machine lock must use a key type which is not generally obtainable so that a duplicate key would be difficult to make. Finally, of course, a lock should be reasonably pick-proof. Of course any lock can be picked by an expert, but coin machine locks should be difficult enough to discourage the amateurs.

Some Easily Picked

Some coin machines have been built with a type of lock that can be picked with a few toothpicks. But the great majority of coin machine locks are ideally suited to their show. While this department does not pretend to be an expert at locks, some general tips growing out of experience on the routes and in shop ought to be noted.

Locks require very little attention. Most lock trouble comes from mistreatment and ignorance. Never pour oil into a lock—it may work smoothly for awhile, but all the dirt and dust that enters the lock will mix with the oil until the lock is really gummed up. A new lock requires no lubrication, and the only lubricant that should ever be used on any lock is a small amount of dry graphite.

If a lock does get gummy or sluggish it should be removed and washed thoroughly with naphtha or any solvent. The tiny tumblers in a lock work best when they are absolutely clean.

Many operators use all locks keyed alike, which eliminates the need for bulky rings of keys. The mechanic need only worry about

his one pass key, and he need not return to operating headquarters to get keys for different locations.

One Big Disadvantage

The great disadvantage of the one key system, however, is this: In the case of a lost key, the operator must consider the possibility of replacing all his locks.

At least one type of lock offers the one key advantage without the worry of replacing locks in the event of a lost key. This system allows all keys and locks to be changed, if the need arises, to a different combination or pattern. If a key is lost, the operator just changes the combination on the locks and keys without worrying about someone opening his machines.

Every now and then, even in the best managed companies, keys get lost and it is necessary to open the machine by force. The most desirable thing in such a case is to keep from damaging the machine. Concentrate on the lock because it is valueless without the key. On the commonly used types of coin machine locks, the most logical thing is drilling. Drill straight in, as the key goes, with a sharp 1/4-inch drill kept swimming in oil. It is fairly simple to drill straight thru the lock and retaining screw and release the door.

Handy Tool

A handy tool for installing and removing locks is a spark plug wrench. Get a size to fit the hold-down nut of your locks. They are inexpensive and may be purchased at most auto supply stores.

If an operator feels he cannot afford to use locks keyed alike on all his machines, the next best thing is to use one master lock on the front door of the machine and ordinary locks for the other doors. The keys to these other locks can be kept hanging inside the front door of each machine.

When a lock begins to wear to a considerable degree, it should be discarded and replaced with a new lock. The time spent trying

to repair old, worn locks is usually wasted. It's much cheaper, and safer, to buy a new one.

(NEXT WEEK: Added tilts stop game abuse—how to protect the machine from abuse and prevent cheating but still allow the player enough freedom to enjoy playing the game.)

GUARANTEED USED ONE BALLS

AT LOWEST PRICES
CHAMPION\$99.50
PHOTO FINISH 99.50
CITATION 74.50
GOLD CUP 64.50
JOCKEY SPECIAL 54.50

1/3 deposit with all orders
SICKING, INC.
America's Oldest Distributor
Established 1895
1401 Central Pkwy.
Cincinnati 14, O.

CORRECTION NOTICE!

In the COVEN DISTRIBUTING CO. ad that appeared in the Sept. 22 issue on page 102, the following should have appeared in the ad:

"ADD \$10 FOR CRATING ON ALL PHONOGRAPHS"

FOR SALE

Coin Machine Route and Pool Room in N. W. Penna. 57 post-war machines in excellent condition. Complete business will be sacrificed for quick sale. For details write
c/o The Billboard, Box D-92
Cincinnati 22, O.

SERVICEMAN

To service bowling and pin game route. Must be thoroughly experienced. District, South Side. Top salary and car allowance. Phone: Hudson 3-5042, Chicago.



EMPIRE

AT YOUR SERVICE... World's Largest Selection of Coin Operated Machines

BRAND NEW CLOSEOUTS!

Bally Turf Kings\$395.00
United Team Hockey 129.50
ChiCoin Thing 140.00
Univ. Shuffle Tournament 249.50

ChiCoin Horse Shoes \$279.50
United Skee Alley 219.50
ChiCoin Play Ball 90.00
Univ. High Score Bowler 249.50

SHUFFLE GAMES

NEW

UNITED 6-PLAYER SHUFFLE ALLEY

CHICOIN 6-PLAYER BOWLING ALLEY

RECONDITIONED

United 4-Player\$295.00
United Twin Shufflecade 275.00
Un. Double 5A Express Rebound, 9 1/2' 229.50
United Shuffle Slugger 149.50
United Skee Alley 189.50
United 2-Player 5A Express 199.50
United Single 5A Rebound 199.50
United Shuffle Alley Express, 6' 129.50
United Double Shuffle Alley 79.50

UNITED SHUFFLE ALLEY EXPRESS 74.50

United Super Shuffle Alley 49.50
United Shuffle Alley 39.50
With Disappearing Pin Conversion 59.50

Universal Super Twin Bowler 145.00
Chicoin Bowling Alley 64.50
Chicoin Bowling Classic 140.00
Chicoin Trophy Towel 150.00

UNITED TWIN REBOUND 224.50

Bally Hook Bowler 275.00
Bally Shuffle Bowler 9 1/2' 44.50
Bally Speed Bowler 9 1/2' 79.50
Gottlieb Bowlette, 63" 69.50
Keeney ABC Bowler 69.50
Keeney League Bowler 4 Player 275.00
Wms. Double Header 149.50

5-BALLS

NEW

United Zingo\$169.50
Bally Coney Island Univ. 5 Star 99.50

Winstrel Man\$149.50
Hot Rod 149.50
Rockafella 149.50
Fighting Irish 139.50
Rocket 139.50

KNOCKOUT 139.50

Sweetheart 134.50
Flying Saucers 129.50
K.C. Jones 129.50
Dreamy 129.50
Arizona 119.50
College Date 109.50
South Pacific 109.50

BE-BOP 114.50

Yah! 109.50
Boston 104.50
Utah 99.50
Lucky Innings 99.50
Maryland 99.50
Ripnortar 99.50
Golden Gloves 94.50
Aquacade 89.50
Football 89.50
Champion 89.50
Bowling Champ 89.50
Playtime 84.50
St Louis 79.50
Majors of '49 79.50
Big Top 79.50
Selectcard 79.50

BUTTONS AND BOWLS 79.50

Telecard 79.50
Super Hockey 79.50

ARCADE

Chicoin Basketball Champ \$275.00
Bat. Big Inning 195.00
Wms. Star Series 139.50
Telequiz & Film 119.50
Wms. All Stars 109.50
Jack Rabbit 109.50
Chi. Coin Goaler 99.50

Scientific Pokerino 99.50
Esh. Shuffle Bowl 89.50
Exhibit Dale Gun 84.50

MERCURY 13-WAY
Ath. Scale 69.50

Chicken Sam. Rebuilt 109.50
Poker and Joker 49.50

GENCO GLIDER 39.50

Un. Shuffle Skill 44.50
Chi. Coin Bang 49.50
Total or Advance Roll 39.50

CHALLENGER 24.50

Gett. 3-Way Gripper 22.50

Acme Shocker, New 24.50
Hit-a-Homer 19.50
Esh. Six Shooter Write
Esh. Gun Patrol Write
Shipman Art Show 49.50
KICKER & CATCHER, New 27.50

MUSIC

Events Constellation
Chicoin Band Box Write
Wurlitzer 1013 \$250.00
Wurl. 1017
Hiwayway 359.00

DIGGERS

Evans Pushover\$395.00
Hollycrane, New 295.00
Esh. Merchant Man 99.50
HOLLYCRANE 275.00
Esh. Rotary Claw Mdr., 175.00

TEXAS OPERATORS

We will take Turf Kings and Late 5 Balls in trade on Shuffle and Arcade Games. Send List.

Empire Coin MACHINE EXCHANGE

1012 E. MILWAUKEE AVE. CHICAGO 22, ILL.

WANTED TO BUY!

UNITED ABC, BALLY BRIGHT LIGHTS, ARCADE EQUIP.

America's Largest Coin Machine Distributor

Amusement Games

Continued from page 103

	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8	Issue of Sept. 1
Total Ball (Genco) (Unit-down).....	30.00 39.50	30.00 39.50	30.00 39.50	24.50 30.00
Free Wheel (Genco).....	34.50(2) 39.50	34.50(2) 39.50	34.50 39.50	34.50 39.50
Tripper	49.50	49.50	49.50	49.50(2)
Tripper (Chicago Coin).....	85.00	85.00	85.00	85.00
Tripper (Chicago Coin).....	24.50 34.50	24.50 30.00	24.50 34.50	24.50 34.50
Tripper (Chicago Coin).....	45.00 49.50	34.50 45.00	49.50	49.50
Triple Action (Genco).....	29.50 34.50	29.50	29.50	29.50
Triplets (Gottlieb).....	80.00 110.00	80.00 94.50	89.50 94.50	99.50 110.00
Tri-Score (Genco).....	119.50 120.00	99.50 110.00	99.50 109.50	119.50
Tropicana (United).....	29.50 34.50	29.50	29.50	29.50
Tucson (Williams).....	69.50 95.00	54.50 69.50	49.50 54.50	54.50 69.50
Embroidered (Exhibit).....	109.00 110.00	109.00 110.00	110.00	110.00
Tut King (Bally).....	210.00 215.00	224.50 275.00	325.00	200.00 210.00
	269.50 289.50	295.00 315.00		325.00
	295.00 315.00	325.00		325.00
Tut King (United).....	75.00 95.00	89.50 95.00	49.50 109.50	109.50
Victory Special (Bally).....	95.00 99.50	99.00 109.50		99.50
Victoria (Williams).....	25.00 49.50	25.00 49.50	49.50	49.50
	25.00 29.50	25.00 29.50	29.50	29.50
	39.50 45.00	30.00 45.00		39.50
Whirl-a-Ball (Universal).....	145.00 195.00	145.00 219.50		
Whirl-a-Ball (Williams).....	200.00 225.00	225.00 275.00		
Whirl-a-Ball (Williams).....	275.00 295.00			
Whirl-a-Ball (Williams).....	45.00 49.50(2)	45.00 49.50(2)	24.50 49.50(2)	30.00 49.50
Wild Series (Rock-Dial).....	89.50	89.50	89.50	89.50
Wild Series (Williams).....	25.00 55.00	25.00 39.00	65.00	30.00 65.00



EVANS' Push-Over

PROVED BY SENSATIONAL DEMAND
AS THE BUY YOU WANT!
THE NEW AND DIFFERENT
MERCHANDISE MACHINE
OF REAL SCIENCE AND SKILL!

Colorful, new appeal, plus greater opportunity to obtain merchandise through skillful play makes Push-Over the modern replacement for old-fashion crane diggers! Pusher entirely under player control throughout operation of the game!

DESIGNED FOR BIG PLAY ATTRACTION!

• Full Vision, Extra Large Merchandise Chamber for Top Flash and Wide Range Pusher Action • Indirect Fluorescent Lighting, Beautifully Decorated Cabinet! Ideal Size: 54" High, 21" Deep, 37" Wide.

QUALITY BUILT FOR MONEY SAVING OPERATION!

• Simple Mechanism, Easily Accessible From Back • Fool-Proof Anti-Tilt Device Locks Merchandise Door • Drop Coin Chute • Front Loading, Easy To Reach Coin Box • Adaptable for Buy Back. (Candy Available for Loading.)

FOOL PROOF! BUG PROOF! LOCATION TESTED!

PRICED RIGHT FOR PROFIT!

Buy Push-Over for HALF THE COST of Ordinary Merchandise Machines. Double Your Operation for Half the Investment! In Every Way the Ideal Set-Up for Digger Operation!

IMMEDIATE DELIVERY SEE YOUR DISTRIBUTOR OR WRITE DIRECT NOW!

H.C. Evans & Co. 1556 W. Carroll Ave. Chicago 7, Illinois

SEE EVANS' CONSTELLATION AD, PAGE 97

Coinmen You Know

Continued from page 104

Sid Levine, AMOA attorney. At the dais, together with Levine, were the following prominent coinmen:

Teddy Blatt, attorney for the Associated Amusement Machine Operators of New York; Al (Senator) Bodkin, Forest Hills Automatic; Frank Calland, Local 786, AFL; Joe Young, Young Distributing; Barney Sugarman, Runyon Sales; Meyer Parkoff and Harry Rosen, Atlantic New York; Max Weiss, M. W. Vending, and Jack Semel, game operator.

Jack Mill, vice-president of the Rowe Corporation, was in Texas and Indiana this week attending regional meetings of the National Association of Tobacco Distributors. Bernard Sless, of NATD's staff here and head of the association's vending machine division, was a featured speaker at the events.

Davy Lowy was busy last week supervising alterations at his new premium distributing firm, Ace Trading. The outlet is located in the Coin Row store formerly housing the Bert Lane organization, agents for Genco Manufacturing. . . . Matty Forbes Cigarette Merchandisers' Association will soon move its headquarters further North on Park Avenue.

Mike Munves, arcade supplier, this week shipped out the last of an accumulated backlog of export orders and is again able to take care of current business. . . . Al Simon, Chicago Coin factory agent, is happy at operator reaction to that manufacturer's new formica-top, six-player shuffle game. . . . Meyer Parkoff, of Atlantic New York, has loaned a 45-r.p.m. Seeburg phonograph to Columbia Broadcasting System-TV for use as a prop on daily color telecasts.

Gil Engelman, who operates phonographs here as Columbia

Music, is back on his feet after a siege of bronchial pneumonia. . . . Willie Behm, who formerly operated jukeboxes under his own trade name, is now with Sid Mittleberg, of Progressive Music. . . . Vincent Cappuzzola, of Cappie's Radio Lab, is modernizing his studio and shop.

Nat Hockman, of Uneda Vending Service, reports extensive alterations are underway at the jobbing firm's Brooklyn shops to yield more productive floor space. This week, partner Harry Ebbin was away on another of his periodic foraging trips, buying up used equipment for reconditioning and resale.

Al Cole, head of Cole Products, was in Canada last week on business. Early item on the agenda of the cup machine manufacturer is the staffing of its local regional office, formerly run by Murray Nekris. . . . Samuel Fisher, recent addition to the Cadbury-Fry organization, spends much of his time calling on the vending trade.

Houston

Margaret Whiting, radio and recording artist currently headlining the Shamrock Room floor-show, visited the local S. H. Lynch & Company branch last week. Her informal visit was enjoyed by music operators on routine business calls at the firm.

COIN RADIOS PAY OFF!



Here is a profitable business, year in and year out, in any locality. You only put in a little time and you'll really earn the profits.

Console-type lined oak finish. Height 24", width 15", depth 13". Unconditionally guaranteed for 90 days.

Each **\$59.95** F.O.B. Chicago (in lots of 5)

Sample \$74.50 Each

1/3 deposit—balance C.O.D.

BRADLEY ASSOCIATES

1652 N. Damen Ave. Chicago 47, Ill.

WANTED!

NO JUNK!

Everything must be ready for immediate use!

If writing

State make, model, condition and lowest price expected.

If phoning

Ask for Mr. Mattingly

PHOTOMATICS
VOICE-O-GRAPHS
PANORAMS
ARCADE EQUIPMENT
LATE USED PIN GAMES

MARLIN
Amusement Corp.
412 9th Street, N. W.,
Washington, D. C.
Phone: District 1625

YOUR RELIABLE DISTRIBUTOR

ONE BALL CLOSEOUTS! Turt Kings Winners Champs Citations Photo Finish Jockey Special	RECONDITIONED 5-BALLS! Humpty Dumpty Build Up Rondevo Knockouts Bank-a-Ball Robin Hood	EXTRAORDINARY BARGAINS! Dale Gums Chicago's Pistol Pete 6 Players Shuffle Alley United's 3-4-5's Phonographs—Ah Makes
--	---	--

Above machines, plus many others at lowest prices, some new some reconditioned, but all definitely at a price you can afford—Write Today!

NEW EQUIPMENT UNITED ABC—UNIVERSAL 5 STAR—NEW KEENEY ELECTRIC CIGARETTE VENDORS

Terms: 1/3 Dep., Bal. C.O.D. Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers.

AUTOMATIC COIN MACHINES & SUPPLY CO.
TELEPHONE: CApitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

COME ON OVER—MONARCH MAKES REAL DEALS!

NEW—WRITE—NEW

Chicago Coin & Player Bowling Alley
Bally Shuffle Line
United & Player
Genco Shuffle Target (Special)

Keeney & Player League Bowler
Keeney Lite & Line
Bally Coney Island
Williams Mayburners—Jalopy

RECONDITIONED

C.C. Bowling Alley \$ 64	Bally Hawk Bowler \$240
C.C. Trophy Bowl 120	Un. Single S.A. Rebound 110
C.C. Classic 120	Fly-Away Pins 110
Un. Super Twin Bowler 120	Un. Twin Rebound 200
Un. Shuffle Alley 20	Keeney Duck Pins 100
Bally Speed Bowler 60	Keeney Lucky Striker 60

WRITE FOR LIST OF CLOSEOUTS—ALSO RECONDITIONED EQUIPMENT

Clay Honomell **MONARCH COIN MACHINE, Inc.** Charley Platt
2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3996-7-5

KICKER and CATCHER

NEW FLASH — NEW BEAUTY
NEW SCORING ARRANGEMENT



100 PER CENT SKILL!
TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

5 Balls \$49.50 F.O.B. CHICAGO
for One Cent

5 BALLS FOR 5 CENTS, \$59.50
ORDER TODAY!

Try it for 10 days! Money back if not satisfied! You keep receipts!

BAKER NOVELTY CO.
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

USED PHONOGRAPHS AT BARGAIN PRICES

Model 1422	\$150.00
R.C. Special (1942)	90.00
Counter Model	50.00
Throne	\$25.00
Blonde Bomber	\$75.00

W. B. DISTRIBUTORS, INC.
1012 Market St. St. Louis, Mo.

WANTED BALLY BRIGHT LIGHTS

Must have lights on playboard. Wire, write, phone price and quantity.
J. H. PERES DISTRIBUTING CO.
934 Poydras St. New Orleans, La.
MA 6644



I Found My Best Equipment at PURVEYOR!

Univ. Twin Bowler, Flying Pins, Top Condition \$129.50

Wms. Double Header, Late Model Floor Sample \$149.50

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Exhibit Strike	99.50
Genco Baseball	99.50
United Express	69.50

SHUFFLEBOARD SUPPLIES

Fast Wax, case (12)	\$ 4.50
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Score Sheets, 18 pads	7.50
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Keeney—4 PLAYER
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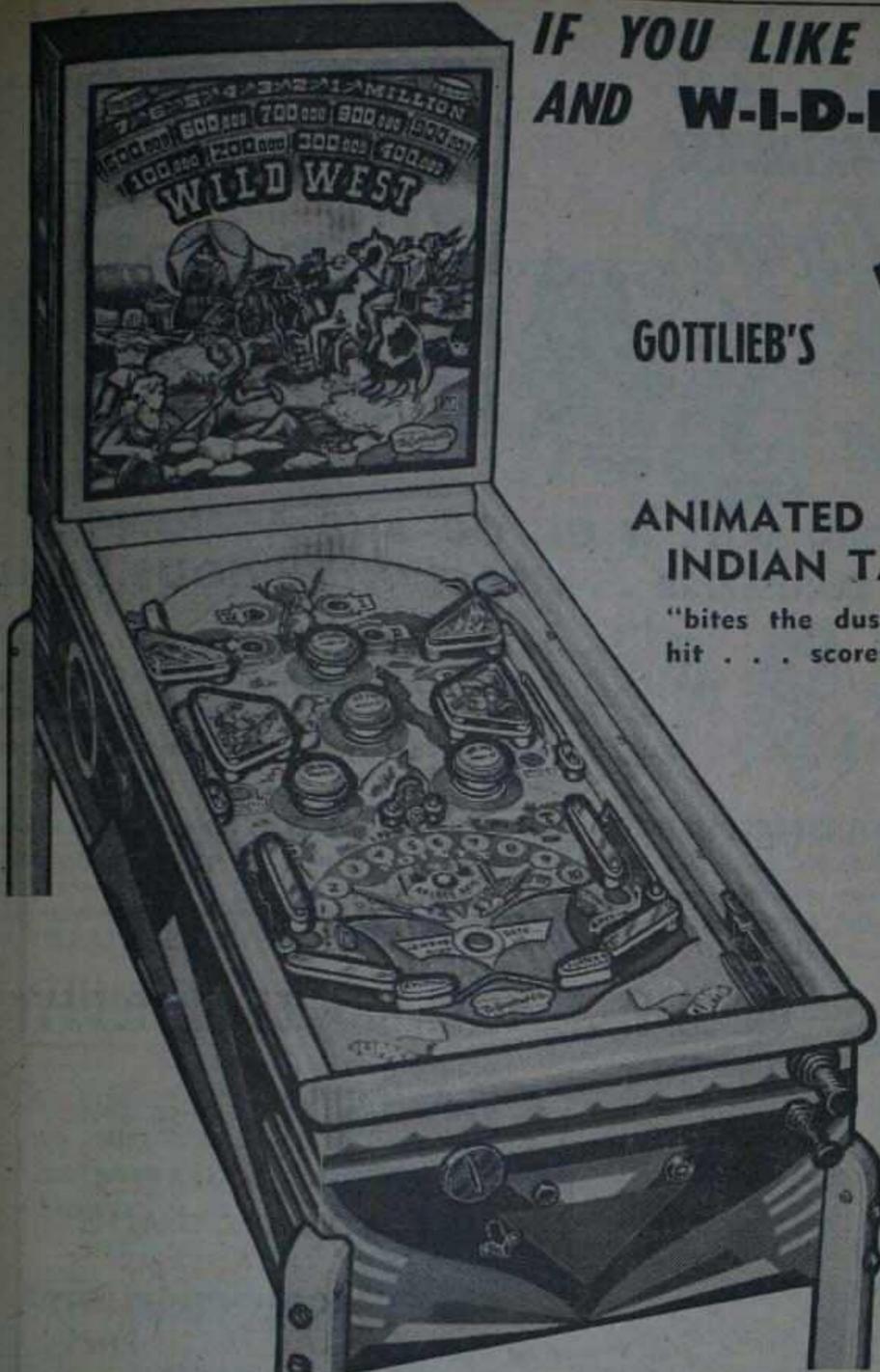
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4 SUPER-HIGH SCORE "POP" BUMPERS • FLIPPERS

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Tri-Score	WRITE
Step 'n' Go	

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3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!

Ten Pins	Take Your Choice \$34.50 EACH	Pin Boy	
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Bowling League		Bowlette	
Shuffle Lane		Twin Shuffle	
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Triple Action	39.50	Samba	79.50
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but Fast !!



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The American Foundation for the Blind Lights the Way for Those Who Walk in Darkness



Patents Pending

RACING TO NEW RECORDS in PLAY and EARNINGS!

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RIP-ROARING NEW

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OUT IN FRONT with HIGH OCTANE ACTION... SOUPED-UP SUSPENSE... FAST 'N' FURIOUS FUN!



6 THUMPER BUMPERS

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DEATH DEFYING DEMON DRIVERS pilot actual Miniature Cars down the track inside the backboard! Breath-taking suspense as they race to hair-raising photo finishes!

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FREE PLAY
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Fully repainted. Perfect condition. Ready for location.
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at the **HOTEL PAXTON**

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ONE BALLS, FIVE BALLS, SHUFFLE GAMES, ARCADE.
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Featuring for the first time on any shuffle bowling game

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FASTEST PLAYFIELD POSSIBLE! LONG WEARING AND COLORFUL

+ PLUS +

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SIZE - 8 FT. x 2 FT.

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24⁵⁰

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INSURES EXTRA PLAY-APPEAL AND EXTRA PROFITS

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all the profit-proved play-appeal of Turl King
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FAMOUS "IN-LINE SCORES"
Popular 3-in-line, 4-in-line, 5-in-line score system attracts busy play... and takes in up to 3 coins for first 5 balls, as players select 1, 2 or 3 score sections. Player scores only in selected sections, but scores light up in all sections to tantalize and insure repeat play and plenty of triple-section play.

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AMI

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All Alleys in perfect condition regardless of low price! Guaranteed.

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