

# The Billboard

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ABC THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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## Savage Fighting Snarls TV; Lifting of Freeze Delayed

### RCA Appliance Plans Shaped; Air-Conditioner by January

By JOE CSIDA

NEW YORK, Sept. 29.—RCA Victor's long-rumored plans to get into the white goods and home appliance businesses came into sharp focus this week, with president Frank Folsom (who departed last week for Europe) leaving behind the announcement that the company's first product, a room air conditioner, would hit the market in January (see adjoining story), and Board Chairman David Sarnoff tipping off the fact that at least some of RCA's products in the home appliance

field would go all-electronic in the near future.

Between the prey's present down-to-earth, practical merchandising action, and the board chairman's equally practical "dreams" for the near future, lie a vast amount of pro-and-conning on the part of the rest of RCA's manufacturing and merchandising executives. Exec Veepee and General Manager of the RCA Victor Division Walter Buck; veepee in charge of consumer products Joe Elliott, veepee Charlie Odorizzi, record division veepee Paul Barkmeier, home instruments general manager Henry Baker, and many others have for months kicked around the best approach for the company to take in making its entry into the white goods and home appliance fields.

Present thinking is still divided, and roughly embodies two main approaches.

(1) The company should go into the new fields, slowly, item by item, and build its strength in one appliance category, before moving on to the next.

(2) The company should hold back, and eventually, when the materials and labor situations permit, should hit the market with a number of products, all at the same time.

May Be Test

While imminent introduction of the home air conditioner would

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### Novelist Into Big League TV

NEW YORK, Sept. 29.—General Artists Corporation this week began pitching a new 30-minute dramatic TV package, to be narrated, edited and occasionally scripted by novelist Louis Bromfield. Several Bromfield works are among the first 13 to be done, including some new yarns written expressly for TV.

Theme of the series, which has no title as yet, will be human interest Americana. Show will sell for about \$16,500 live and will utilize fresh faces rather than name talent.

### Wheels in Trouble If Bill's Adopted

WASHINGTON, Sept. 29.—Interstate shipment of roulette wheels is prohibited under terms of a revised bill reported favorably this week by the Senate Interstate and Foreign Commerce Committee. The bill spells out the ban on shipment of roulette wheels in a clarification of an earlier draft of a bill sponsored by the Senate Special Committee Investigating Crime. The bill was given a hearing last week. The measure amends the present Johnson Act which bans interstate shipment of gaming machines.

By MAURIE ORODENKER

CAMDEN, N. J., Sept. 29.—RCA Victor will enter the home air conditioning field by January. Rumors have been running high in the trade for many months that the company was turning to air conditioners and electrical appliances. However, announcement by Frank J. Folsom, RCA president, carries no comment on the reports concerning electrical appliances and concerned itself only with room air conditioners.

Folsom said that, after extensive experimentation and testing, the company has approved three designs and specifications which will be manufactured for RCA Victor by the Federes Quigan Corporation of Buffalo. All the units will carry the RCA Victor name. Manufacturing will be done entirely by the Buffalo firm, RCA Victor

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### WALL ST. BIBLE BLOSSOMS INTO TALENT TIPSTER

NEW YORK, Sept. 29.—An unusual type of talent advertising appeared in an issue of The Wall Street Journal this week. A 40-by-1 insertion placed by Robert McCann, Allentown, Pa., identifying himself as a distributor of factory-built homes, told producers to wake up and get on the ball. "Most of you have been sound asleep. There's a star in your midst!" it said. "The star is Maurice Fitzgerald, and he lives at the Lambs. Don't send for him! Go to him and get him," the ad warned. "For years he's taken big audiences by storm. . . . He'll steal the show!" On the preem of "Actors' Hotel" on WJZ-TV here Tuesday (25) one Maurice Fitzgerald played an unemployed Shakespearean actor (see full review this issue).

### Best Channels & Frequencies Wanted by All

"Devil-Take-Hind" Stance Shown by Big-City Outlets

By BEN ATLAS

WASHINGTON, Sept. 29.—In a new threat to the television freeze lift, the Federal Communications Commission's current "paper" hearing on TV allocations has turned into the wildest scramble in history for the remaining very-high-frequency channels. Of more than 500 briefs filed so far at FCC in the latest stage of its allocations proceedings, roughly three-fourths represent TV prospectors in quest of v.h.f. channels in substitution for ultra-high-frequency channels which had been allocated to their communities under FCC's proposed plan.

The scramble has come into being quietly but at such a feverish pace that industry as well as FCC engineers see little chance to head off oral arguments in wholesale numbers despite original hopes to wrap up the proceedings with written presentations. With hundreds of additional briefs yet to be filed before the Commission closes the book on the present stage, a jigsaw pattern has already been shaped. In city after city, TV prospectors are showing marked coolness to u.h.f. allocations proposed by FCC for their communities, and are

(Continued on page 4)

### Midwest Name Band Picture Is in Flux

Jurgens, Howard, Welk, Kassel, Krupa Give Way as New Men Gain Popularity

CHICAGO, Sept. 29.—The forthcoming fall-winter band season may produce more drastic changes in the popularity of names and semi-names in the Midwest than the terp-skedding business has seen in the past five to 10 years. Major reason for the anticipated blossoming of a lot of new interest in semi-name caliber orks is the fact that a number of established batoneers won't be in the lush Midwest territory during this period.

Music Corporation of America will not have four of its standard names in the territory from now until perhaps next spring. Dick Jurgens has notified the office that

he will be out on the West Coast indefinitely. Jurgens wants to spend time with his frau and their new son and has given the office no definite time as to his return.

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### NOSTALGIC YOCKFEST

### Burly in a High-Hat Rocks Boston Bastion

BOSTON, Sept. 29.—Where's Flugel Street?

Patrons of the Howard Athenaeum (the Old Howard) had that question answered in no uncertain terms at the Friday midnight show last night by Phil Silvers, Joey and Herbie Faye, Jack Albertson, Jack E. Leonard and many others returning in nostalgic mood to one of the last bastions of burlesque.

For two hours these stars trouped thru the hoary grind gag routines that had given some of them their first start in show business and proved to a mixed audience of theater folk and regular customers that they had lost none of the rapid fire delivery, the keen sense of timing and pacing that brings elemental yocks out of elemental humor.

The audience itself was as much a part of the show as the performers. Present in Col. Al Somerby's emporium were Howard Lindsay and Russel Crouse, Spike Jones, Bretteville Windust, Jack Donohue, screen actor George Murphy, Johnny Mercer, the cast of "Top Banana" and its

press agent Bill Doll who dreamed up the stunt.

The first appearance of Silvers set off a salvo of applause that didn't stop until the ancient structure (formerly a legit house

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### The Ray Story: \$90 to \$1,750

NEW YORK, Sept. 29.—Johnny Ray, singer who was practically unknown a few months ago, will go into the Copa some time between February 1 and May 15.

Ray sang around Akron about five months ago for \$90. He then moved to Detroit's Flame Room for \$110. He was caught there by Bernie Lang, disk jock promoter, brought to Danny Kessler, of Columbia's a.-and-r. staff who put him on an Okeh label and he started to move. His "Whisky

(Continued on page 45)

### Winchell Gets ABC Radio-TV Lifetime Pact

NEW YORK, Sept. 29.—Walter Winchell yesterday was signed to a lifetime contract by the American Broadcasting Company which pacted him as radio and television performer and consultant. The deal may well make Winchell the highest paid individual performer in the business. His current contract assured Winchell of at least \$625,000 annually, and the new terms are certain to be even higher, with estimates hitting over \$750,000.

The new contract, which makes Winchell exclusive with ABC for the remainder of his life, puts to an end trade talk that other webs were pitching for his services. These rumors have cropped up periodically and, in their after-

(Continued on page 13)

### World Series To Help Stem

NEW YORK, Sept. 29.—It will be a New York World Series and Stem cafes and legit houses are looking forward to one of the biggest weeks starting Wednesday (3) when the Big One is supposed to begin. At this writing the Yanks are in. The Dodgers and the Giants may have to go into a play-off. But even that will help rather than hurt the theaters and clubs.

It is estimated that more than 100,000 extra people will flock into town to watch the ball games. And the greater majority of these—the out-of-towners at any rate—will be ripe candidates for clubs.

The only branch of showbiz that is not expected to benefit from the World Series is the combo houses and straight picture theaters. It is expected that those unable to get tickets will watch television. Night business, however, is expected to pickup.

### PASTORAL N. Y.

### Slickers Go For the Old Square Dance

NEW YORK, Sept. 29.—Odd as it may seem, this blase town is probably the most square-dance conscious in the country. At least caller Ed Durlacher had over a half-million people promanaging, dosey-do-ing and swinging their partners in the city's public parks. Durlacher and His Top Hands have been supplying the music and calls at the square dances in four public parks in the city each week and Thursday-night sessions in the State Park at Jones Beach. L. I. Tallies for the season had the square dances in

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# Billboard Backstage

By JOE CSIDA

If you listen to disk jockey programs at all, you must have heard various renditions of the pieces, "What Is a Boy?" and "What is a Girl?" These items inspired Pat Chamburs of WFLA, Tampa, Fla., to turn out "What Is an Announcer?" We felt it was such a good bit of work, we're passing it on to you here in full:

### WHAT IS AN ANNOUNCER?

By Pat Chamburs, WFLA Tampa, Fla.

(With apologies to A. Beck)

Between the innocence of an engineer and the dignity of a janitor, we find a loveable monster called a radio announcer. Radio announcers come in assorted sizes, weights and colors, but all announcers have the same creed . . . to fluff unnoticed as many commercials as possible in an eight-hour watch.

"Radio announcers are found everywhere — under turntables hanging from antennas, swinging from typewriters, climbing into sound effects racks, running around studios, or . . . jumping to attention at the approach of a program director.

"Their relatives love them, sponsors hate them, continuity writers tolerate them, engineers ignore them and the distance between them and the listener protects them.

"Announcers are truth with a voice, wisdom with a record in its hand and the hope of the future with a commercial in its pocket.

"When you concentrate, an announcer is an inconsiderate bothersome intruding jangle of noise—a clown! When you have time on your hands and want to be entertained with interesting speech, he's a bore. When you want soft music, he plays something loud and fast. And when you're in the mood for something peppy, bright and loud, he always gives you a slow, sirupy sweet waltz.

"A radio announcer is a composite; he has the voice of a horse, the courage of a Casper Milquetoast, the imagination of an insect, the shyness of a politician, the lungs of a barker, the audacity of a steel trap and all the energy he can get from Dr. Caldicarter's Little Vitamin Pills. "He likes fan mail, a day off,

girls, comic books, his wife, his family, golf, fishing, girls, comic books, an occasional kind word with a light pat on the head, girls and comic books.

"He's not much for water in any form, working an extra day, words with more than three syllables nor Jan Garber.

"Nobody else is so early to rise nor so late to get to bed. Nobody else gets so much fun out of trees and dogs and time signals.

"An announcer is a loveable wacky Real George character. You can lock him out of your workshop, but you can't turn off your neighbor's radio. You can get him out of your study, but you can't get him off the airwaves. Might as well give up. He's here to stay in many forms — tall and short, thin and fat, neat and sloppy, beautiful dulcet tones and squeaky squeals, sponsored and sustaining, alive or half dead, good and bad.

But when you come home at night with only the scattered pieces of your hopes and dreams, he can mend them like new with those six magic words—Music on this program was transcribed."

# Set NY Hearings For Showfolk On Pay Control

WASHINGTON, Sept. 29.—In a move to work out a program of "fair treatment" for professional entertainers under federal salary controls regulations, the Salary Stabilization Board's industry-talent committee will stage a formal conference in New York on Monday, October 22, it was announced here this week. The New York conference was scheduled in the wake of a preliminary confab in New York earlier this week by the special committee headed by Roy Hendrickson.

The October 22 conference will open at 10 a.m. in the Bar Association Building at 42 West 44th Street. Its deliberations will affect talent getting salaries from the stage, TV, radio or screen. The Hendrickson committee said that all persons who want to present oral or written statements at the upcoming conference should send written notifications by 3 p.m., October 10, to Joseph D. Cooper, executive director of the Salary Stabilization Board, 1042 Federal Security Building, Washington 25, D. C.

### The Issues

The conference will seek to clarify STB regulations in an effort to determine the following: Specifically how federal salary controls affect professional talent; whether any exemptions apply under regulations; and how the procedures may be made self-administering through co-operative efforts on the part of the industry and government. On this latter point, a spokesman for STB said that "all indications point to a workable system being developed because of the co-operation already being demonstrated by the industry."

The spokesman added that STB is stressing "fair treatment" for professional talent under the regulations, and hopes to arrive at a schedule of equitable interpretations.

The Hendrickson committee will culminate its industry-talent conferences by making recommendations to the board. The committee's list of talent in its field of interest is as follows: (1) actors and actresses; (2) extra talent, including dancers; (3) producers and associate producers; (Continued on page 48)

# Lonesome Lovers In New Pastures

HOLLYWOOD, Sept. 29.—Lovers of the airlines—radio's "Lonesome Gal" and TV's "The Continental"—this week found new entertainment media for the verbal drippings. Metro-Goldwyn-Mayer's production chief Dore Shary assigned writers to pen a screenplay skedded to be one of the studio's biggest 1952 productions to be based on the life of "Lonesome Gal." Either Lana Turner or Ava Gardner will get lead part. KNBH's TV personality, "The Continental" (Renzo Cesana) was signed to a long-term disking pact by Capitol Records. Latter's platters will be similar to his tele seg, wherein he will whisper sweet nothings to a musical background.

# London Dispatch

By LEIGH VANCE

LONDON Sept. 29.—Post-mortems on Tallulah Bankhead's "Big Show," heard over the British Broadcasting Corporation air last week, continue divided in their verdict. One school calls it "blowsy, overdone and obvious." Another says it was "slick, sophisticated, satisfactory."

First blow-up came a few days before the program went on the air when Britain's fireside commentator, Wildred Pickles, backed down because, "the script just isn't me."

Said he "One of the script writers dropped into my show for half an hour, made a few notes, and went away assuring me he had my style. But when the script came, it was hopeless. All the laughs went to Tallulah. What was left was impossible. I had only agreed to appear subject to approval of the script."

Counterblast to this came from Goodman Ace, who wrote the show. In an article published by The Daily Express before "Big Show" was heard, he poked gentle fun at Pickles and several other British radio artists.

"I've been told all England listens to him (Pickles), he wrote, then quoted a list of people who said, yes, Pickles was the most popular man on radio, but they personally didn't listen to him. "In America," Ace finished, "he would be a phenomenon—the most popular unlistened-to man on radio."

That didn't exactly help smooth matters all over the country. The people who actually do tune in to Pickles tuned in to Tallulah with chips on their shoulders.

But they were mostly full of praise for her when it ended. Also for Fred Allen, George Sanders, Beatrice Lillie, Jack Buchanan (who stood in for Pickles) and all the other artists.

Says the BBC: "It was an interesting experiment."

### Legiters Doing Well Despite Vacations . . .

August is the big holiday month in Britain as in most countries. But the most Londoners try to get (Continued on page 48)

# Paris Peek

By ANNE MICHAELS

PARIS, Sept. 29.—Jean Cocteau last week withdrew from the Nice Film Festival the color films he has made on murals at St. Jean Cap Ferret. He explained that the films were not yet completed, then announced to the organizers of the festival that he will no longer work on professional films, as he feels they are dying, and in the future will devote any film making he undertakes to non-professional movies. The announcement gave rise to speculation that the withdrawal of the films might have something to do with the fact that, of the 120 contestants from 28 countries, many of the entrants were professionals.

### 'Fabre' Film Pream; La Roche Suitsors . . .

French premiere soon for the Franco-American production of "Monsieur Fabre," Pierre Fresney starter. The film, written by Jack ("Tobacco Road") Kirkland, and produced and directed by Diamant-Berger, deals with the life of the famous French entomologist, Jean Henri Fabre. As an aid to the picture, the French government opened up Fabre's villa and laboratory to the film company. . . . France Roche and Jacques Remy, in search of authenticity for their script of the Bernard Blier film about a Parisian matrimonial agency, signed up in several real ones. Remy reports he was entirely unsuccessful, but France Roche received six proposals. She's declined them all however; she's married.

### Of Garbo, Winters & Squeezebox Men . . .

Greta Garbo flew into town the other day under an alias, and in a shroud of secrecy, well hidden behind huge black glasses and uncombed hair. Somehow one of (Continued on page 48)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 29.—Off the record, Federal Communications Commission staffers are in a dither over population shifts revealed in the Commerce Department's recent official report. The shifts raise havoc with FCC's proposed TV allocations blueprint which is based on the previous census. Inasmuch as the commission's avowed object is to distribute channels as fairly as possible thruout the nation on the basis of widest population and area coverage, the latest census report is just one more headache for FCC'ers already up to their ears in even tougher complications over TV allocations.

### Jukes' Copyright Bite Won't Down Easily . . .

Stage is now set for a roaring battle next year on legislation to end juke box exemption from copyright royalty fees. Representative Joseph Bryson (D., S. C.) who this week introduced the latest and most important bill on the subject, plans to give the legislation an airing in the House Judiciary Sub-committee on Copyrights and Patents, which he heads. American Society of Composers, Authors and Publishers is strongly behind the new

bill, altho the Society so far hasn't been demonstrating as it did when Senator Estes Kefauver hopped a stronger bill amid ASCAP plaudits some months ago. Kefauver bill was pigeonholed because its provisions were considered too tough to be administered. Bryson's proposal is a toned-down version.

### Takes More Than Hot Quip for Big Thaw . . .

End of the TV freeze is no closer today than it was a few months back when so-called speed-up procedure on allocations was adopted at FCC. That's the sad truth acknowledged privately by Commission engineers who've been scanning allocations briefs pouring in by the hundreds from the industry. Few FCC'ers are surprised by the size of the pile-up of written testimony, which will mount a lot higher before the November 26 deadline. But practically none foresaw the heatedness of the dog-fights among TV prospectors for the last remaining very-high-frequency channels. Wisecracked one FCC'er: "Some of the red-hot arguments are virtually burning the paper they're printed on, but

they're sure not thawing the freeze."

Senator William Benton's (D., Conn.) bill to create a National Citizens' Advisory Board on Radio-TV now has a counterpart in the House. Representative Kenneth A. Roberts (D., Ala.) dropped a companion measure in the hopper this week, with no prospect for committee action this session. . . . FCC's doctrine that broadcast stations are protected from political libel may finally get statutory support thru an amendment to the Communications Act. Bill backing the doctrine was quietly introduced this week. . . . TV and movie cameras were hustled out of the big hearing chamber this week during testimony by Democratic National Chairman William Boyle, Jr., before the Senate Committee on Expenditures in Executive Departments. Senator Clyde R. Hoey (D., N. C.) chairman of the investigating committee, said the chamber wasn't big enough. . . . question of administering salary controls for big-name entertainers is flooring Salary Stabilization Board. Altho the board's industry advisory committee will deliberate with show folk at a New York City confab on October 22, solution is many months off.

# Picture Business

By LEE ZHITO

HOLLYWOOD, Sept. 29.—"Movie-a-Week Club," a new device to spur theater attendance, will get its trial run in the Los Angeles area starting October 15. Basically, plan works on the two-for-the-price-of-one merchandising gimmick which has been used successfully in other fields but never before tried on wide scale at the theater. . . . "Movie-a-Week Club," a firm composed of five members, will offer theatergoers a book of 52 theater passes, each allowing the bearer free admission to a member theater provided he or she is accompanied by a paying adult. Those admitted free of charge will have to pay only the federal entertainment tax.

Books containing the 52 passes will be sold at \$2, figured as "membership fee" for belonging to the club. Persons will not be restricted to attend the movies only once a week, but can go as often as they like and may own more than one book in a year's time at the \$2 per pass book charge. Club in the meantime is lining up exhibitors who will go for the two-for-one scheme. Theaters will not be charged for lending their name to the list. According to Si Nathenson, Movie-a-Week's secre-

tary-treasurer, plan is getting favorable response from theatermen.

Drive for houses was launched only two days, but, according to Nathenson, more than a dozen neighborhood houses have indicated their desire to participate in the org, throwing open their theaters to the pass holders provided each brings a paying patron. Club intends to line up theaters in each of the town's far-flung communities. Participating houses will display club emblem informing book holders where passes will be accepted.

"Movie-a-Week Club" labels Greater Los Angeles as "Chapter 1," with the hope of spreading plan once it's firmly footed in this market. Planners visualize nation-wide org as soon as it gets rolling here. Greater percentage of the \$2 charge for the pass book will be spent in an ad campaign, utilizing radio and black and white media. Pitch to exhibs is it's better to fill two seats at the two-for-one price than none at all. Furthermore, exhibs will get some coin out of the free pass holder thru concession stand sales. Plan's high-flown aim is to rekindle the movie-going habit, with club founders feeling two-for-one mer-

chandise system will pull book holders away from their TV sets and bring them back to the theaters. Theater drive is being aimed at the neighborhood houses, hardest hit of the exhibs.

So far, none of the approving exhibs have asked for restricted use on the passes whereby high attendance week-end nights would be kept free of pass holders. However, club will allow week night only restriction provided participating exhib agrees to accept passes at least five nights per week.

Tossed in with the passes are 52 "critics' cards," whereby the pass holder fills in his opinion of the pic. Club feels this system will provide it with valuable information on the type of pic the public wants. Org will pass along this info to the producing companies. Only resistance reported to the plan is from the big chain theaters. "Movie-a-Week Club," a California corporation, is headed by Paul Herdos, prexy. Dan Lundberg is public relations veepee, Don Murray is membership veepee, Paul Abbott is exhibitor relations veepee and Nathenson, secretary-treasurer. All have held posts allied to the pic industry.

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# Hadacol Show Flop Is Still on Gripe Agenda

NEW YORK, Sept. 29. — The Hadacol fold will bring together a flock of creditors Tuesday (2), at a meeting here, to discuss ways and means of getting some of the dough which they claim is owed them.

In the meantime charges of "it's-your-fault; like-hell-it-is, it's your's" continue to fly to and fro. The American Guild of Variety Artists' Jack Irving, Midwestern director and assistant administrative head, phoned from Denver and flatly accused talent offices, specifically the William Morris Agency and Music Corporation of America, of having fallen down on their obligations. They in turn said the fault was AGVA's.

Irving said that MCA had booked Dick Haymes and Rochester for \$5,250 and \$1,000 a day respectively. But actually, Irving said, MCA had made deals which gave the office larger cuts—"and Haymes' check bounced."

MCA denied Irving's statements and said "We are one organization that works on a straight 10 per cent." Furthermore, MCA said, "AGVA couldn't collect a bond from Hadacol if we hadn't helped them do it. In any event, we collected Haymes' money and have already paid him, while AGVA is doing a lot of talking."

### Morris Stands Pat

The Morris office refused to reply to Irving's charges. It is known, however, that the office is talking about starting a suit against Hadacol and has asked AGVA to join. AGVA has refused to assist the Morris office, claiming that it had fallen down on its agreement with AGVA in failing to file contracts or notify it of dates contracted for.

Irving cited the cases of Carmen Miranda and Milton Berle, for whom the Morris office was said by Irving to have collected checks "in excess of the agreed upon salaries, kept them in their pockets and, when they started to collect, discovered they were no good."

Berle was to get \$9,000, said Irving. He claimed that the check turned over to the Morris office was for \$9,500. Miranda was to get \$20,000. Her check was for \$21,000, which was turned over to the Morris office, said Irving. Both checks were no good, said Irving. "But if we had been notified in sufficient time, and when there was trouble, we'd have done something about it."

### Denny Plans Suit

CHICAGO, Sept. 29.—Interested parties were still awaiting payment or loot, owed on the Hadacol All-Star Caravan contracts, when The Billboard checked various showbiz sources Friday (28). Jim Denny, chief of the WSM Artists' Bureau, Nashville, who put country music singer Hank Williams and comedienne Minnie Pearl on

the entire projected 50-day junket, said that he intends to file suit early next week against Sen. Dudley LeBlanc, former owner of the vitamin formula firm, for about \$20,000 owed the two entertainers on the 15 days of the pact which were not played. This would be the first civil suit filed against LeBlanc for non-payment of talents' salaries on the tour.

Tony Martin, Houston agent, who fronted a 12-piece ork during the tour, said that he has about \$8,000 coming to him and his sidemen for the fulfillment of the pact, but that he was told again this week that the money will be paid.

It's understood that LeBlanc started a 10-day Louisiana gubernatorial race sweep thru Louisiana today, with a troupe that included Sharkey Bonano's Sextet. As late as Wednesday, Bonano said he had the American Federation of Musicians' okay to go on the junket. LeBlanc will do three shows daily in three different towns during the tour.

# Chi City News Bureau Seeks Alumni Roster

CHICAGO, Sept. 29.—The City News Bureau of Chicago, famed "school of journalism," where many outstanding newsmen, radio, television, showmen and advertising executives received their early training, is seeking to complete a roster of its "graduates" in connection with the Chicago Press Veterans Association annual dinner, November 3, which this year will honor the old "alma mater."

Some 1,800 have been graduated from the CNB, once called the City Press Association, since it was founded in 1890. Efforts to contact those who have gone into allied vocations are being made in an attempt to compile as complete as possible a roster of men who started their careers on the news gathering organization. "Vets" are asked to send their names and present connections

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## Review

### ICE FOLLIES OF 1952 (Opened Thursday, September 6) Pan-Pacific Auditorium, Los Angeles

Ice revue produced by Shipstads and Johnson. Directors: Frances Claudet, Mary Jane Lewis and Stanley D. Kahn. Executive director, P. K. Von Egidy. Company manager, R. J. Heim. Stage manager, B. J. Lundblad. Musical director, Walter J. Rudolph. Costumes designed by Helen Rose. Props and settings designed by Fernando Carrer. Emcee-vocalist, Paul Cannon.

CAST: Pat Anabele, Marlene Asbe, Barbara Bassine, Mary Lou Beaudry, Susanne Bendor, Phyllis Bobyk, Bill Boyle, Eleanor Boyle, Bill Cameron, Charlotte Cameron, June Carruthers, Barbara Chase, Ginger Clayton, Joyce Comrie-Palmer, Pollyanna Crawford, Marie Crimmmins, Joan Dembeck, Pat Deuring, Jackie Duclos, Ed Dumigan, Oscar Duussault, Dolores Dwyer, Richard Dwyer, Trudi Eggers, John Elliott, Olav Ericson, Barry Gorman, Dolores Grijalva, Werner Groebli, Jeanne Gross, John Hadlich, Terry Hall, Les Hamilton, Marjorie Havenick, Yvonne Hruby, Marjorie Hutchison, Diane Jacobson, Carolyn Johnson, Fran Kellogg, Ron Kinney, Stephanie Kirby, Vivienne La Fayette, June Larwill, Mildred Legue, Yvon Leduc, Harris Legg, Phyllis Legg, Irene Maguire, Shirley Matleson, Hans Mauch, James McAnany, John McDaniel, Dick Marshon, Monique Melivier, Marlene Miller, Virginia Morrison, Walter Muehlbronner, Joan Mulvey, John Mulvey, Dorothy O'Brien, Kay Peterson, Monte Phillips, Alice Quesey, Joyce Radie, Joan Roberts, Bud Robinson, Patty Ruby, Betty Schalow, Joanne Scotvoid, Joyce Scotvoid, Lois Secreto, Pat Shanahan, Elsie Simmons, Chris Shelly, Phil Skillings, Joe Sullivan, Marilyn Ruth Take, Siby Tate, Joan Thilbert, Naomi Thompson, Nancy Travis, Sybil Ann Volk, Aja Vrzanova, Jim Waldo, Brenda Watson, Gerri Wilber and Beverly Woodley.

Year after year Eddie and Roy Shipstad and Oscar Johnson light

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# Highlight Reviews

## RADIO

# Crosbys, Serious, Charming, Hit Freedom Trail for Youth Crusade

By PAUL ACKERMAN

"Crusade" is a transcribed show, aimed at in-school children designed to apprise the youngsters of the evils of Communism and of methods to combat them. The sponsoring agency, the Youth Crusade for Freedom, asked school superintendents thruout the country to avail the youngsters of suitable listening facilities and to plan rallies following the broadcast. The agency operates Radio Free Europe and Radio Free Asia, stations which beam broadcasts to folk behind the Iron Curtain. More money is needed for additional broadcast facilities. Listeners are told that 3 cents will purchase one brick for the building of such facilities, \$100 purchases a microphone, etc. School classes may contribute to whatever extent they are able.

The choice of the Crosby family to get over message of Democracy is most fortunate. Crosby himself has become a symbol of Americanism, is loved by the general populace. Further, he and the Crosby youngsters make the show an entertaining half-hour—entertaining, that is, while still delivering with impact the program's story.

### Gary Talks

The format has Gary Crosby doing most of the talking, pointing out highlights in the lives of school children in Communist-dominated lands. Kids, who, were they given a chance, could be just as happy and free as American youth. Once in awhile Bing interposes to bring up a fresh point. An interesting segment of the show is Gary's interview with a lad who escaped from Munich.

The tone is serious yet very informal, and frequently a complete change of pace is secured by Bing, or Bing and one of his children, singing a ditty.

Nobody in the broadcasting field is quite as adept as Der Bingel in establishing a rapid and close accord with a radio audience. He does this on "Crusade," creating an atmosphere of urgency and charm.

**RADIO—Reviewed Friday (28), 11-11:30 a.m. EDT. Presented via the National Broadcasting Company in co-operation with the Youth Crusade for Freedom. Cast: Bing Crosby and sons Gary, Dennis, Philip and Lindsay. Producer, Tom Bennett. Script, Willis Cooper.**

## LEGITIMATE

# Ann Sothern's Neat Finesse Wins Raves in Diverting, Subtle Farce

By SID GOLLY

"Faithfully Yours"—a comedy about an amateur psychiatrist—is just what the doctor ordered! It unfolds as a funny, excellently played farce that is both diverting and fully enjoyable. There is an abundance of action, clever dialog and nuances (by no means hidden) that can't be prescribed as "exactly for the kiddies."

Ann Sothern, who returns to legit ranks in this opus, has a role that is tailor-made for her subtle comedy-playing. She breezes thru her assignment with a fine understanding of the character. In direct contrast to her supporting players, she presents a masterpiece of underplaying that not

alone points up the situations to their highest degree, but almost brings a feeling of credulity to a character that even the author did not expect the viewers to believe.

The ladies will be especially delighted with the gowns and suits that Miss Sothern displays, as they express less stagginess than the customary Hollywood clothes, but are, nevertheless, extremely fetching. They'll be most intriguing to those fems who no longer hear themselves described as "svelte," as Miss Sothern is by no means any longer in the silhouette of Maizie. Robert Cummings, while over-

shadowed by Miss Sothern's fine playing, is, nevertheless, fully at home in his part of the harassed husband, who hasn't the faintest idea that his happily married wife is trying to effect a cure for his "obsessional neurosis." He is particularly engaging in the scenes where three gal friends of his wife try to seduce him (at his wife's request) in order to rid him of his "illness." Since the gals

"Faithfully Yours": reviewed at Shubert Theater, New Haven, Conn., Wednesday, September 26.

(Continued on page 46)

## VAUDEVILLE

# Sugar Chile Boogie Is Rhythmic; "So What?," Yawns London Critic

By LEIGH VANCE

We come, by the shortest route, to Sugar Chile Robinson, currently topping the bill at the Palladium. Don't get me wrong. He seemed a likable enough little boy, even if I did suspect him to be just a day or so older than his published 12 years. But when you got down to it and listened hard, his playing of boogie-woogie with every part of his anatomy wasn't much above average.

His entrance was impressive. The Skyrockets held a chord, and out of the depths of the stage there rose a cream colored piano apparently (from where I was

sitting) playing itself. The Sugar Chile's head couldn't be seen until the instrument came to rest near the proscenium.

He played with exuberance. He beat his tiny feet to a rhythm all of his own; and, after 10 minutes straight playing, he said his little piece with comedian Ben Warriss with clarity and charm.

But once you got used to the idea of a button-sized boy of 12 (or maybe, a day or so older) playing the Palladium—what was there?

That, obviously, was what Val Parnell had asked himself. Changing his usual plan, he

evened out the first and second halves of the show so that the Chile wouldn't be expected to hold the stage for 45 minutes all on his own.

And here was our old (almost, it seems, our oldest) friend, Max Bygraves, leaning confidentially over the microphone to tell us nasty things about his pianist.

This is the fourth time Max has appeared in the West End and, in

Sugar Chile Robinson: reviewed at Palladium, London, Monday, September 24.

(Continued on page 44)

## TELEVISION

# Lee Tracy, Sock Support Bring Credibility to "Amazing Malone"

By LEON MORSE

The polished playing of Lee Tracy should project "The Amazing Mr. Malone" into the TV picture with both feet. The veteran trouper has never been more dynamic than in his handling of the attorney-sleuth role. Consequently, what is unbelievable, a composite Sherlock Holmes and Clarence Darrow who horses around, becomes easy to digest.

Bulwarking him was a production so slick that any holes in the scripting were concealed. Episode delineated the murder of an un-

savory character and the struggle to rescue Malone's client from the police. Involved were a blackmailing loan shark, a hot tempered businessman, and the murdered man's wife, who was supporting her sponging brother.

Topping the strong cast was the sock performance of Roger De Koven, as the slain Orsatti. Only on a few minutes before his hasty demise, De Koven registered with a portrait of a vicious hoodlum turned businessman that was noteworthy for its realism.

Audrey Meadows, in another showy role, as a Southern secretary, matched her many physical charms with unusual acting ability. Writing her into the script as a regular would not hurt the show. Others in the cast—Joseph

"The Amazing Mr. Malone": reviewed over American Broadcasting Company's TV web, Monday night, September 24.

(Continued on page 12)

**The Billboard**  
The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson  
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## TV FREEZE LIFT SNAFUED BY CUT-THROAT FIGHTING

It's Big Cities Vs. Small, VHF Vs. UHF; All Ignore Educators

Continued from page 1

bidding to get v.h.f. channels away from other areas, usually less thickly-populated communities.

In some cities, a number of existing radio broadcast interests have united in their requests. Medium-sized and pint-sized cities are engaged in bitter dog-fights over v.h.f. Each bid has touched off chain reaction in other affected areas. Complicating matters, the various opposing demands show practically no co-relationship, leaving FCC with the headache of either trying to resolve the mass of conflicts or implanting a final nationwide allocations plan without further ado.

Typical of what is happening is the case of Buffalo. The FCC's proposed allocations plan authorizes v.h.f. channels 4 and 7 and u.h.f. channels 17 and 23 for Buffalo, with v.h.f. channel 2 going to neighboring Niagara Falls. A request for drastic revision of FCC's plan was filed by three Buffalo corporations—"The Buffalo Courier Express" and Stations WGR and WKBW. They asked FCC to take channel 2 away from Niagara Falls and take channel 9 from Toronto. They asked that these two v.h.f. channels be given to Buffalo, along with the ones proposed to be allocated there. The Buffalo group proposed that Niagara be given a u.h.f. channel—59 or 62. As for Toronto, the Buffalo group suggested that it be given channel 8 which would be taken away from Owen Sound, Ont. The latter would get channel 3 which would be taken away from little Orville, Ont.

### No Education

The Buffalo group's plan has touched off a violent chain reaction not only in Niagara but in communities in a radius of several hundred miles, besides stirring the wrath of educators

who have discovered that the Buffalo group makes no provision for reservation of an educational TV channel, contrary to FCC's rule that, wherever three or more v.h.f. channels are assigned, one of them should be for educational TV.

Ithaca has come into the fray, bringing the fight to such a frothy pitch that it has occasioned the first request to go beyond present paper proceedings. Cornell University, which operates WHCU in Ithaca and wants to launch a TV station on v.h.f. channel 3, has asked for a chance for oral argument.

Cornell asks FCC to do the following: Change the assignment of WBEN-TV at Buffalo from v.h.f. channel 4 to 2, pulling 2 away from Niagara which could have a u.h.f. channel instead; move v.h.f. 4 from Buffalo to Rochester for assignment to WHAM-TV there in place of v.h.f. 6 (FCC has proposed to move WHAM-TV from 6 to 5); assign v.h.f. 3 to Ithaca. Rochester, of course, has countered with arguments of its own, with no end in sight for the final rebuttal.

Even frothier is the Philadelphia story. Under originally established FCC allocations, TV channels 3, 6, 10 and 12 went to Philadelphia. The FCC subsequently deleted channel 12 from Philadelphia and substituted a u.h.f. channel. The commission also proposed to assign channel 7 there, which was originally allocated to WDEL-TV in Wilmington, now operating on that channel, and in its last proposed allocations, FCC assigned channel 8 to Lancaster, Pa., and channel 12 to Wilmington, Del., with WDEL-TV shifting from 7 to 12.

### "We Want 12"

"The Philadelphia Daily News" Television Company (WIBG), and the City of Philadelphia, the

Pennsylvania Broadcasting Company (WIP, Philadelphia) and Philadelphia Chamber of Commerce want channel 12 back in Philadelphia. Various suggestions for substitutions elsewhere have been made by one or the other of the group, with one alternative proposed for assigning a u.h.f. channel to Lancaster instead of its present v.h.f. channel, despite the fact that Lancaster has had a TV station since 1949—WGAL-TV, on channel 4.

The Philadelphia case could knock the current proceedings off its balance, in the judgment of some FCC'ers, inasmuch as it not only involves a challenge to a going station in Lancaster, now operating on a v.h.f. channel, and a going station in Wilmington, but it also involves a channel which has already been in a pre-freeze hearing and which is now proposed to be shifted (channel 12, Philadelphia).

The chain reaction on the Philadelphia scramble has brought in, among others, the city of Binghamton. FCC had proposed to assign v.h.f. channel 12 and u.h.f. channels 40 and 46 to Binghamton, with 46 reserved for educational TV. WBNF-TV in Binghamton now operates on channel 12. WKOP, Binghamton, has proposed v.h.f. channel 7 for Binghamton, along with the others in FCC's allocation plan.

### And in Ohio

The crazy-quilt pattern is apparent in city after city. In Indianapolis, FCC has proposed to allocate v.h.f. channels 6, 8, 13 and u.h.f. channels 20 and 26, with 13 for non-commercial educational TV. Ohio State University, at Columbus, has asked FCC to delete 13 from Indianapolis and Huntington, W. Va., and delete 12 from Clarksburg, W. Va. Object of the deletions would be to give Columbus channel 12.

Net result of Ohio State's proposal would be to increase the number of v.h.f. assignments at Columbus from three to four; decrease the v.h.f. total at Indianapolis from three to two (even tho Indianapolis' population is bigger), cut Huntington's v.h.f.'s from two to one, Clarksburg's from one to none.

All of the cities involved and a few others besides are pitching into attacks on the Ohio proposal with more than usual vehemence.

## Daily Newsreel Packaged by NBC Film Unit

WASHINGTON, Sept. 29.—Theater newsreels may be in for their toughest competition in a smart, new, fully-scored daily newsreel, the first of its kind, launched this week by National Broadcasting Company.

In a demonstration here, NBC said its affiliates have first crack at buying it, but the film is available to independents as well. It runs 7½ minutes on 16mm. film which is scored with on-the-spot words and sounds plus narration and music.

Francis T. McCall, director of TV news and special events, said the package can be received at TV stations anywhere within a day after the editing. The opener here included some good shots outside the Senate hearing probing Democratic National Chairman William Boyle, Korean war shots and coverage of the New York State boxing commissioner's transfer. NBC officials said they expect that special events from the West Coast will eventually be sent by cable to New York for filming and inclusion in the day's newsreel.

## EDITORIAL

### A Simple FCC Decision

This newspaper has never taken the side of the big guy versus the little guy, or vice versa. We endeavor to call them as we see them. And tho it's patently difficult to see anything too clearly in the complex situation developing in connection with the Federal Communications Commission's proposed television channel allocations, see adjoining story, one point seems fairly clear: In a few cases, big city interests are attempting to have smaller town operators of video stations, with VHF channels, knocked off those channels so that the big cities involved may acquire additional VHF channels.

Those broadcasters in the smaller towns, presently operating VHF stations, took a gamble quite some time back. They invested their money, time and effort in the television business and worked hard to develop successful station operations. They contributed to television's phenomenal growth. Many of them have excellent records of public service despite the fact that it would have been extremely easy for them to sit back and pick up web offerings.

The big city operators who missed the boat, for whatever reasons, by not applying for, or acquiring, VHF channels in their cities when same were available, may be expected to continue to stop at nothing short of murder to grab VHF channels now.

The FCC has many difficult problems to solve in connection with the allocation proceedings, and the effective lifting of the freeze. But cases such as those referred to here are not among the difficult. The decision must be a clear-cut and unequivocal one. A broadcaster who took his gamble and invested his money, time and effort to build a VHF station in a smaller city cannot be pushed around to accommodate a big city neighbor who decided to play it cautious and see how TV developed. No fancy engineering recommendation, no soap-boxing to the effect that the larger populace must be served by an extra VHF station, can camouflage the injustice which would be done if the foresight and courage to build.

## ROGERS FIGHTS VIDEO RELEASES

Republic Says Linda Firm Okayed Distribution Deal

HOLLYWOOD, Sept. 29.—After 10 days, Roy Rogers Friday (28) completed his side of the case in his suit against Republic Pictures, with studio presenting the defendant's side starting next week in the cowboy thesp's fight to block from TV release his theatrical features produced by Republic. By deposition, Federal Judge Peirson M. Hall accepted testimony by Arthur Marquette, of the Sherman-Marquette Advertising Agency, in which the agency exec stated Quaker Oats had spent \$2,500,000 in advertising using Rogers between August, 1948, and May, 1951, and, according to Marquette's deposition, the sponsor was interested in getting the cowboy for TV. However, Marquette said, fear that Rogers' old theatrical pix would be released to TV made the sponsor unwilling to risk using Rogers via video.

Herman Selvin, attorney for Republic, brought out that Linda Pictures (production firm composed jointly of Rogers, Republic and National Theaters' booking agent, Edwin Zabel) made a production-distribution deal with Republic whereby Linda granted Republic TV rights to all films. It was further developed that Rogers' Screen Actors' Guild contract with Republic also included tele rights. Selvin also pointed out that TV was well known as an entertainment medium when Rogers' pact was made with Republic and generally recognized by people in pictures as a means of showing films.

In view of this, Selvin asked why Rogers waited until 1950 to first bring up his anti-TV stand against Republic.

Fred Sturdy, Rogers' attorney, sought to develop that theater-TV was looked upon as the logical evolution of film exhibition in theaters and that reference to TV in earlier Rogers' contracts with Republic were naturally implied to refer to theater-TV and not home means of pic showing.

## Liggett-Myers Skeds 'Dragnet' NBC-TV Version

NEW YORK, Sept. 29.—Deal was virtually set this week for Liggett & Myers to put "Dragnet" into the 9 p.m. Thursday slot on the National Broadcasting Company's TV network. This would be a video version of the AM show airing for the sponsor's Fatima brand. Whether the TV show will go for Fatimas or for Chesterfields is not yet decided.

Chesterfields, meanwhile, was preparing to expand its coverage still further, following its recent buy of the NBC 7 p.m. Sunday TV time for Bob Hope, Jerry Lester and Fred Allen. The tobacco outfit is moving back into spot radio, via extensive local buys in the New York market, including a big buy on WNBC. This may herald a major return of the cig companies to spot radio.

## KRON-TV TOP OUTLET USING TELESCRIPTIIONS

HOLLYWOOD, Sept. 29.—With the addition of Bonnie Kever's "Design for Leisure" seg, San Francisco's KRON-TV this week became nation's top user of Snader Telecriptions. Bay city outlet hit its peak with nine and three quarters weekly hours of Snader film shows, nosing out Detroit's WWJ-TV, which currently programs eight and a quarter hours of the musical short shorts.

## Educators Swamp FCC With TV Channel Bids

WASHINGTON, Sept. 29.—Educational institutions have applied to the Federal Communications Commission for more than 250 TV channels, well over the 209 proposed to be reserved for them under the FCC's allocation plan, a survey of briefs on file at the FCC revealed this week. With scores of others still to be heard from before the November 26 filing deadline, the joint committee on educational TV anticipates that scores more will file plans.

On the basis of testimony filed so far by educators, their station construction costs range from \$106,000 to \$400,000, while annual operating budget estimates run from \$18,000 to \$300,000. These estimates are running considerably below those of commercial stations. In some instances educational groups state that they plan to make use of ready-made educational films and other economical programing rather than subscribe to high cost coaxial cable services. Educational TV briefs filed with

the FCC so far have come from more than 130 cities, colleges and school systems in New England, the Middle Atlantic States, the Great Lakes States and the Northern Midwest States. Groups in these areas, from which the FCC first invited testimony, have petitioned the FCC to make permanent the 85 educational TV channels proposed by the commission for their States.

Joint Committee on Educational Television will face a shift in its line-up as the result of President Truman's nomination this week of Telford Taylor as administrator of the small defense plants administration. Taylor has directed JCET's campaign and has served as its general counsel.

## Claims Laid At FCC Door

WASHINGTON, Sept. 29.—Theater interests controlled by Fanchon and Marco, Inc., in a petition to the Federal Communications Commission charged that the proposed merger of Paramount Pictures, Inc., and the American Broadcasting Company would permit the merged company to supply TV broadcasts to its Hollywood area theaters in a manner that would subject other theaters there to "unlawful" discriminations.

In another charge the Hawley Broadcasting Company, Reading, Pa., claimed that the Eastern Radio Corporation, also of Reading, is seeking a permit for an experimental TV station that could be easily turned into a commercial station, so that it would have a head start in the race for commercial TV facilities.

## Continue Study Of Baseball TV

WASHINGTON, Sept. 29.—Justice Department plans another informal conference with professional baseball legalists after a preliminary confab here this week which explored the controversial question of restrictive telecasts.

Department spokesman said that the confabs will determine whether a formal probe will be launched. American League's attorney, Ben Fiery, and National League attorney, Louis F. Carroll, met with Justice officials.

# Saturday Night Problems Plague CBS-TV Brass

NEW YORK, Sept. 29.—The programming brain trust this week at the Columbia Broadcasting System's TV division was putting its weight behind a concerted effort to hypo the web's Saturday night line-up. The effort is said to stem from an upcoming

decision from Budweiser on whether the Ken Murray show will be renewed on CBS-TV at the end of its 13-week cycle this year.

The client, believes that Murray, now on Saturday at 8-9 p.m., is on an island, surrounded by programs that do not contribute sufficient audience interest in the face of the National Broadcasting Company's Saturday night powerhouse attractions. Indications are that the Sammy Kaye show for Lambert Pharmacal at 7 p.m. will be revamped and that Sylvania a half hour later will either be persuaded to shift "Beat The Clock" or buy another show.

### After 9 p.m.

After 9 p.m. the next two half-hours are filled by Faye Emerson and Robert Q. Lewis for Pepsi-Cola and American Safety Razor, respectively. Some juggling for these two programs is in the cards. Both Pepsi and Miss Emerson are said to favor an evening earlier in the week.

If these difficult switches can be made, the following talent and shows are likely to move into Saturday night: "My Friend Irma; Sam Levenson; Garry Moore, shifted from Thursday night, and, as a long shot, perhaps Frank Sinatra. All this juggling, however, will not be easily accomplished because practically all of the CBS-TV network time is sold out.

# Welles' Series To Be Aired In 18 Countries

NEW YORK, Sept. 29.—Some 17 countries besides the United States will air the waxed Orson Welles radio series, "Lives of Harry Lime," on a commercial basis, according to Welles, who this week was interviewed by a brace of trade press representatives via transatlantic services of the British Broadcasting Corporation. The series, being peddled by Lang-Worth, also will be sold by stations in Canada, New Zealand, Australia, South Africa, Hong Kong, Singapore, Jamaica, Trinidad, Bermuda, Germany, Belgium, Holland, Italy, Sweden, Spain, Brazil and Israel. Also, Britain and France will air it on a non-commercial basis.

When asked his opinion of British television, Welles paused significantly, and then said: "An international silence on that question!" Welles added that he's very anxious to enter production in TV upon his return to this country, around Christmas, but has no firm plans as yet.

# FTC Threshes Out Color TV Issues Again

WASHINGTON, Sept. 29.—Color TV battle was fought all over again during a three-day Federal Trade Commission confab here this week to shape up a proposed draft of trade practice rules for the TV industry. Needed on all sides on whether ads for Columbia Broadcasting System color pictures should specify CBS' 12½-inch screen limit, Richard Salant, CBS attorney and color expert, insisted that the limit is only temporary, and gave hope for a larger color screen before long.

FTC will stage another conference with TV industry representatives within a month. A public hearing on the proposed draft probably won't be scheduled until early next year. Key issues being threshed out are proposed rules governing advertisements on how present TV sets may be adapted or converted to color; how reprocessed or rebuilt TV picture tubes may be defined; and whether all types of TV sets and their various characteristics should each be defined in the trade practice rules.

# 'Crocker' Show Skedded for New ABC Slot

NEW YORK, Sept. 29.—General Mills this week was reported to have bought the noon to 12:30 p.m. period Saturdays for a TV show via the American Broadcasting Company. Altho the stanza will be called the "Betty Crocker Show," it is to be a variety type stanza, incorporating dramatic bits. Thus, the first show, on November 3, is planning a scene from Eugene O'Neill's "Ah, Wilderness."

The time slot opens up after October 13, when B. T. Babbitt's "Two Girls Named Smith" exits, as one of the three Weintraub Agency shows being dropped. Sale to General Mills enables ABC to keep programming its early Saturday hours. Dancer-Fitzgerald-Sample is the agency. General Mills this week also optioned the 11:15 to 11:30 a.m. strip on the Columbia Broadcasting System web for a show not yet selected.

# NBC-AFFIL MEET

# Spot Sales Idea, New Programs, Merchandising Follow-Thru Discussed

NEW YORK, Sept. 29. — Delayed only slightly by the ceremonies in Princeton, N. J. (Thursday, 27), celebrating Brigadier General David Sarnoff's 45th anniversary in radio, which executive Charles Denny and station relations veepee Carleton Smith attended, the meetings between National Broadcasting Company radio network brass (including Denny, Smith and Hugh Beville, H. T. Sjogren, Norman Cash and Dave Adams) and affiliated station members Jack Harris, Bob Thompson, Harry Bannister and Harold Essex resumed here Friday (28). This is the Economic Study group trying to determine a proper re-evaluation of the radio network-station relationship, and set plans for a healthier business for both (The Billboard, September 22 issue).

While all parties concerned continue to treat the proceedings as tho nothing less than the answer to the atom bomb were being developed, The Billboard learned from reliable sources that no real finalization on any of the major propositions had been reached.

The affiliates have been tremendously impressed by the overwhelming exhaustiveness of the studies made under the direction of NBC research and planning director Hugh Beville, which

not only pinpoint the effectiveness of each individual station over a span of years, but further break down in every conceivable manner the markets served by each of the affiliates. Thus an up-to-the-minute appraisal of the importance of each market on the basis of population shifts in recent years; the standing of the market as to the percentage of national retail sales volume done

in the area today against previous years; as well as such obviously important items as TV's impact on each market constitutes the over-all study. These, the affiliate members of the group concede, are facts and figures which are formidable and indisputable.

The questions of re-adjusting station vs. network option time and of re-adjusting rates stations are to receive on network shows are still in the give-and-take talk stages.

Tho, as has been indicated, no official confirmation was forthcoming The Billboard also learned that a major portion of the discussion revolves around new methods for meeting and beating competition from other radio networks, as well as from newspapers and magazines.

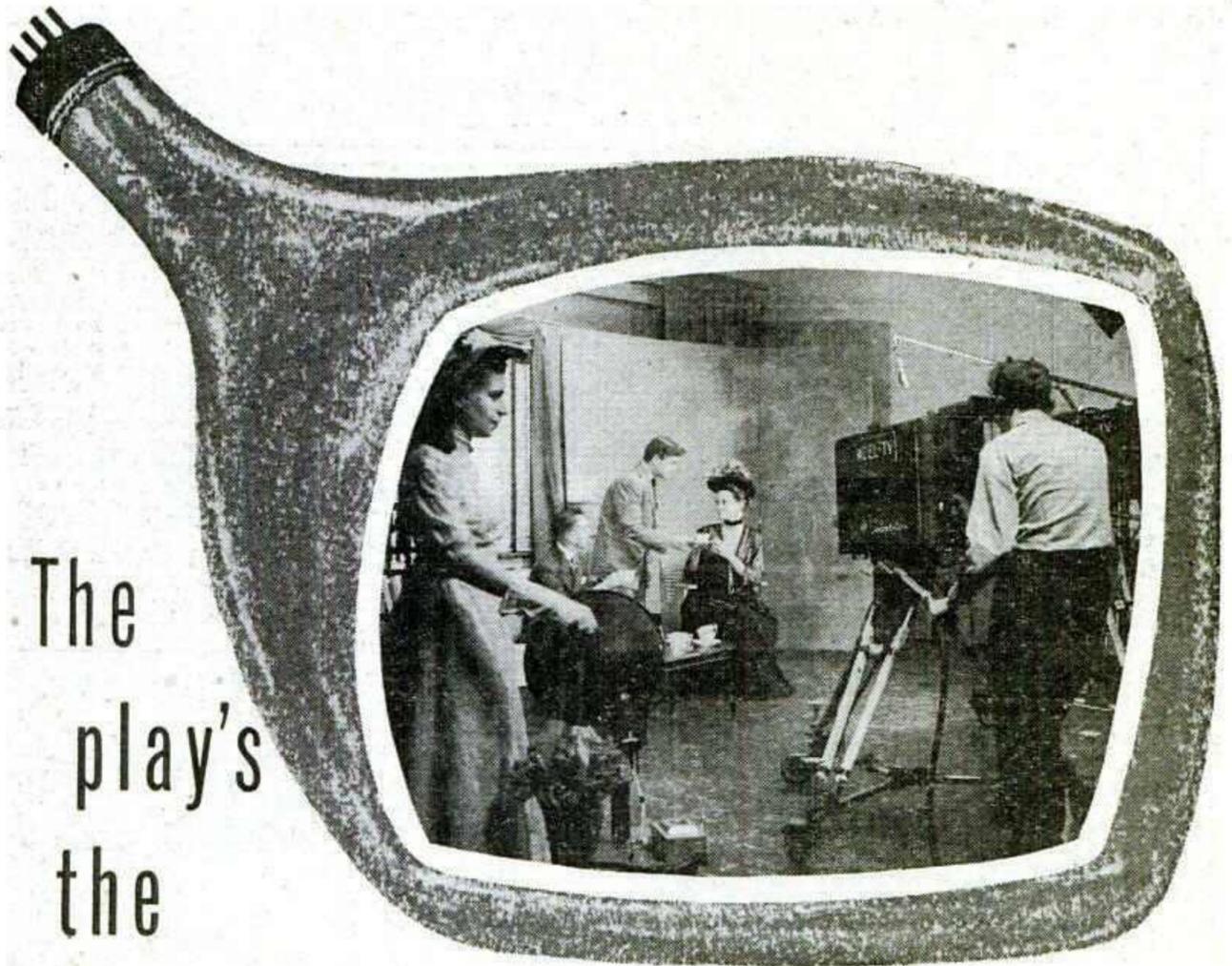
Here too, however, there is station reluctance to go along all the way. At least one of these plans can be interpreted as another variation of previous attempts on the part of NBC (as well as other radio networks) to get into the local spot sales picture. This plan calls for NBC employees to hit the road and sell 30-second, one-minute and two-minute spots for affiliated stations, on new network shows, specially produced as attractive frame-works for such multi-spot advertising. It is

(Continued on page 48)

# Set Gala Preem For Cincy Aired

CINCINNATI, Sept. 29.—Already sponsored by Bonded Oil, Burger Brewing and local Pontiac dealers on a tandem basis, "Family Theater" will kick off Monday (1) over WLW-TV here with a Hollywood-style premiere featuring Burgess Meredith. The initial film of the six-night-a-week local film series will be "The Story of GI Joe."

Leading civic, industrial, newspaper and TV personalities will pass before the WLW-TV cameras on debut night. While Meredith is here he will guest on four of the station's shows.



The play's the thing...

The E-52 Players, dramatic group of the University of Delaware, present a scene from "The Importance of Being Earnest," one of their featured productions.

During the past season, presentations by this talented dramatic group were only part of the University's TV schedule. The series also included, "Visit with Esther Alderman" and "Home and Garden Highlights," produced in conjunction with the Agricultural Extension Service; and "Baseball Clinic" conducted by the University Athletic Department.

For the 1951-52 season, WDEL-TV, in cooperation with a faculty committee, has scheduled a greatly expanded series of University telecasts.

The University of Delaware telecasts are but a few of the many local features carried by WDEL-TV in an endeavor to meet the public needs of the communities it serves.

**WDEL • TV**  
Wilmington, Delaware



Represented by **ROBERT MEKER ASSOCIATES** • Chicago • Los Angeles • San Francisco • New York

# Merchandising Plans Set by Nets To Spark Lagging Sales in Radio

NEW YORK, Sept. 29.—In a move to spark new life into lagging network radio sales, the webs are readying big merchandising plans on retail levels designed to help affiliates woo advertisers, via special local promotions and tie-up gimmicks. Coming on top of the networks' recent excursion into the multi-sales field (tandem, pyramid and like operations) the new innovation indicates that the networks, more than ever, are adopting the hard hitting, earlier sales tools of the magazine merchandising boys.

Altho merchandising tie-ups in radio are far from new (WLW, Cincinnati, and other local stations have utilized them most effectively for years), merchandise thinking on a network level was largely inspired by the recent

success of the National Broadcasting System's flag ship WNBC "Operation Chain Lightning" which manager Ted Cott launched here with much hoopla last April.

Cott's plan was built to bring in added billings from food products thru a promotion tie-up with a group of top New York super market chains. In return for gratis radio mentions and special store promotions, the chains agreed to give preferential dis-

play treatment to WNBC food advertisers. Package (\$1,500 weekly) was sold to 10 advertisers with 26-week non-cancellable contracts. The promotion proved so successful that Cott is now setting up a similar tie-up with local drug-store chains to snag more drug product advertising.

### ABC and CBS

Shortly after the "Chained Lightning" operation started, the American Broadcasting Company's outlet here, WJZ, set up a similar grocer merchandising deal with food packager Bob Bories on the Herb Sheldon Show. This week, WCBS (Columbia Broadcasting System's Manhattan outlet) introduced "WCBS Super-marketing," based on the same merchandising angle and involving tie-ups with some of the same chains participating in the WNBC operation, including A & P; Bohacks; Grand Union; King's; Food Fair; and Shopwell.

The WCBS plan, developed by general manager Carl Ward, calls for advertisers to contract for a *(Continued on page 48)*

## Program Bally Planned by NBC Is Heaviest Yet

NEW YORK, Sept. 29.—The National Broadcasting Company radio network is backing its nighttime fall program line-up with one of the largest audience promotion and co-op advertising campaigns in radio history. A total of 750,000 lines of newspaper space, over 300 full standard-size pages, will be used, along with over 200 on-the-air announcements for sponsors each week of the campaign. In dollar cost (including air shots) the promotion runs to better than the \$12,000,000 the web and its affiliates expended last year. Plan was developed by the web's ad and promotion team, Jake Evans, Pat Steel and Clyde Clem.

The radio network goes into *(Continued on page 48)*

## Lanza Switches Show to NBC

HOLLYWOOD, Sept. 29.—Mario Lanza will switch his Coca-Cola radio show from Columbia Broadcasting System to National Broadcasting Company, effective October 8. RCA Victor Records' tenor will be slotted in the 10 p.m. (EST) slot, joining back-to-back with the Boston pops series to round out the net's Monday night music block.

## 'BIG SHOW' BLUES

### Staffers Tell Troubles In Taping Paris Stanza

NEW YORK, Sept. 29.—Any producers thinking of originating a radio stanza overseas had better count on a mess of unexpected problems. If the experiences of Bud Barry, Dee Engelbach and the rest of the "Big Show" group are any criterion. The London taping of the first show of the season, which is skedded to air on the National Broadcasting Company tomorrow (30) night, went off fairly smoothly, but when the company tried to whip together the second show in Paris, things really happened.

One of the milder episodes was that which musical director Meredith Willson had with the Parisien tootlers hired to work the show. Willson, whose cornball Iowa accent makes even his English difficult to understand at times, had an almost insuperable language barrier to surmount in trying to get the orksters to play his music the way he wanted it. On top of that, they got the idea that they were hired only thru the dress rehearsal, which was to break at 8 p.m., and all had hired out on other dates for later in the evening, at the opera, in clubs, etc. It was pure inspiration that made Willson call them back as they were leaving, to make sure they understood they had to return and play the show itself. They screamed, but he managed to get them back.

Then there was Willson's experience with a temperamental Gallic male singer. He was unhappy with the choice of number Willson suggested. So he brought a record he had made and played both sides. Willson, an agreeable fellow, told the warbler to do either number he pleased, whereupon the guy changed his mind again and said he preferred Willson's number. When Willson pulled himself together and the contract was set, the singer declared that everything was now fine except for one item—time of the show's airing was unsuitable and he wouldn't be able to make it, unless the show shifted to another time. He wasn't used.

Also, there was the appearance of the fabulous Josephine Baker. Despite all the talk that preceded the taping of the show, Miss Baker wound up with the impression that, even tho' no cameras were around, the program was to be aired via NBC's

television network. So she went into a lengthy routine that lasted a full 17 minutes, including a change of costume on the stage and a complicated dance routine. When Goodman Ace asked her how this would register with a radio audience, she suggested that Tullulah Bankhead dub in a step-by-step account of her antics. Needless to say, a goodly chunk of Miss Baker's appearance was snipped out of the final tape.

## A COOL \$5,600,000\*

### That's Cowan's Score For 16 Shows on Air

By SAM CHASE

NEW YORK, Sept. 29.—When the new "Cosmopolitan Theater" program bows in on the Du Mont TV network next Tuesday night (2), it will bring to 16 the number of radio and television productions airing each week under the banner of packager Lou Cowan. One of the top operators in the business, Cowan's annual program billings, for talent and production alone, now run to about \$5,600,000.

The debut of "Cosmo Theater," sponsored by Drug Stores Television Productions, also gives Cowan the remarkable number of four stanzas on the air each Tuesday, something rare for packagers apart from the soap opera field. In addition, each show airs via a different web. Besides "Cosmo" in the 9 to 10 slot on Du Mont, Cowan has Bill Goodwin in the 3:30 to 4 time for General Electric on the National Broadcasting Company, the "Mr. Mercury" radio show from 7:30 to 8 for General Mills on the American Broadcasting Company and "Battle of the Boroughs" for R & H beer on WCBS-TV.

### 610 on Payroll

To maintain this operation, Cowan now has 610 people on his payroll in New York and Chicago, including full casts of each of the shows, office staff, salesmen, technicians, musicians, producers, etc. His local office recently moved into a flashly du-

## SPORTCASTER-- BUT THIS ONE IS NO PLUMBER

HARTFORD, Sept. 29.—Jack Smith, WDRG sports commentator, has an early-morning show from his suburban home. His listeners have learned to understand that on the Smith show there will be certain background noises of domestic origin. The other morning, however, a distant but persistent metallic bang occurred over the air. The noise continued for several mornings. Finally, one listener realized what the sound was. He showed up at Jack's front door in working clothes and with his tools. "That noise on your show," he said, "is driving me nuts. I'm a plumber. You've got an airlock in your lines. I'll fix it!"

## RELIGIOSO

### 'Pulpit' To Be Simulcast Over WJBK-TV

DETROIT, Sept. 29.—A Sunday morning program that has the combined support of each of the three major groups of religious denominations is being launched tomorrow (30) by WJBK-TV, as "Detroit Pulpit." Co-operating groups are the Jewish Community Council, the Catholic Archdiocese, and the Detroit Council of Churches, representing practically all Protestant denominations.

Unique feature will be the realistic division of speakers' appearances—with a different speaker each Sunday—in proportion to the population strength of each group, instead of upon the conventional basis of token, equal division of time. Result is expected to be a better balanced serving of the public interest. Other unusual feature is that all denominations are co-operating in this joint religious activity, tho each will appear upon different programs.

Show of the same title has been broadcast on WJBK, radio affiliate, for a year, and will continue to be simulcast in the new format. "Detroit Pulpit" is scheduled for 8:45 to 9 a.m., and is to be followed by "Lamp Unto My Feet," Columbia Broadcasting System religious feature, for a half-hour.

## DOLLARS, INC.

### New Premium Firm Serves Radio Outlets

WASHINGTON, Sept. 29.—A new gimmick to stimulate merchandising thru radio advertising has been launched here by Radio Dollars, Inc., in a copyrighted premium plan which will "franchise" only one station in each community. Advertisers buying a minimum of radio time will be authorized to give Radio Dollar coupons to their customers in the same proportion as the customer's purchase. The customer then saves up his coupons to be turned in to Radio Dollars, Inc., for more than 100 nationally advertised items such as gas ranges, deep freezers, refrigerators, hosiery and electric appliances.

The new corporation is headed by Ben Strouse, veepee and general manager of WWDC here. Strouse said the plan "provides local radio stations with the first opportunity to get into the premium business and to offer top quality, nationally advertised premiums to their local sponsors."

Stores participating are supplied with a Radio Dollar emblem containing the franchised station's call letters, as well as a special catalog displaying the nationally advertised items available. The stores identify themselves on the air as "Your Radio Dollar Store." The stations publicize both the items offered as premiums and the names of participating advertisers. Stations that have signed up include WWDC; WARL, Arlington, Va.; WITH, Baltimore; and WLEE, Richmond.

## Actors Status Employees In Puerto Rico

WASHINGTON, Sept. 29.—Part-time actors who work as little as 16 hours a year for the company can take part in union elections and have the same union representation as other persons employed by Colgate-Palmolive-Peet Company for its four programs in Puerto Rico, the National Labor Relations board ruled this week.

In order to guarantee the talent for its Puerto Rican programs, Colgate, with main offices in Jersey City, maintains a staff of regular and part-time employees in Puerto Rico.

In another decision this week NLRB ordered elections among employees of stations KFMB, KCBQ, KGB and KSDO in San Diego, Calif., to determine whether they want to be represented by the National Association of Broadcast Engineers and Technicians, CIO, or by the International Brotherhood of Electrical Workers, AFL.

## Mennen Plans To Drop 20??

NEW YORK, Sept. 29.—Mennen this week was close to dropping "Twenty Questions" on the Du Mont network, Fridays 8-8:30 p.m. The advertiser has its new agency, Kenyon & Eckhardt, looking at packages.

## General Foods Mulls Program Change on CBS

NEW YORK, Sept. 29.—The Columbia Broadcasting System this week, it was reported, asked General Foods to replace "It's News to Me" with a stronger show on its TV web. Program, now in the important 9:30-10 Monday evening slot, hasn't the power to withstand its competition, according to CBS-TV.

General Foods will probably replace its present show with "Claudia," which it recently acquired. "Its News to Me" may be moved to a marginal time. Also at CBS-TV, the Embassy Cigarette program, "The Web," Tuesday, 9-9:30 p.m., is not in too strong shape. Client may be persuaded to put more dough into the package or to replace with another more polished program.

## Colgate Reviews Two CBS Video Time Segments

NEW YORK, Sept. 29.—Colgate this week renewed its 11-11:30 daytime strip on the Columbia Broadcasting System's TV network. Client also renewed Wednesday, 9-9:30 p.m., on the web.

Altho indications were that Colgate would shift its TV business along with its radio business to the National Broadcasting Company, which acquired the daytime half-hour radio strip, the advertiser decided against putting too many of his eggs in one basket. Present Colgate show in the daytime strip on CBS-TV is "Strike It Rich," but the sponsor is said to be looking over other packages of the same nature. "Strike It Rich" is also in the nighttime spot on CBS-TV, but probably will be replaced shortly by a more pretentious program.

## Latest Benny TV Plan Is for 6 or 8 Starts

NEW YORK, Sept. 29.—Jack Benny will do six or more TV shows this season despite reports he would limit his activity to not more than four stanzas. Opening Benny program is set for November 4 via Columbia Broadcasting System and will originate from Hollywood, as will all the comic's efforts. It goes into the 7:30 Sunday slot regularly occupied by "This Is Show Business."

Altho the dates of his other appearances are not yet set, it is believed Benny will be on once during every month of the coming season except February and May.

## Para TV-Color Sets To Go on Sale Soon

NEW YORK, Sept. 29.—The first of the new Paramount TV receivers, equipped with the new Paramount tube, are due to reach the market for public sale within four weeks. They will be marketed at first thru a single outlet in New York, which traders believe will be Hearn's Department Store. Hearn's is part of the City Stores chain, president of which is Herbert Schwartz, who also is on the Paramount board of directors.

When national distribution of the sets is desired, City Stores also may place them on sale in its outlets in other major centers. These include Philadelphia, Bos-

ton, Trenton, Memphis, Birmingham, Louisville, Miami, New Orleans and Oakridge, Tenn. The Paramount sets will be equipped to receive color broadcasts of the Columbia Broadcasting System.

Meanwhile, the CBS-Columbia color sets hit the market yesterday, with a big co-op advertising splurge. However, the retailers in New York seemed uncertain as to how to play them. Some, like Namm's and Abraham & Straus, stressed demonstrations for the public via airing of the CBS color grid coverage. Others, like Hearn's, Gimbel's and Davega, pushed sale of the sets themselves.



OCTOBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

THURSDAY  
**4**  
 OCT. 1951

*Big news from New Orleans -  
 WDSU becomes the NBC  
 affiliate today!*  
 R.D.S.

*Historic Brulatour Courtyard  
 Home of W D S U*

This One

80N9-XA3-QND1

### N. Y. RADIO-TV SCORES

## 7-Day Count Shows CBS Outlets Lead Radio (Sept.), TV (Aug.)

### Independent Stations Not In TV Top 10

NEW YORK, Sept. 29.—WCBS-TV led five days out of the week the Videodex study of New York evening tele viewing for the top 10 shows for the seven nights during the first week of August shows. And the other two nights, the Columbia Broadcasting System station was a heavy contender. On Tuesday, when WNBT, key outlet of the National Broadcasting Company, carried six of the 10 top shows, with its "Fire-side Theater" in first place, WCBS-TV had the shows in second, third and fourth place in close order. And on Friday evening, when each of those stations counted four each in the first 10 places, CBS shows came in first and second.

Only indie station to place in that week's sweepstakes was WPIX, the "New York Daily News" station, with the Yankee-Washington game Monday night. WOR-TV and WATV had no representation among the daily leaders.

The Videodex survey covered shows on from 7 p.m. to sign off. The complete listing of the top 10 for each of those days in New York appears on this page.

### Fellows Names New NARTB Committees

WASHINGTON, Sept. 29.—Attendance at district area meetings of the National Association of Radio and Television Broadcasters are running far ahead of last year's, NARTB announced this week. Total attendance at seven district meetings, which are only half those scheduled, is 642, while total attendance for all of 1950's confabs was only 600.

Chief drawing card at the meets has been NARTB President Harold E. Fellows, who promotes plans for "employing radio to sell radio." Fellows this week announced appointments to remaining NARTB standing committees, with chairmen named as follows: By-Laws Committee A. D. Willard Jr., WGAC, Augusta, Ga.; Convention Committee, James D. Shouse, WLW, Cincinnati; Membership Committee, Craig Lawrence, WCOP, Boston, and AM Radio Committee, Glen Shaw, KKK, Oakland, Calif.

NARTB's Kansas and Oklahoma district passed a resolution disapproving a presidential order extending security rights to all federal civilian agencies voicing fear of needless and dangerous censorship spread.

### Plots Methods Of Sponsorship

WASHINGTON, Sept. 29.—Defense Department bigwigs are planning a top-level confab Monday (1) on methods for sponsoring radio and TV shows. A spokesman said the conference will probably result in plans seeking a non-expense arrangement for two impending radio recruiting programs featuring singer Frankie Laine and sports announcer Bill Stern. The upcoming confab is the result of recent Capitol Hill criticism of Army Air Force arrangements to spend \$689,469 on the Laine and Stern shows.

The Defense Department's current budget requests for upcoming spending on recruiting calls for an outlay of \$1,000,000 to be divided among the six Army Commands for radio and newspaper ads, and an additional \$339,000 to be spent by the Navy to put together radio shows. Plans made some time ago called for the Laine program's starting October 7 over the Columbia Broadcasting System, with Stern to start December 1 for 26 weeks on the National Broadcasting Company.

### RE ADJOINING TV-AM STUDIES

NEW YORK, Sept. 29.—Studies in the adjoining columns, showing the top 10 television shows in New York for each of the seven days of the week, are made by Videodex and Pulse, Inc., respectively. They must not be confused, nor related to each other. To begin with, the two research organizations use different techniques in gathering data (Videodex uses diaries; Pulse employs personal interviews), and the studies cover different periods. The Videodex TV study covers the first week in August, and thus represents the summer season; while the Pulse radio study is for early September, when some fall shows were returning.

### KNBH Pacts West Coast Jazz Spots

HOLLYWOOD, Sept. 29.—KNBH (NBC) is moving out of the studio and into entertainment spots for programming. Station this week inked with one of the two major jazz spots here, the Oasis, for a weekly half-hour remote. The NBC affiliate recently began televising a 30-minute show from the Palladium. Nitery, now the only local one housing a tele program, also signed with NBC for three weekly 15-minute shows on the regional net.

Both programs are sustaining and will originate the beginning of October. Deal was set by the club's praisers, Jo Brooks and Jules Fox, who instigated one of the first tele shows from any nitery in the country at the Red Feather three years ago. The NBC (KFI) show is in the 10:15 p.m. slot and will feature Lionel Hampton on the initial broadcast. KNBH is still working over plans and it is possible the set will be on Sundays.

While no other cafes use remotes, the Aragon, Palladium and Santa Monica ballrooms all have tele spots.

### TV Exec Hits Theater Policy

WASHINGTON, Sept. 29.—Charging that Samuel Pinanski, retiring president of the Theater Owners of America, has a "public be damned" attitude towards exclusive theater telecasts of the Robinson-Turpin and other major fights, Jerome W. Marks, chairman of the Fair Television Practices Committee, declared Thursday (27) that the public "naturally resents boxing promoters and theater owners joining together to squeeze greater box-office returns through depriving both radio and television audiences of any participation whatever in major public events."

Meanwhile, the Justice Department is continuing its several weeks' old investigation of the International Boxing Club, charged by the FTPC with "monopoly" operations. FTPC has formally complained against restrictive boxoffice telecasts.

### "Joe Palooka" All Set for TV Filming

NEW YORK, Sept. 29.—Roger Carlin this week pacted Joe Kirkwood Jr. and Kathy Downs for the roles of Joe Palooka and Anne Howe for TV film series based on the Ham Fisher comic strip. Maxwell-Carlin Productions will begin shooting on the Coast about January 1.

Scripts will begin getting the okay next week for the series, which will run 30 minutes for once-weekly showing.

### Drama Plus Whodunits Win for CBS

NEW YORK, Sept. 29.—WCBS carried a majority of the top rated radio shows four nights out of the week, a Pulse study of radio listening in New York early in September shows. And, out of the total number of shows that placed among the top five their respective days, WCBS had more than any of the other stations, just a shade less than a majority.

The complete listing of the top evening shows in New York each day of the week, according to Pulse, appears on this page. A majority of them are in a dramatic format, and most of those are mysteries.

The only indie station that placed a show among the daily toppers was WNEW with its "Make Believe Ballroom" record show.

Top rated segment in town that period was President Truman's speech from the Japanese peace treaty conference at San Francisco, with the "Lux Radio Theater" and Walter Winchell following.

### WFIL Sets 6 1/2 Hours of Sat. Night Music

PHILADELPHIA, Sept. 29.—In an all-out campaign to woo the Saturday night stay-at-homes away from their television sets—even if for only part of the night, and particularly to get those content with only radio, WFIL has radically revised its program schedule for the big week-end night to make it a continuous round of music. From 6:30 p.m. to 1:00 the next morning, it's a complete variety of musical styles—for the most part via recordings. Only break in the music and song will be a 10-minute interlude at midnight to allow for news and late sports results.

The Saturday night six-and-a-half hours of music starts off at 6:30 p.m. with a 30-minute RCA Victor platter package, "Stars Review the Hits." From 7 to 8 it's two 30-minute sessions of Western music starting with "Old Chisholm Trail," an ET from the World Program Service, followed by the Eddy Arnold show, a sponsored ET for Ralston-Purina.

Biggest musical spot is slotted between 8 and 10:30 p.m. and given to Jeff Scott, who was recently added to the station's d.j. staff. A participating stretch tagged Jeff Scott's "Music Room," puts particular emphasis on the jazz classics from Scott's personal library and his own extensive library of taped interviews with the musical greats. Next half hour offers the only live music, picking up from the ABC network the Buddy Weed Trio at 10:30 and the New Yorkers unit at 10:45.

"Valley Forge Stardust Time," one of the town's top d.j. shows with Bob Horn handling the waxes for Valley Forge Beef, carries on the recorded music parade from 11 to midnight. Following the 10-minute interlude of news and sports, Marge Weiting, fem d.j. also recently added to staff, comes on at 12:10 until 1 a.m. with her participating "Street of Dreams" record spin.

### FCC Puts Off Theater Video

WASHINGTON, Sept. 29.—Bogged down with TV allocations for months to come, the Federal Communications Commission this week announced deferment of hearings on theater TV until next February 25. The already once-deferred hearing had been scheduled for November 26.

Under the latest deferment, interested parties are given until January 25 instead of October 26 to file witness lists and testimony subjects.

### N. Y.'S TOP 10 (AUG.) VIDEO SHOWS, TOP 5 (SEPT.) RADIO

	Videodex Rating		Videodex Rating
<b>Sunday (5)</b>			
1. Toast of the Town... WCBS	38.5	4. The Web... WCBS	15.6
2. Philco TV Playhouse... WNBT	28.8	5. Strike It Rich... WCBS	12.7
3. What's My Line... WCBS	18.8	6. Stars Over Hollywood... WNBT	11.6
4. Go Lucky... WCBS	11.6	7. Camel News Caravan... WNBT	9.2
5. First Run Theater... WABD	10.8	8. The Early Show... WCBS	7.6
6. Celebrity Time... WCBS	10.4	9. CBS News... WCBS	7.4
7. Leave It To the Girls... WNBT	8.0	10. Adventure Playhouse... WABD	5.2
8. Sunday News Special... WCBS	7.6	<b>Thursday (2)</b>	
9. The Late Show... WCBS	6.4	1. Burns and Allen... WCBS	24.8
10. Guest House... WCBS	5.7	2. Racket Squad... WCBS	21.0
<b>Monday (6)</b>			
1. Talent Scouts... WCBS	26.0	3. Ford Festival... WNBT	20.2
2. Lights Out... WNBT	23.5	4. Treasury Men in Action... WNBT	16.0
3. Somerset Maugham Theater... WNBT	17.6	5. Crime Photographer... WCBS	15.9
4. Cameo Theater... WNBT	14.0	6. Amos 'n' Andy... WCBS	15.1
5. Summer Theater... WCBS	13.2	7. Big Town... WCBS	10.0
6. Baseball Yankee vs. Washington... WPIX	11.9	8. Camel News Caravan... WNBT	8.8
7. CBS News... WCBS	9.2	9. Blind Date... WJZ	8.4
8. Horace Heidt... WNBT	9.2	10. The Early Show... WCBS	8.0
9. Camel News Caravan... WNBT	9.2	<b>Friday (3)</b>	
10. Meet the Press... WNBT	8.0	1. Man Against Crime... WCBS	18.8
<b>Tuesday (7)</b>			
1. Fireside Theater... WNBT	24.4	2. Film Firsts... WCBS	16.5
2. Film Theater of the Air... WCBS	21.0	3. Cavalcade of Stars... WABD	12.6
3. Suspense... WCBS	20.0	4. Live Like a Millionaire... WCBS	11.6
4. Danger... WCBS	19.6	5. Battle Report... WNBT	10.8
5. Original Amateur Hour... WNBT	16.6	6. Twenty Questions... WABD	9.9
6. Circle Theater... WNBT	14.8	7. 11 p.m. News... WCBS	9.6
7. Cavalcade of Bands... WABD	13.1	8. Door With No Name... WNBT	9.6
8. Juvenile Jury... WNBT	10.4	9. The Clock... WNBT	9.4
9. Camel News Caravan... WNBT	9.2	10. Camel News Caravan... WNBT	8.8
10. Meet the Press... WNBT	8.0	10. Front Page Detective... WABD	8.0
<b>Wednesday (1)</b>			
1. Godfrey and Friends... WCBS	22.0	<b>Saturday (4)</b>	
2. Kraft TV Theater... WNBT	21.2	1. The Show Goes On... WCBS	14.7
3. Break the Bank... WNBT	19.7	2. Songs for Sale... WCBS	12.0
<b>Thursday (1)</b>			
1. Lux Radio Theater, WCBS, 9-10... 11.6		3. Wonderful Town... WCBS	11.6
2. Godfrey's Talent Scouts... 7.4		4. Budweiser Summer Theater... WCBS	10.2
3. The Lone Ranger, WJZ, 7:30-8... 6.9		5. TV Teen Club... WJZ	9.8
4. Bob Hawk Show, WCBS, 10-10:30... 6.3		6. Beat the Clock... WCBS	8.8
5. Suspense, WCBS, 8-8:30... 5.6		7. Midwestern Hayride... WNBT	6.8
<b>Friday (7)</b>			
1. President Truman (all stations) 18.3		8. Manhunt... WNBT	5.2
2. Life with Luigi, WCBS, 9-9:30... 5.8		9. Sammy Kaye... WCBS	4.2
3. Meet Millie, WCBS, 9:30-10... 5.0		10. Double "C" Ranch... WNBT	4.2
4. Big Town, WNBC, 10-10:30... 5.0		1. The Lone Ranger, WJZ, 7:30-8... 5.5	
5. Make Believe Ballroom... 4.6		2. This is Your FBI, WJZ, 8:30-9... 5.3	
6. WNEW, 5:30-7... 4.6		3. Man Called X, WNBC, 9:30-10... 4.8	
7. American Agent, WJZ, 8-8:30... 4.4		4. Screen Directors' Playhouse... 4.6	
8. Dr. Christian, WCBS, 8:30-9... 4.4		5. Mr. Aladdin, WCBS, 9:30-10... 3.6	
9. The Lone Ranger, WJZ, 7:30-8... 4.4		6. Gene Autry, WCBS, 8-8:30... 3.6	
10. Jack Smith, WCBS, 7:15-7:30... 4.4		<b>Sunday (9)</b>	
<b>Monday (10)</b>			
1. Hallmark Playhouse... 5.8		1. Walter Winchell, WJZ, 9-9:15... 9.1	
2. Philip Morris Playhouse... 5.8		2. Louella Parsons, WJZ, 9:15-9:30... 7.8	
<b>Tuesday (4)</b>			
1. The Fat Man, WJZ, 8:30-9... 5.0		3. Theater Guild, WNBC, 8:30-9... 6.1	
2. The Line Up, WCBS, 9-9:30... 4.6		4. Stop The Music, WJZ, 8-9... 5.0	
3. Big Story, WNBC, 10-10:30... 4.6		5. Meet Corliss Archer... 4.7	
4. Make Believe Ballroom... 4.6			
5. WNEW, 5:30-7... 4.6			
<b>Wednesday (5)</b>			
1. The Fat Man, WJZ, 8:30-9... 5.0			
2. The Line Up, WCBS, 9-9:30... 4.6			
3. Big Story, WNBC, 10-10:30... 4.6			
4. Make Believe Ballroom... 4.6			
5. WNEW, 5:30-7... 4.6			
<b>Thursday (6)</b>			
1. Hallmark Playhouse... 5.8			
2. Philip Morris Playhouse... 5.8			

### \$1,250,000 BID FOR A&C FILMS IS "TOO CHEAP"

HOLLYWOOD, Sept. 29.—Abbott and Costello this week turned down an offer of over \$1,250,000 from Admiral for their 39 half-hour video film series. Deal was to be made thru the National Broadcasting Company. The comics rejected the Admiral purchase because they believed they could get more money for their films.

### Sindlinger Suit To Be Resumed

NEW YORK, Sept. 29.—Next month will see a resumption of Albert Sindlinger's suit against A. C. Nielsen and C. E. Hooper in Eastern District Court of Pennsylvania. The suit, originally filed for \$2,500,000 damages in March 1950, charged the defendants with illegal use of a confused patent situation, interference with investors and potential clients, and monopolistic practices and restraint of trade, in alleged curbing of expansion of Sindlinger's Radox rating service.

Federal Judge Guy K. Bard has reduced the amount of damages asked to \$1,500,000 in the course of legal skirmishes over the past 18 months. The Radox operation suspended operation last September due to lack of funds.

### Latex Corp. Drops "Fashion Magic"

NEW YORK, Sept. 29.—International Latex Corporation this week axed its "Fashion Magic" television show, which has been airing via the Columbia Broadcasting System. Stanza was in the 11 to 11:30 a.m. slot Saturdays.

Footo, Cone & Belding is the agency.

### HOE-DOWN

## NBC Sets Plan For Country Talent Quest

NEW YORK, Sept. 29.—Arrangements were set yesterday (Friday) for a number of special promotions to be added to the new web radio show, "Talent Search, Country Style," which will bow on the National Broadcasting Company next Saturday (6), from 9 to 9:30.

The stanza, first competition featuring country type music on a web, will offer as grand prize a recording contract with RCA Victor. Each week's winner will get a week's booking at the Village Barn nitery, New York, plus additional personal appearance arrangements currently being mapped out.

Folk artists will be rounded up for the web show with the active help of NBC affiliates all over the

### "Cowboy" Pic Series Starts

HOLLYWOOD, Sept. 29.—"Cowboy G-Man," TV film series co-starring Jackie Coogan and Russell Hayden, this week started rolling on a regular production sked basis. Series is being produced by Telemount Pictures, Inc., with interiors shot at California studios where Telemount headquarters and exteriors filmed at the Jack Ingram Ranch.

Harry D. Donovan is Telemount prexy and producer, with Stanley Murphy as veepee and associate producer. Venture marks their initial step into TV film making after years' in theatrical movie production. Series is being filmed on color stock with black and white dupes for present day TV release. Series will be distributed by Telemount.

**SCATTERED TV**

**Outlets Move To Cheaper Philly Areas**

PHILADELPHIA, Sept. 29.—Local radio, which for many years has been centralized in the hub of the city, is now being decentralized. WDAS, independent outlet which had been located for a score of years in the heart of town, readies a move away from the hub in what would amount to the low rent district. Max Leon, who recently acquired the station, will set up WDAS in a building of his own adjoining the historic Betsy Ross House. Plans call for the studios to be combined with a music school.

WPEN was the first last year to move out of the high rent district, also moving into quarters which include a Sun Ray Drug Store, the chain outlet which owns and operates the station. WFIL-TV started the trend when studios were set up away from the downtown radio adjunct in the West Philadelphia section of the city. The sharpest break will come with the completion of the new WCAU Center now under construction outside the city limits to house all the radio and TV facilities.

**Majority of Mutual Stations Okay MGM Deal**

NEW YORK, Sept. 29.—On the basis of station returns to date, chances are the Mutual Broadcasting System-Metro-Goldwyn-Mayer programming deal will be accepted by the majority of Mutual's affiliates according to Mutual proxy Frank White. Approximately one third of Mutual's affiliates have been heard from so far, and 95 per cent of them have agreed to carry the complete MGM Radio Attractions programming for the 8-9 p.m. Monday thru Friday and the Saturday 8:30-9:30 p.m. slots.

Meanwhile, Mutual salesmen are still in the dark as to exactly which MGM shows they should start pitching to advertisers. Consequently the MGM-Mutual meeting to finalize the deal and complete programming plans (originally scheduled for October 19) has been moved up to October 15.

**Altes Beer Drops Ina Hutton Seg**

HOLLYWOOD, Sept. 29.—After 54 weeks Altes Beer will drop its sponsorship of KTLA's Ina Ray Hutton show October 9. Brewery has bankrolled show since October 3, 1950, soon after its entry into the Southern California market, shelling out \$3,000 per week for the hour-long weekly seg. Altes intends to remain in TV, but will switch to another type show, feeling it has exhausted its possible audience via the Hutton seg.

Beer maker will continue to sponsor Tom Hanlon's "Merry-Go-Round" on its twice weekly half-hour sked via KNX.

**'Miami News' Staff Gabs Over WTVJ**

MIAMI, Sept. 29.—The Miami Daily News this week started the first of a series of five-day-a-week programs over WTVJ with the title "Meet the News." The format of the show calls for a discussion of current topics, trends and analysis by the various editors of The Daily News.

The show is a 10-minute segment at 6 p.m. People who make the news and the reporters who gather the news will be presented from time to time.

Herb Rau, amusement editor of the paper and also The Billboard correspondent in South Florida, was an early guest, devoting his stint to a discussion of show business in this area.

**Welch's Sets 5 Digit "Crusade" Bally Budget**

NEW YORK, Sept. 29.—Welch's Wine has set up a five figure promotion budget to push "The March of Time's" new TV film series "Crusade In the Pacific," which the firm will sponsor over KECA, Los Angeles, beginning November 11 and over WJZ-TV, here starting October 30. The agency is Al Paul Lefton.

The new "March of Time" series has been sold in 42 markets to date, with Miller Brewing Company buying it in 15 cities, and Pennsylvania Electric Company picking up the tab in two. Other advertisers include: W. Burton Guy & Company; Stegmaier Brewing Company; National Shawmut Bank; Marine Midland Bank of Western New York; City National Bank & Trust Company; Society for Savings; City National Bank; Stewart Dry Goods; Northwestern National Bank; Third National Bank; American Brewing Company; R. M. Hollingshead Corporation; Mellon National Bank & Trust Company; Citizens Savings Bank of Providence; Pawtucket and Cranston; First National Bank in St. Louis; Stromberg-Carlson; and the Detroit Bank.

The latter outfit, which has

**SAMMY KAYE BOOKED FOR 'DUMMY' SHOWS**

NEW YORK, Sept. 29.—In addition to his radio-TV and one-nighter chores this fall, band leader Sammy Kaye will also conduct a weekly "dummy" broadcast of his "Sunday Serenade" show for Sylvania.

Kaye was originally scheduled to tape the radio show in each city visited during his forthcoming 26-week tour, and Sylvania had planned considerable advance hoopla in connection with the broadcasts for local distributors. However, this week the network decreed that Kaye must tape the show in New York each week when he flies here for his Saturday night TV program.

Rather than disappoint their distributors, Sylvania has arranged for Kaye to present a complete "Sunday Serenade" in each city, complete with special "broadcast" tickets, auditorium and "dummy" mike.

been sponsoring the series since August 28 over WXYZ, Detroit, reported its first three commercials for special checking account customers was so successful they had to stop plugging the service. All 35 bank branches chalked up over-capacity business in that department, the following week.

**Battle Lines Shape Up Over Hennock Judgeship**

WASHINGTON, Sept. 29.—President Truman's Federal judgeship nomination for Federal Communications Commissioner Frieda B. Hennock hangs in the balance of incompleting closed-door hearings of the Senate Judiciary committee. Because of preponderant opposing testimony which was placed before the committee in a day and a quarter of hearings this week, Capitol Hill speculation at the week-end gave Miss Hennock less than an even chance to win Senate confirmation for the judgeship. However, an important committee source cautioned against premature speculation, emphasizing that supporters of Miss Hennock's still haven't had their round, with the exception of John T. Cahill, counsel to Radio Corporation of America, and several women's bar associations in New York, Westchester and Nassau Counties. The Committee is scheduled to resume hearings Tuesday (2).

With Congress pushing toward a wind-up sometime in October, the time element is a growing hurdle for the Hennock nomination. The delay increases the possibility of a floor fight in the event the Committee hands up a report. Several more opponents of the nomination are yet to be heard in addition to a big array of supporters. Sen. Pat McCarran, committee chairman, said he does not expect to call Miss Hennock to the stand, but she will be free to

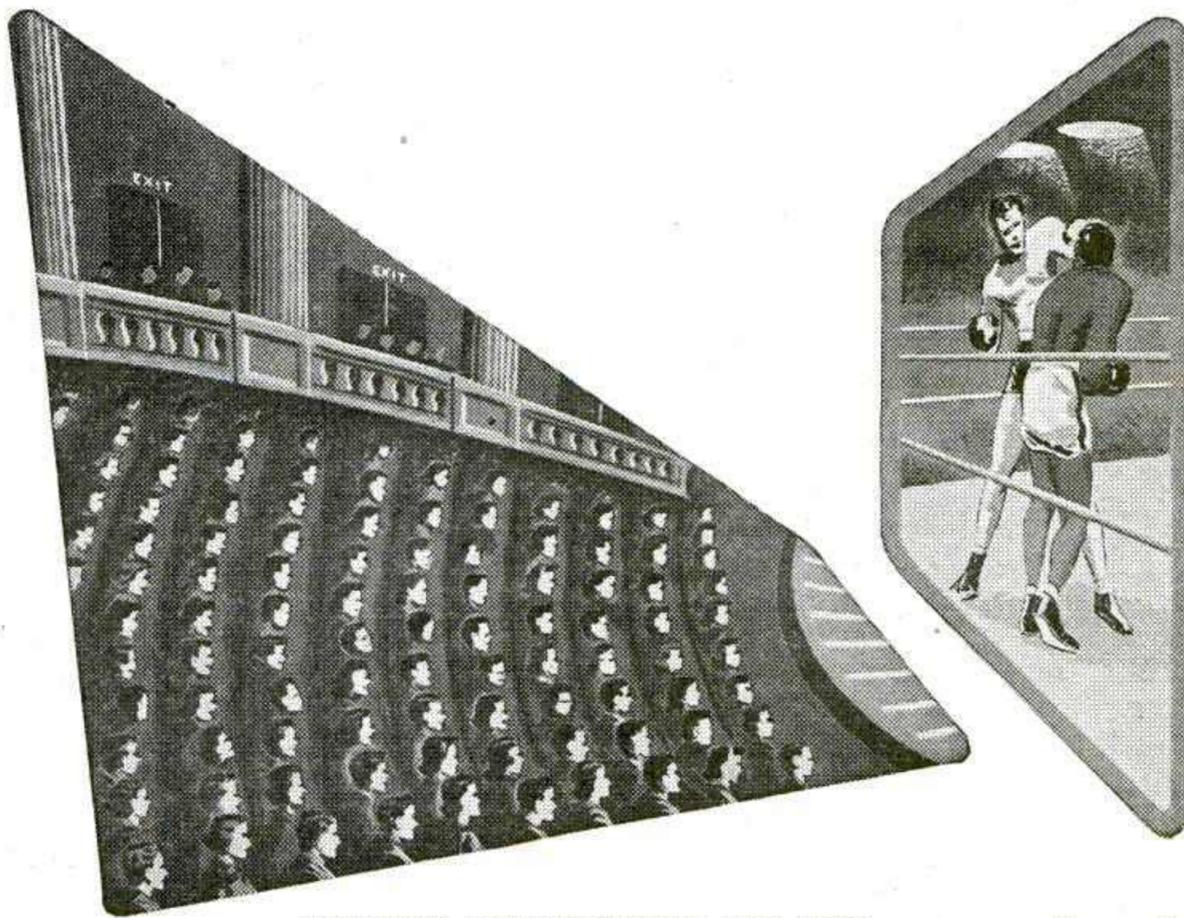
testify if she chooses. The lady commissioner has been attending the closed sessions.

**Opposition**

Yesterday's (28) session lasted less than an hour, because committee members had to attend a morning session of the Senate. Two witnesses appeared yesterday against Miss Hennock's nomination. They were: Howard F. Burns of the American Bar Association, and Chester Wood, New York Bar. It was reported that Judges John Mullen and James G. Wallace of the Court of General Sessions in New York have been asked to testify. At the first day's session, opponents included: Whitney North Seymour, president of the Association of the Bar of the City of New York; Louis Loeb, chairman of the Judiciary Committee of the Association; Leo P. Fennelly, a member of that committee and former Assistant U. S. Attorney; Henry Root Stern, member of the New York County Lawyers Association's Judiciary Committee.

The line-up of supporters of the nomination ready to testify include: Justice Agnes Craig of New York City Municipal Court; Louis S. Posner, former vice-chairman, New York Mortgage Commission; Jacob Holtzman, member of the New York State Board of Regents, and spokesmen for several

(Continued on page 13)



**29,000 RINGSIDE SEATS—at movie prices**

On June 15, almost 29,000 people in several cities watched a heavyweight fight on movie screens as television cameras at ringside brought the event from Madison Square Garden. And Big Screen Television made its bow to the public over the network provided by the Long Lines Department of the American Telephone and Telegraph Company.

Since then other fights have gone over the Bell System's television network. And future plans call for more events going to more theaters, reaching more people.

This new kind of showmanship is one

more example of the use made of the Bell System's network... facilities made possible by the experience and imagination of Bell engineers. The equipment for these facilities is specialized and expensive. Much of it must be precise and delicate, yet sturdy and long-lasting.

Last year the Bell System doubled its television channels, bringing them up to almost 23,500 miles. The value of coaxial cable, radio relay, and associated equipment used for television purposes is nearly \$85,000,000. Yet the service is supplied at a very moderate rate.

**BELL TELEPHONE SYSTEM**



PROVIDING TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW

## Theater Ops to Seek Six Closed-Circuit Channels

NEW YORK, Sept. 29.—Over 700 delegates to the 1951 convention of the Theater Owners of America heard Mitchell Wolfson of Miami, chairman of the TOA Television Committee, report that "it is our present thinking that we must seek sufficient channels to permit six simultaneous shows on theater television." He also said that a joint industry policy meeting recently resulted in "agreement among the dominant elements in the motion picture industry concerning the basic issues in theater television. TOA, Allied and MPPA all agreed on the major issues."

Wolfson urged all operators to "adapt this splendid medium to your theaters sooner or later—preferably sooner," and also to "look carefully into television broadcasting and get into that field if possible." He said that theater TV showings would go beyond sports events to include such items as musical comedies,

stage plays, circuses, operas, ballets and even motion pictures themselves.

Discussing subscription TV in the home, however, Wolfson said that devices such as Phonovision, Skiatron and Telemetering have shown "no evidence that they are commercially feasible." He also questioned whether the government, "as a matter of law," could authorize use of the limited channels for such toll services, or if it would, even if possible. That reason, he said, together with the many other problems a toll home service would face, "makes it seem impossible that we need now be concerned about that type of television development."

As to the impact of home TV on theater attendance, Wolfson said that "good pix, outstanding service and comfort are a big answer to TV competition." He said the impact of TV on attendance has been over-rated, and the worst is over in current TV areas, where heavy set installations already were made. He strongly urged exhibitors in TV markets to utilize advertising on TV as a means of stimulating business.

A report by Morris Loewenstein of Oklahoma City, chairman of TOA's local legislation and tax committee, disclosed that several States are introducing licensing and tax charges to houses installing theater TV equipment. He said Pennsylvania is faced with the suggestion of a \$1,500 yearly license fee and New Jersey may levy a 5 per cent additional tax. TOA's directorate will seek a test case to test the validity of such bills.

## Senate to Vote On Race Tip Broadcast Bill

WASHINGTON, Sept. 29.—Legislation prohibiting broadcasts of race tipster news prior to the actual start of a horse or dog race, is headed for a Senate floor vote after having been favorably discharged this week (27) by the Senate Foreign and Interstate Commerce Committee. The bill defines as a federal offense any transmission of gambling information, including wagers, jockey weights and identities, scratches, and the like, until after the actual start of the horse race in which the tipster news is involved.

The bill was one of a trio of favorably discharged measures sponsored by the Senate Special Crime Investigating Committee. Chairman Wayne Coy of the Federal Communications Commission emerged victor in a hassle with Department of Justice on one of the bills discharged by the Senate Interstate and Foreign Commerce Committee. The committee went along with Coy who had objected to a Justice-backed provision to saddle FCC with the job of licensing race news services (The Billboard September 29). As amended by the committee, the bill places responsibility of Justice Department to scrutinize the outfits licensing them.

## Atlanta Gets Second Station

ATLANTA, Sept. 29.—Television's newest station, WLTW, here, primarily affiliated with the American Broadcasting Company begins operations tomorrow. The station, located on channel eight, starts its programming with film, but will expand to live shows by the end of the year.

The affiliate will be directed by William B. Lane, vice president and general manager. Other key personnel include Arch Ragan, general sales manager; Harvey J. Aderhold, technical director; Roger O. Van Duzer, program director; Ann Hucheson, traffic manager; Winifred C. Brown, manager of the accounting department and Madelinn Chace Maddox, director of promotion and public relations. This is the second station here, WSB-TV being the first.

## A.-H. Nixes 'Goldberg' Buy

NEW YORK, Sept. 29.—Anchor-Hocking this week changed its mind about sponsoring "The Goldbergs" on the National Broadcasting Company's TV web, 8-8:30 p.m. Fridays. The network, however, is carrying the show in the time slot sustaining, and is confident of making a sale, as it can offer 28 live stations, sufficient inducement for most sponsors with the present lack of time clearance.

## Wilson Cites TV's Inroads

CHICAGO, Sept. 29.—Kenneth L. (Tug) Wilson, Big 10 athletic commissioner and an official of the National Collegiate Athletic Association, told the Chicago Television Council Tuesday (25) that "we may find TV isn't the menace it is said to be, but all our evidence is to the contrary."

Wilson left the definite impression that the grid moguls already are convinced that TV will be a terrific blow to college football, but that the current experiment will show they are trying to get facts from every angle. "We're not dumb enough to say to television, 'Get out. You're hurting us. We can't get along with you,'" Wilson said.

He pointed out that most major schools can sell out their seats between the goal posts, but that a margin of profit comes from sales of end zone seats, and the public prefers football via TV to seeing it from behind goal posts. He said that after the University of Michigan began televising games, gate sales the day of the game fell from an average of 11,000 to 600 a game.

Asked about theater telecasts, Wilson said, "I would be very unhappy to see closed circuit telecasts, even if it meant more revenue." He did not elaborate.

## Keys Heads WFIL Video Newsreel

PHILADELPHIA, Sept. 29.—Charles J. Keys, member of the WFIL staff since March, 1947, was named director of the WFIL-TV Television Newsreel and manager of film production effective Monday (1).

He succeeds William C. Driscoll, who leaves to become editor-in-chief of Telenews Productions, Inc., New York, where he will serve as editor of the "Telenews Daily" syndicated TV newsreel as well as direct the "Telenews" weekly sports reel and news digest.

## Another D. Jones Exec Makes Exit

NEW YORK, Sept. 29.—Gerry Martin, director of TV for the Duane Jones Agency, this week resigned to become an account man with Geyer, Newell & Ganger.

He will be assigned to the Embassy Cigarette account and will supervise its radio and TV programming.

## MOONDOG & EVA NEW ENTRIES IN INDIE DJ DERBY

NEW YORK, Sept. 29.—Local indie WNEW achieved some kind of distinction unique in deejay programming this week, via the signing of glamour girl Eva Gabor and Broadway's "Nature Boy" Moondog. The Hungarian-born actress will be featured in a weekly half-hour platter session, "Holiday in France," sponsored by the French tourist office. Copy will follow the "Oohh-you-great-big-wonderful-male-listener-you" line with an accent.

Moondog, who strolls, the Main Stem nightly wearing sandals and flowing robes and playing a variety of authentic primitive musical instruments, will share emcee-honors with Al (Jazzbo) Collins. In addition to playing his own records, Moondog will play 11 live instruments, all non-union, and sketch background of each native number. Moondog's "patron" will be Gabriel Oeller, of the Spanish Music Center, a local record store.

## Pearson Case Irks McCarthy

WASHINGTON, Sept. 29.—Columnist Drew Pearson's \$5.1 million damage suit against Sen. Joseph R. McCarthy (R., Wis.) and 10 others climaxed its first week of pre-trial testimony with Pearson's attorneys winning an inning by getting an open hearing. William A. Roberts, of the D. C. radio law firm of Roberts & McInnes, and Louis Caldwell, D. C. radio lawyer, are Pearson's attorneys.

Pearson's suit against McCarthy culminated from a fracas last winter at the fashionable Sulgrave Club. Pearson has accused McCarthy of assaulting him after an argument during which McCarthy, Pearson alleges, threatened to attack him verbally on the Senate floor the following day. Pearson has charged McCarthy and 10 others with a conspiracy to deprive Pearson of his livelihood thru libel and other actions. Col. Robert R. McCormick, publisher of The Chicago Tribune and The Washington Times-Herald, is expected to give his pre-trial testimony October 16.

This week's session recessed when McCarthy stalked angrily from the room after being quizzed about his income tax returns in Wisconsin for 1946 thru 1949.

## Client Irked At Web's Action

NEW YORK, Sept. 29.—Kreiser Watchbands this week claimed that the American Broadcasting Company had failed to come thru as agreed when it placed its "Tales of Tomorrow" on the video network. Show is sponsored on ABC-TV alternate weeks, 10-10:30 p.m.

Kreiser claims that ABC-TV promised to sustain the science-fiction stanza on the weeks it wasn't sponsored so as to build up regular televiewing. Instead, the gripe is, the web sold the alternate week slot to Bonnie Maid Mills for its "Versatile Varieties," a show which Kreiser finds unacceptable.

## TV Pic Plugs Savings Bonds

WASHINGTON, Sept. 29.—A 14-minute, 5-second TV film promoting U. S. Savings Bonds will be distributed to each of the country's 107 TV stations early in October the U. S. Treasury Department announced this week. Entitled "Your Greatest Chance," and featuring Sylvia Porter, New York financial writer, and Richard Harkness, National Broadcasting Company Washington commentator, the 16mm film opens with a shot of the Treasury Seal which stations may replace with a station credit card indicating that the program is offered "in co-operation with" the Treasury Department. Distribution will be by state representatives of the Treasury's U. S. Savings Bonds division.

## PIX STORY TEST

## Ros Russell to Try Forging TV, Pic Bond

HOLLYWOOD, Sept. 29.—A new means of pic story testing which may well forge a bond between TV and motion pictures will be tried by Rosalind Russell when she airs her own story property via TV prior to launching film production of the same story. Actress will take featured role in "Never

Wave at a WAC," story which she owns and which she will produce with her husband, Frederick Brisson, for United Artists release sometime in January. However, prior to kicking off pic production, she will take the lead in the same vehicle on the "Schlitz Playhouse" October 19 to be aired live. Idea is to test public reaction to the yarn.

This marks the first time a yarn skedded for pic production will be seen first on TV, and co-incidentally, will mark Miss Russell's initial tele appearance. If plan works, it may lead to studios releasing thousands of story properties now held on movie makers' shelves with the hope of pre-testing their impact on the public before sinking millions into their pic production.

## Bymart, Endds & Camels Are Signed for CBS

NEW YORK, Sept. 29.—The radio division this week racked up several sales. Bymart purchased Sunday night 5:30-6 p.m. for its "Somerset Maugham Theater"; Endds bought the alternate half of "FBI in Peace and War," and Camels the 5:45-6 p.m. Saturday slot for its "Scoreboard" featuring John Derr, associate director of sports at the web.

The Bymart sale is a return of a show which was on the web last season, and the Endds purchase means that the "FBI" will now be sponsored regularly. Wildroot has the other half.

## UA Sponsors Owens in S. F.

HOLLYWOOD Sept. 29.—United Airlines bankrolling Harry Owens' "Royal Hawaiian" show via Paramount's KTLA, will sponsor same show in San Francisco via KGO-TV, weekly flying show cast and producer-director Klaus Landsberg to the Bay City.

Owens' airs on KTLA Fridays from 8-9 and will take the Sunday 9:30-10:30 slot on KGO-TV. With KTLA's "Frosty Frolics" being fed live to a group of American Broadcasting Company outlets, Owens' set makes the second KTLA program to go on an ABC-owned station. Commuting between Los Angeles and San Francisco would be less expensive to airline sponsor than if United Airlines bought time on the phone company link between the two cities. Difficulty in clearing time on the link is understood also to be a major factor in deciding in favor of weekly flights.

## WBZ Observes 30th Birthday

BOSTON, Sept. 29.—The 30th anniversary of WBZ, Hub outlet for NBC, was celebrated last week with a special program from the Eastern States Exposition, Springfield, site of the station's initial broadcast, Sept. 19, 1921. Charles Nash, retiring director of the Exposition, appeared on the program as one of the pioneers present when the station picked up its first broadcast.

With that program, WBZ became the second station in the world to offer regularly skedded productions and the first in New England to do so. Sister station was KDKA, Springfield.

Other firsts in its 30 year span occurred when WBZA joined WBZ as the Boston outlet, Nov. 12, 1924, and radio history was recorded as the two stations were synchronized on the same wave length. The synchronization remains in effect today though WBZA's facilities have moved to Springfield. On June 9, 1924, WBZ-TV became the first commercial video station in New England.

## Anne Baldwin Quits WOV Post To Marry

NEW YORK, Sept. 29.—Anne Baldwin, publicity director for five years at WOV, local indie here, has resigned to marry Philip Perkins, Boston non-pro. Her successor will be Ruth Thompson, now secretary to Ralph Weil, station head.

## Philly Council Asks Ban On Theater-Video

PHILADELPHIA, Sept. 29.—The City Council this week petitioned the State Legislature to ban theater television as "a pernicious and monopolistic practice limiting the display of popular TV shows to a few movie exhibitors." The council's objections to theater television were contained in a resolution introduced by Councilman Clark. The council unanimously approved the resolution and forwarded it to the Legislature.

Clark also introduced an ordinance which would cost the movie exhibitors \$1,500 a year to show closed circuit programs. The ordinance was referred to the public safety committee. Clark said that if the State does not ban the shows, public hearings will be held on his ordinance.

## P&G Buys Time; To Drop 'Kukla'

NEW YORK, Sept. 29.—Procter & Gamble this week bought the 7:30 to 7:45 p.m. periods, Mondays, Wednesdays and Fridays on the National Broadcasting Company's TV network for a show not yet selected. As a result, P&G will drop one or both of its "Kukla, Fran and Ollie" editions. The soap firm bankrolls "K.F.&O" on Tuesdays and Fridays.

The 7:30 time currently is occupied by Mohawk's "Showroom," which is being dropped. The Tuesday and Thursday periods have been picked up by Chevrolet, which is bankrolling Dinah Shore's Coast-originated seg.

## CBS Web Adds 4 New Stations

NEW YORK, Sept. 29.—The Columbia Broadcasting System's radio division this week added four stations in the Far West to its previous network of 200 outlets. Three of them are bonus stations and the fourth will be a supplementary affiliate.

The trio of bonus stations, all in Idaho, are KID, Idaho Falls; KEYL, Pocatello, and KVMV, Twin Falls. The first two will be bonus stations to KSL, Salt Lake City, Utah and the third to KDSH, Boise, Idaho. The supplementary affiliate is KERK, Eugene, Ore.

## Kellogg Considering Added 'Cadet' Shows

NEW YORK, Sept. 29.—Kellogg's this week was considering expansion of its "Space Cadet" video show to five weekly from its current three-a-week status on the American Broadcasting Company. Show now airs from 6:30 to 6:45 p.m., Mondays, Wednesdays and Fridays.

Tuesdays and Thursdays, the 6:30 to 7 slot is filled by the "Wild Bill Hickok" show, which may be shifted.

# Air Checks

## New York

"Space Patrol," which airs via the American Broadcasting Company's TV web, may become a radio feature shortly. ABC is cutting an audition disk of the moppet series and is considering slotting it 5:30-6 p.m. Tuesdays and Thursdays, now filled by "Mark Trail." . . . **Edward R. Murrow** takes off for London October 19 to spearhead Columbia Broadcasting System radio coverage of the British elections. National Broadcasting Company will have the same news staff there that functioned during the last elections: **Robert Trout, Romney Wheeler, William Frye, Edwin Haaker and John Farrell.** **Henry Cassidy**, NBC director of news and special events, will supervise. . . . **Rudolph Halley** will address the opening luncheon of the Radio Executives Club Thursday (4).

Its 30th year of operation was marked by WJZ, New York's first station, Monday (1). . . . Twelve stars of the entertainment world—**Pat O'Brien, Edward Arnold, Loretta Young, Ronald Reagan, Celeste Holm, Jean Hersholt, Selena Royle, Jack Benny, Raymond Massey, George Murphy, Audrey Totter and Lionel Barrymore**—will join with the National Conference of Christians and Jews in the presentation of a series of 12 programs. First show tees off Saturday (6), 12:15 p.m., on NBC. . . . Package producer **Sidney Resnick** has secured the radio-TV rights to "Quo Vadis" from its publishers, Little Brown.

**William E. Chambers Jr.** has joined **Benton & Bowles** as account exec for Post's Sugar Crisp. . . . At the same agency, **William E. Palmer** has resigned to join the F. C. Ball Company, Muncie, Ind. . . . **Pharmaco, Inc.**, has appointed **Doherty, Clifford & Shenfield** to handle all advertising for **Feen-A-Mint** and **Chooz**. . . . **Gerald Link**, vice president and art director of **Kenyon & Eckhardt**, has been elected a member of the agency's board of directors. **Norris D. Konheim** has joined the copy department of **K. & E.** . . . **William G. Tice Jr.** has been appointed manager of personnel at NBC. He replaces **Theodore Thompson**, recalled to active duty with the Army. . . . **William C. Parker**, former trade newspaperman, has joined the press department of **Ted Bates & Company**.

**George Hamilton Combs**, WMGM's news analyst, has been made special assistant attorney for the Office of Price Stabilization. . . . NBC's new supervisor of play reading is **William White Parish**, ex-Simon & Schuster executive. . . . **Announcer Nelson Case** will lecture on "Radio and TV Voice Appeal" at the College of the City of New York next month. . . . **Robert Bragarnick**, account supervisor for **Lilt** at the Biow Agency, is supporting **veepee stripes**. . . . **John A. Buning**, former account exec for ABC, has joined **WNEW** in the same capacity.

Congressman **Franklin D. Roosevelt** will broadcast a series of special reports from Madrid, Jerusalem, Paris and London over local indie **WMCA**. . . . **Lowell Thomas** will celebrate his 21st anniversary in broadcasting with a ball game. **James Melton** and his TV pals will battle **Thomas** and his famous "nine old men" of radio at his country home in **Pawling, N. Y.**

## Hollywood

**KMPC's "Red Friday,"** staged September 28 to show listeners what they would hear if the iron curtain were lowered on American radio, ran thru its day of broadcasting sans a hitch. For the most, **KMPC** retained its regular programming sked, interrupting only to air Soviet-styled announcements, but immediately followed with an explanation to listeners that this was part of the mock **Red-takeover**. . . . **Armed Forces Radio Service** is negotiat-

ing with singer **Bob Savage** for a weekly music program. . . . **AFRS** reports that **Bud Widom's "Cactus Pete"** program is the number one fan mail show of all its shortwave segs. . . . **KALI (Pasadena)** may broadcast the second **Notre Dame** grid contest live October 13. Station began carrying the Irish grid tilts Saturday (29). However, the first one recreated by **KALI Sports Director Woody Haitic**.

**Tom McCray**, director of radio net, NBC Western division, has been named radio-TV chief on the **Charles Skouras** public relations committee for the 1951 Community Chest campaign which kicks off October 15. . . . **Wally Seidler**, ex-KOCS (Ontario) manager, is the new station manager at **KPMO (Pomona)**. . . . **KIEV (Glendale)** announcers play an average of 1,576 platters a week, which led Station Manager **Cal Cannon** to play up the fact via local newspaper ads. . . . **Wynn Oil Company**, for **Wynn's Friction Proofing Oil**, will renew its sponsorship on the Monday-Friday "Tom Hanlon's Scoreboard," on **KNX (CBS)** for 26 weeks, beginning October 29. **Barton, Barton, Durstine & Osborn** is the agency. . . . **Edward F. Lethen Jr.** last week joined the net sales staff of the CBS radio division as account exec. Lethen for the past 16 years was with **MacFadden Publications**.

Accounts placed and interested in Negro and Spanish programs on **KOWL (Santa Monica)** have increased substantially during the past year. Such advertisers as **Old Gold Cigarettes, Carnation Milk, Sperry Flour, MJB Coffee, Eastside Beer, Maier Brew 102, Gallo Wine and Dr. Pepper** are buying in Spanish. On Negro deejay **Joe Adams' show, Old Gold, White King Soap, MJB Coffee, Maier Brew 102, Manischewitz Wine, Royal Crown Hair Dressing and Sulphur-8** are advertising. . . . **Bekin's Van & Storage Company, Los Angeles**, will again pick up sponsorship of "Hollywood Music Hall," featuring **Lucille Norman**, on 13 stations of **Columbia Pacific**, starting October 9 for 52 weeks. . . . **KNX's "Housewives Protective League-Starlight Salute"** will be bankrolled by **Procter & Gamble** for its new product, **Cheer**, and **Dennison's Foods, Inc.** . . . Bankruptcy petition has been filed in Federal Court by **Harold Cowan and Ralph Whitmore**, radio pitchers, awaiting trial on charges in connection with a \$1,000,000 Christmas decorations sales campaign. Sales racket of the pair was first exposed by **The Los Angeles Daily News** after scores of persons who bought the trimmings claimed they had been gypped.

## From All Around

**Mildred Alexander**, ex-WARK, organist, is the first female organist to play the **Radio City Music Hall** and has been held over. She will be featured on a color TV show on **CBS-TV** shortly. . . . **WLW, Cincinnati**, is showing its new film, "What Price People," describing the advantages of the station to prospective time buyers and clients. . . . The first annual meeting of the **New York State chapter of the newly organized American Women in Radio and TV** will be held in **Albany** November 17 and 18.

**Hugh Terry** will sponsor the development of new talent in the **Denver** area over his amateur "Talent Parade" programs on **KLZ, Denver**, shortly. . . . **WBEN-FM, Buffalo**, carries the school programs of the **Empire State FM network "School of the Air"** for the fifth year beginning Monday (12). . . . Former Broadway producer **Jack Segasture** will produce and direct "This Is Fort Devens" over **WCOP, Boston**. Segasture is wearing khaki these days.

The **Adam J. Young Jr. Company** takes over station representation of **WJAC, Johnston, NBC** outlet. . . . **R. Russell Porter** has resumed directorship of the department of radio at the University of **Denver**, following a year's leave of absence. . . . Former announcer **Earle Steele** becomes a producer at **WCCO, Minneapolis**. . . . **Allen Haid**, recently vice president and managing director of **WSAI, Cincinnati**, moves over to **WSPD and WSPD-TV, Toledo**, in the same capacity. **E. Rosner** joins the sales staff of **WPNP, Philadelphia**. . . . **Billy Wilson** has resigned from **KCOH, Houston**, to devote his time to his packaging outfit,

# Chesties Set NBC-TV Line-Up

**NEW YORK, Sept. 29.**—With **Bob Hope** set to open the new **Chesterfield TV stanza** on October 14, **Jerry Lester** was inked to do the second show on the following week, while **Fred Allen** will handle the third opus. The show, airing at 7 p.m. Sundays via the **National Broadcasting Company**, will originate in **Hollywood** for the **Hope** shows at least.

During the first cycle, **Lester** will do five shows, while **Hope** and **Allen** are to do four apiece. **Lester's** production crew was set this week, with **Monroe Hack** to produce; **Arthur Stock**, as assistant producer, and **Herbert Ross** to supervise choreography.

# Grid Tilt Seg Sold by NBC-TV

**NEW YORK, Sept. 29.**—**Bromo Seltzer** and **Prestone** this week combined forces to buy the 45-minute intermission period between the football games being televised by the **National Broadcasting Company** on December 1. The games are **Army-Navy** from **Philadelphia** and **Notre Dame-Southern California** from **Los Angeles**. The program is to feature interviews with coaches and **All American** player possibilities, plus film clips of top games of the season.

**Batten, Barton, Durstine & Osborn** is the agency for **Bromo Seltzer**. **William Esty** is the agency for **Prestone**, which also is bankrolling the post-game program on **NBC** during the regular football season.

# Blackman, K-H Call It Quits

**HOLLYWOOD, Sept. 29.**—**Blackman Sales Company** which for 15 months has repped **Kaye-Halbert Corporation** in sales and advertising, this week split with the tele concern. Company's duties will be assumed by **K-H execs**. **Stockholders** criticisms occasioned the review of management policy which led to the break.

**K-H Prexy Harry Kaye** is mapping plans for extensive dealer advertising. **Distributors** are being sent preliminary announcements regarding the new plan. Between now and January, **Kaye** expects to move a large quantity of merchandise thru **K-H distributors and dealers**. Program is guided by the ad staff under **Ed Altschuler**.

## W. W. Gets Life

Continued from page 1  
math, **Winchell** always secured a new and better deal from **ABC**. Terms call for **Winchell's** entry into television, not immediately but at a time yet to be determined.

Exact nature of **Winchell's** duties as consultant also are not yet spelled out. However, it seems certain that he will, under terms of the deal, head **ABC's AM and TV coverage** of such top national events as next year's presidential conventions and elections. His own TV program has been held up because of **Winchell's** desire to originate from **Florida**, especially during the **Winter**, with no cable facilities yet available. However, these are certain to be finished within the next year.

**Winchell's** current sponsor, **Hudnut**, is understood to have renewed the **gagger** at the same time the **ABC deal** was set. **New Hudnut pact** is said to run a full year.

**Montrose Studios, Fred Bates** takes over for him at the station.

**Jim Leathers** has been appointed associate farm director of **KMBC-KFRM**. . . . **KLIX, Twin Falls, Idaho**, has affiliated with the **Mutual Broadcasting System** and the **Intermountain Network**, in addition to the **American Broadcasting Company**. . . . **R. T. A. Distributors** has signed a contract for 2,184 station breaks and spot announcements over **WPTN, Albany**. . . . **Olive Enslin-Tinder**, women's aircaster for **WORL-Boston**, leaves the station to free lance.

# Short Scannings

## New York

With the signing of **Rosalind Russell** and **John Payne**, the "Schlitz Playhouse of Stars" has filled its full complement of featured players for the first 13 weeks of the **CBS-TV** hour dramatic series. Already signed are **Helen Hayes, Margaret Sullivan, Walter Hampden and Ronald Reagan**. . . . Four **CBS-TV** shows will be seen via **kine and film** over **XLD, Matamoros, Mexico**. They are "Celebrity Time," "Playhouse of Stars," "Strike It Rich" and "Take Another Look," the filmed football series. . . . The **Don Ameche-Frances Langford** TV strip on the **American Broadcasting Company** has had some hot sponsor nibbles, one client being interested in three half hours a week. . . . **CBS-TV** is pitching its prestige dramatic series, "An Affair of State" at **United States Steel**. . . . **Streitmann Biscuit Company**, a subsidiary of **United Biscuit Company of America**, has bought the **Ziv** transcribed package, "Bright Star," in five markets on a 52-week basis. Markets are **Asheville, Bluefield and Wilmington, N. C., and Roanoke and Lynchburg, Va.** . . . **Merle Miller** will analyze the methods of "Red Channels" and "Counterattack" in a book to be published by **Double-day** early in 1952. . . . The **Du Mont** network will carry 26 of the scheduled 60 games of the **National Football League** over 27 stations of its web. . . . The **National Broadcasting Company** is making available to its affiliates a daily seven-minute newsreel on 16mm. film.

**Carl Stanton** has been named **NBC-TV** director of commercial program planning. . . . At the same web, **Donald Pike, Max Jacobson and Herman Folkerts** have been appointed TV studio supervisors; **Herbert De Groot** was named **kine recording supervisor**, and **John Schaller** TV technical training supervisor. **William F. Craig**, associate director of TV for **Procter & Gamble**, will assume the duties of recently resigned **Gil Ralston**, exec producer of the **P. & G. TV** shows originating on the **Coast**. . . . **Robert Hayes**, former president of **Duane Jones**, has joined **Doherty, Clifford & Shenfield** as a **veepee**. . . . **Cunningham & Walsh** moves uptown next year to 260 **Madison Avenue**, a new building, from its present **East 34th Street** headquarters. The agency has just appointed **Norman Gort** supervisor of its new Sunday night 7-7:30 TV show featuring **Bob Hope** on **NBC-TV**. . . . **Raymond Wagner** has been designated director of the TV commercial department of **William H. Weintraub & Company, Inc.**

**Charles Irving**, producer-director of **CBS-TV's "Search for Tomorrow,"** has formed his own packaging firm to specialize in soap operas for video. . . . **Rogers & Cowan**, public relations, has expanded its **New York** office, adding staffers **Stan Saplin and Ken Solomon**. . . . "The Big Issue," the new Saturday Evening Post show, will be moderated by **Martha Rountree and Lawrence Spivak**, owners of the package.

**Indie packagers Phil Edwards and Associates** will specialize in producing TV shows for agencies and stations outside **New York**. They have just opened a branch office in **Philadelphia**. . . . **Andrew P. Jaeger**, former director of TV film operations for the **Du Mont** network, has been appointed **veepee and general manager** of **Procter Syndications International**. . . . **World Film Associates, Inc.**, has packaged a new hunting and fishing show, "Sportsman's TV Lodge."

**Sterling Television Company** is backing its "King's Crossroads" with a strong sales promotion campaign featuring direct mail, trade advertising and a sales presentation kit. . . . **Bill Markham**, unit manager of **CBS-TV's "Danger,"** doubles as **scripter** on the **Merle Cullough** 4 program. . . . **Andy McCullough**, assistant director at **CBS-TV**, has been made a full director and will co-pilot "Out There," the science fiction series, with director **Byron Paul**. . . . **William J. Johnston** has been appointed sales representative at the **Ziv Company**.

**Chicago**  
**WBKB**, which uses the sidewalk in front of its headquarters in **Chi's Loop** as a studio for a man on the street show, likes the idea so much that next week it will inaugurate a "Street Singer"

show from the same spot. **Singer Julio Maro** will solo and lead sidewalk crowds in songs. **National Clothing Stores** will sponsor.

**Marshall Field & Company**, thru **Calkins & Holden-Carlock, McClinton & Smith**, has renewed **Uncle Mistletoe** for 52 weeks on **WENR-TV**. . . . **NBC Chicago** Director **Larry Auerbach** has resigned to join the **Biow Company, New York**. . . . **George Heinemann**, who had the job on a temporary basis, has been named **NBC Chicago TV** program manager, replacing **Ari Jacobson**, now in **Hollywood**.

The first regular weekly telecast from a **Chicago** church will begin **October 28** when **WENR-TV** sends a remote crew to the **Bethany Reformed Church** on **Chicago's South Side**. The church will sponsor on an institutional basis, ordering for 52 weeks thru **Walter Bennett & Company**.

Mail for the new "Down You Go" quiz show from **Chicago** to **Du Mont** has hit nearly 55,000 one week, with 28,290 letters recorded one day, **WGN-TV** claims. . . . **Chicago Philco** dealers have contracted thru **Sander-Rodkin Advertising, Ltd.**, for first-run English films on the 11 to midnight spot on **WNBQ** for 13 weeks starting **September 20**.

## From All Around

Winners in the annual press leadership competition at **WHCU, Ithaca, N. Y.**, were: In the "editorial leadership" category, **The Vestal News, The Dundee Observer and The Corning News** in that order; for promoting local community programs, the awards went to **The Sidney Record-Enterprise, The Gouverneur Tribune-Press and The Genesee County Express**.

The **National Brewing Company, Baltimore**, has renewed for the third time its 13-and-a-half hours of weekly TV programming over **WMAR-TV, Baltimore**. . . . **Howard Lepple**, former chief engineer at **WLW-D, Dayton, O.**, has been named to the post of TV engineering administrative assistant at **WLW-Television**, a newly created position. . . . **Jack Hill**, program and production manager of **WWJ, Detroit**, has switched to the same position on **WWJ-TV**, there.

# Extend CBS Coast Office

**NEW YORK, Sept. 29.**—The **Columbia Broadcasting System** this week re-established its **Pacific Coast** station relations office in **Hollywood** and appointed **Ole G. Morby** as its head. Move is being made by national station relations director **William Schudt** so as to offer more servicing to **Western** affiliates. **Morby** will report directly to him.

The new far-Western station relations head will be responsible for affiliates in 11 states; **Oregon, Washington, Idaho, Montana, California, Nevada, Utah, Arizona, New Mexico, Colorado** and the **Western part of Texas**. **CBS** figures that the more immediate contact with stations in those states will pay off in good will and results.

## Battle Lines

Continued from page 9  
women lawyers' associations. It was learned that some of the testimony opposing the appointment dealt with **Miss Hennock's** business and personal relationships, including a lawsuit which **Miss Hennock** had filed against **Julius Silver**, her former law partner, on the issue of certain royalty payments in connection with dissolution of their partnership.

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## Semi-Name Orks Seen Getting Fall-Winter Play in Midwest

Location of Names in Other Areas Give Biz to Lesser-Known Bands

Continued from page 1

Eddy Howard has just started a vacation and from all indications, he'll be off at least four months. However, his hiatus may be short-lived if his current Mercury hit, "Sin," pops up big enough.

Lawrence Welk, another Midwest bellwether ork, has signified his intention to establish himself solidly on the West Coast, where he is in the middle of what may be a six-month run at the Aragon Ballroom, Ocean Park, Calif. Art Kassel, a Midwest favorite, started his annual winter hibernation two months early when he disbanded September 15 to activate his Kassel-Air Music firm. He doesn't plan to start his spring band campaign any earlier than last year, when he resumed in March.

In addition, Gene Krupa, whose ork intermittently plays the Midwest, has broken up his band to do a single with the Norman Granz Jazz at the Philharmonic troupe, while Bill Snyder has forsaken plans for a road band to concentrate on building a name type jobbing band, working Chicago private dates and Midwest colleges. Snyder and his wife also are attempting to package a "Mr. and Mrs." d.j. show. His frau was formerly music critic with a New England daily. Al Trace has not given McConkey definite word on what he wants to do with his ork. He is working on his songs, having established himself as a top pinner.

Bill Karzas, of the Aragon-Trianon ballrooms here, where frequent location stays build orks to name stature in the Midwest, has fostered the changing picture in band stature by his attempt to build new orks. Ray Pearl, a veteran Midwest name; Leo Pieper, a Midwest territory ork that took to the bigtime circuit four years ago; Chuck Foster and Teddy Phillips will benefit most from the Karzas booking. Foster has played the Karzas ballrooms here twice in five months and returns to the Trianon at Christmas. Pieper is in his first stand and returns before Christmas for a second stint. Pearl also goes in for a fast return in November. Another ork which has made a

## Heebner Joins Cap Records in Producer Slot

HOLLYWOOD, Sept. 29.—Walt Heebner, former RCA Victor artist-repertoire Coast rep, joins Capitol Records next week as an independent producer, working with the diskery in its album department for a two-to-three-month period during which time Heebner's aid will be sought to help Cap thru a particularly heavy album production sked.

Cap's album production is expected to be increased by 25 per cent during this period as compared to the same time last year. Heebner had been with RCA Victor for 10 years prior to his resignation from his Coast a.-and-r. post in 1949. At Cap he'll report to Francis M. (Scotty) Scott, head of diskery's album department.

## Diskery Skeds Heavy Bally Via Radio-TV

NEW YORK, Sept. 29.—The Children's Record Guild this week opened a new phase in the kidiskery's heavily expanded promotion program by sponsoring a group of children's programs on both radio and TV.

The Huber Hoge Agency was named to handle the radio-TV campaign and has already bought 15 minutes on a 70-station American Broadcasting Company network show, Jon Arthur's "No School Today," Saturday morn- (Continued on page 42)

favorable impression with Karzas is Paul Neighbors, now at the Aragon. Neighbors works the Midwest territory with a stint in the South until March 1. Norman Lee, fronting the old Eddy Howard crew, is in the midst of an indefinite engagement at Oh Henry Ballroom, Willow Springs, Ill., where good airtime helps build this new crew. MCA also is working Joy Cayler's 12-piece all-girl crew thru the territory for the first time in years.

GAC here is priming the first pilot tour on Ralph Marterie's crew, with a good promotional boost from Mercury disks. It's expected that Marterie will play his first short tour in late October. Bill Polk, ex-GAC one night booker, has been on the road working for both Marterie and Mercury in promoting and setting these first dates.

Associated Booking Corporation, following the success of a series of

Louis Armstrong All-Star dates, has been one-nighting Red Nichols' Sextet. Starting October 1, Paul Bannister, ABC skedder, has set the following Nichols' itinerary: Hutchinson, Kan.; Kansas City, Mo., 2-3; Charles City, Ia., 4; Blue Note, Chicago, 5-18; Sauk City, Wis., 20; Austin, Minn., 21; Fairmont, 22; Flame, St. Paul, October 23-November 4; Menomonee, Wis., 5; Charles City, Ia., 6; Beaver Dam, Wis., 7; Green Valley, Wis., 8; Milwaukee, 9; Sheboygan, 10; Galena, Ill., 11; Des Moines, 12; Storm Lake, 13; Mankato, 14; Sioux Falls, S. D., 15; Lincoln, Neb., 16; Omaha, 17; Sioux City, Ia., 18. Nichols is being paired with a territory band on the Sioux Falls, Sioux City and Omaha dates by the operators, but on the other dates the sextet works alone. If the Nichols dates work out, ABC may one-night other small units, such as the Basin Street Six and the Big Four of Jazz.

## Disk Industry Assn. Invites 350 Firms

Election of Officers Awaits Representative Cross-Section of Companies As Members

NEW YORK, Sept. 29.—Execs of the Record Industry Association of America, Inc., at a meeting Thursday (27), drafted a letter inviting the entire disk industry to join the trade organization. The letter, together with an application for membership and a set of by-laws, will be mailed next week to some 350 diskeries who are signatory to the American Federation of Musicians' agreement. Those invited range from RCA Victor, Columbia and Mercury down to small indies. Only operators not invited are those whose disk activities have been too sporadic to warrant their consideration as stable, or full-time manufacturers.

The brass at the Thursday meeting elected temporary offi-

cers, as follows: Milton Rackmil, Decca chief, temporary president; Frank Walker, MGM president, temporary treasurer, and Henry Cohen, of Cohen & Bingham, Decca legal talent, temporary secretary. Present at the meeting were Glenn Wallich, Capitol chief, all the aforementioned, and Leonard Schneider, Decca exec veepee.

Election of permanent officers, (Continued on page 33)

## Eli Oberstein In First Moves For King Pops

NEW YORK, Sept. 29.—Eli Oberstein made his first moves this week as pop recording boss for the King label. He signed Murray Arnold, pianist-singer with the Freddy Martin band, and thrush Mary Small to term recording papers and will record both of them next week. These dates will be his first for King.

Arnold, still working with Martin's crew, obtained special grace from the orkster for this recording effort. Martin's other singer, Merv Griffin, is being groomed as an RCA Victor single, and he too still is with the band. Arnold, prior to rejoining with Martin, had a band of his own on the West Coast.

## Tony Alamo Goes It Alone

NEW YORK, Sept. 29.—Tony Alamo, who left Sammy Kaye's ork after a couple of years as his vocalist when the orkster opened at the Hotel Astor here in July, will take a fling as a single. The warbler this week signed a booking deal with Johnny Brown's Spotlite Attractions, and the agency secured several break-in dates.

He will work his first job at the Rainbow Inn, New Brunswick, N. J., on the week-end of October 5. Alamo is being auditioned by two diskeries for a wax pact.

## SOUTHERN PUB HIRES STANTON

NEW YORK, Sept. 29.—Southern Music has hired a new songplugger, a college-type lad by the name of Frank Stanton. Chances are he'll concentrate at the National Broadcasting Company.

## Col To Issue New Low-Price Longhair LP's

NEW YORK, Sept. 29.—Columbia Records will inaugurate a new low-priced longhair LP series next week to feature uninterrupted recordings of shorter classical works previously available only as double-faced 78 and/or 45 single disk. The new series was announced by executive veepee Goddard Lieberman. The 10-inch LP's in the new series will retail at \$2.85, tax included. The diskery's regular 10-inch longhair LP's are marketed at \$4, including tax. The Columbia move is not an innovation; Capitol Records' longhair (Continued on page 33)

## Pubber Spier Inks Johnny Ray to Pact

NEW YORK, Sept. 29.—Larry Spier, who is setting out in his own publishing business, got off to a flying start this week, by pacting sizzling-hot Johnny Ray to an exclusive writer's contract for five years. Ray's Okeh records, featuring tunes clefled by himself, notably "Tell the Lady I Said Goodbye" and "Whiskey and Gin," have stirred quite a storm about the youngster in disk circles. Rumor is that he's about to be put on the Columbia label by a & r director Mitch Miller.

## Kidiskeries Accent Hot TV Characters

NEW YORK, Sept. 29.—The impact of television programs and TV names on the kidisk market was further pointed up this week when the Simon and Schuster book-disk firm signed to record a series of "Tom Corbett, Space Cadet" kiddie records. The deal was made between the S&S Golden label and Rockhill Radio, owners of the TV-comic strip character. The "Space Cadet" video show is aired over the American Broadcasting Company network.

Almost every single major kidisk firm has thus far made recording deals with TV personalities or actual children's video programs. Columbia issues "Mr. I. Magination" and Gene Autry disks; Decca, the "Lone Ranger"; Capitol, "Hopalong Cassidy,"

"Caravan," "Foodini," and RCA Victor, "Kukla, Fran and Ollie," "Howdy Doody" and "Gabby Hayes." All are titles of children's shows now being telecast.

TV Name Releases  
In addition, several diskeries are releasing records by artists whose name value has been increased for children because of (Continued on page 42)

## Decca Presses Wyman Records

NEW YORK, Sept. 29.—Morty Palitz, Decca Records' pop recording director, returned from a three-week Hollywood sojourn with first recordings made for the diskery by movie actress Jane Wyman. She was signed to a term waxing pact as the result of her recorded efforts with Bing Crosby on a couple of ditties they do together in their current flicker, "Here Comes the Groom."

Her first coupling for Decca under the new contract will be "Why Didn't I" and "Blow Out the Flame." Backgrounds for the Academy Award-winning actress were done by Dave Barbour, also a recent signee with Decca.

## Dinah Returns To Pub Biz as ASCAP Licensee

NEW YORK, Sept. 29.—Dinah Shore this week went back into the publishing business. Her firm, granted a charter with the American Society of Composers, Authors and Publishers on Thursday (27), will be known as Cosmic Music, Inc. The pubbery actually is a corporative set-up with three stockholders: the thrush, contact man Murray Luth, and Ticker Freeman, Dinah's pianist. Luth will be general professional manager out of New York for the firm, while Freeman will hold down the West Coast post as a veepee in the corporation.

In addition to music publishing, the firm will also provide Dinah with deejay exploitation of her diskings, a chore handled for her by the Ruder and Finn firm until this week. First song in the new pubbery is a ditty called "Oh, How I Need You, Joe." (Continued on page 42)

## Capitol Plugs Billy May Ork

HOLLYWOOD, Sept. 29.—Capitol Records is launching an all-out promotional campaign to build the Billy May band. In addition to a simultaneous release of three May disks ("All of Me," "Lean Baby," "Billy's Boogie," "My Silent Love," "When My Sugar Walks Down the Street" and "I Guess I'll Have to Change My Plans"), the batoner this week kicked off a three-week tour of major markets where he will plug the platters with disk jockeys, juke ops and dealers. Traveling by auto, May's goodwill tour will take him to Boston, New York, Philadelphia, Pittsburgh, St. Louis, Cincinnati, Chicago, Milwaukee, Detroit, and also a possible swing thru the South.

Hal Cook, Cap's promotional (Continued on page 33)

## Coral Signs Eileen Barton

NEW YORK, Sept. 29.—Coral Records this week secured a term recording deal with Eileen Barton. This is the label's second major gal acquisition in two weeks, with Teresa Brewer having joined Coral last week. Miss Barton, who had to settle a term contract not yet expired with National Records, is remembered for her smash hit disk of last year, "If I Knew You Were Coming I'd've Baked a Cake."

## East Sales Revamp Follows Cap Revamp

NEW YORK, Sept. 29.—Capitol Records, whose national sales headquarters is settling down here after its move from Hollywood, currently is preparing plans to revamp its regional sales set-up in the East. Diskery intends to break down what has been known as its Eastern region into at least three separate territories covering areas in and around New York, Philadelphia and Boston. This will not be done immediately but will be accomplished following a survey of the key markets which is being conducted at this point by the diskery's national sales department, headed by Bill Fowler, with Paul Featherstone and Willis Wardlow as his special field men.

Bill Hill, who has headed the diskery's Eastern region, resigned from the firm this week effective Sunday (30) after refusing an offer to take the Boston sector when it is opened. Hill resigned rather than move his family. His post will not be filled immediately. Fowler personally will di-

rect the activities in the Eastern region until its new structure is completed and appropriate personnel is appointed to the key positions.

Fowler, veepee of the diskery and acting general manager of the Capitol Distributing Corporation, said that Capitol currently is making a survey of key markets in order to assign proportionate personnel and sales attention to these markets in ratio to the volume of business each sector does or can do.

Further discussion with regard to the general Capitol sales and distributing picture will probably prove the highlight of the diskery's forthcoming meeting of regional managers. These meetings will cover the week between October 8 and 12, and will be held at the Park Sheraton Hotel here. Prexy Glenn Wallich, who arrived in town this week, will preside at the meetings. Copyrighted material

# 802 Regulation Costs Martin CBS Air Show

NEW YORK, Sept. 29.—Because of a Local 802, American Federation of Musicians, by-law which prohibits use of non-802 musicians on sustaining live broadcasts emanating from stations in the local's jurisdiction, Freddy Martin this week lost a weekly half-hour airtimer which would have been part of the Columbia Broadcasting System's coming two-hour "Musicland, U. S. A." Friday evening package. The show is scheduled to go on the air October 5. The segment originally scheduled for Martin this week was handed to Paul Weston, Columbia Records' musical director in Hollywood, and his half-hour will emanate from the Coast. The half-hour segment is set for the 9:30-10 p.m. slot. Martin, currently doing very well on TV, has 11 non-802 tootlers in his organization and the local refused permission for his band to do the radio show.

# Peggy Lee Parts With Carlos Gastel

CHICAGO, Sept. 29.—One of the oldest personal manager-chirp links in the business was broken here this week when Peggy Lee parted company with Carlos Gastel. The Capitol thrush had been managed by Gastel for seven years. Miss Lee will not retain another manager and will continue bookings thru GAC. She goes to New York October 5 for a series of important radio and TV appearances returning to the Coast October 25 for a short vacation before going to the Thunderbird Hotel, Las Vegas, November 8. Gastel continues to manage Nat (King) Cole, Nellie Lutcher, Mel Torme and other talents.

# April Stevens Starts Junket

HOLLYWOOD, Sept. 29.—Songstress April Stevens kicks off her first solo p.-a. trek Wednesday (3) with a two-weeker at Reno's Golden Hotel. This week she inked a p.-m. pact with Gabbe, Lutz & Heller. Thrush's act is being staged and arranged by Nick Castle and Hank Mancini. National exploitation is thru Red Doff's local office. Itinerary includes the Chase Hotel, St. Louis, November 2-20; Oriental Theater, Chicago, 22, two weeks plus a week option; Copa Club, Pittsburgh, December 17, one week; Town Cas, Buffalo, December 24, one week; Chubby's, Philadelphia, December 31, one week; Capitol Theater, Washington, January 10, one week; and TV guestings on the Ed Sullivan Show, October 21 and Perry Como Show, October 26 and 31. Tour is booked by General Artists Corporation. Miss Stevens' top guarantee is believed to be \$1,500.

# Alexander-Morris Agency Suit Settled Out of Court

NEW YORK, Sept. 29.—The two-year-old Willard Alexander suit against the William Morris Agency and the booking office's subsequent counter-claim against Alexander were discontinued this week and settled out of court amicably. It was implied that the Morris office made a token payment to Alexander to settle the matter prior to actual trial proceedings. To date, both the original suit and the counter-claim have gone no further than thru the customary pre-trial hearings. Alexander's suit sought \$53,000 in back salary and unpaid money he claims was due him as part of a percentage of income arrangement he had with the agency when he worked at Morris. The money he claimed was due him,

# O'KRUPA PHOTO VIA CHI MAYOR

NEW YORK, Sept. 29.—A breath of old Erin entered the music business this week. It came from William Donaghy, a resident of Dublin. All Donaghy wants is a picture of "the world famous ace drummer, Gene Krupa." Figuring Krupa was born in Chicago, Donaghy addressed a letter to the Lord Mayor, Chicago, U.S.A. It was forwarded to Music Corporation of America, thence to Krupa's home in Yonkers, N. Y. Donaghy, in part, says, "I have tried everywhere possible—films, books, music papers, etc., but so far failed. I hope you don't think it cheeky of me writing to you, the Lord Mayor, but I've got to get his picture somehow."

# Montclare Set For Gilkyson Pub Activities

NEW YORK, Sept. 29.—A new pubbery, Montclare Music, Inc., was created this week for songwriter-singer Terry Gilkyson. Montclare is set up as a corporation with three equal stockholders: Gilkyson, Wally Brady and Sylvester Cross, whose American Music firm formerly handled the writer's works. Part of the deal calls for Cross to turn over 16 Gilkyson copyrights, most previously unrecorded and unpublished, to Montclare from the American firm. The first song in the new firm is "Gambela," which was written on assignment from Columbia Records' recording boss, Mitch Miller, for Frankie Laine and Jo Stafford. All of Gilkyson's future writings will go into the Montclare catalog. He signed a 10-year writer's agreement with the pubbery. Gilkyson is a Decca recording artist. The Montclare firm will probably be licensed thru Broadcast

# SWING YER PARDNER

## Caller Durlacher Coins Dosey-Dough

Continued from page 1

the parks outdrawing social terpers two-an-a-half to one and at the Beach the figure is five-to-one in favor of the group dances. Durlacher also operates his own diskery, Honor Your Partner, which has released five square-dance instruction albums; has written square-dance and country dance folios, orchestrations, play and party books, and is currently at work on a history of square dancing. The caller has been working at his profession steadily since 1936. Before then he acted as a caller in and around Freeport, L. I., but only as a hobby.

**Huge Crowds**  
According to Durlacher, square or country group dancing has been gaining popularity for the past 10 or 15 years. He claims it is not unusual to draw crowds of from 3,000 to 5,000 people at a single dance. An average crowd on the floor at Central Park's Mall last season was

# Washington Studies Plea To Remove Disk Price Controls

WASHINGTON, Sept. 29.—Office of Price Stabilization is studying a formal plea from the agency's Phonographic Record Industry Advisory Committee to remove phono disks from price controls. The plea was made this week at the industry advisory committee's first meeting with OPS officials on the question of establishing a specific ceiling price regulation for recordings.

The OPS presently is leaning toward some sort of controls which would not reduce the ceiling below current prices. Agency officials believe moderate controls are necessary. Industry advisory committee members, representing the entire disk manufacturing industry, told OPS officials they felt their prices should not be controlled since they are part of the show business which is now exempt under the Defense Production Act.

In addition, some advisory committee members declared that there are many costs in the production of records which are not

controlled, and placing ceiling prices on disks might bring about a squeeze when the production costs rise. The record manufacturers said they do not regard their product as a commodity, such as a refrigerator or washing machine. Instead, they said, the consumer pays for the voice or music which is recorded in the grooves of the disk. Several of the advisory committee members made the point that the recordings are educational and cultural and consequently appeal to the consumer at the emotional level.

Another argument stressed by the manufacturers was that the record business is highly competitive and that this in itself makes price control unnecessary. Committee members said that the industry has fought to keep the prices of disks low. One member said that a Beethoven symphony which used to cost \$13.50 on a recording now sells as cheaply as from \$4.85 to \$5.85.

The committee members and OPS officials made a lengthy ex-

ploration of how Ceiling Price Regulation 22, or under CPR 22 the manufacturers' regulation, or a specific dollars and cents regulation, applies to diskeries. Record manufacturers currently are under General Ceiling Price Regulation 22. One group of manufacturers already has filed a petition with OPS asking that the disk industry be exempted from control. OPS has not yet acted on this petition.

The disk manufacturers said they saw no reason why their product should not be decontrolled under General Overriding Regulation No. 8, which decontrols such products as books and sheet music. The art which is released through a recording is in the same category as these items, the industry spokesmen declared. Ops officials told the manufacturers that a policy question is involved in the control question, and they voiced concern as to consumer reaction if disk prices should go up. They said that record prices were controlled in World War II.

### Those Present

Members of the industry advisory committee at the session were: James B. Conkling, president, Columbia Records; James W. Murray, veepee, Capitol Rec-

(Continued on page 42)

# New Bill Puts Ic Bite On Juke For Pop Disks

WASHINGTON, Sept. 29.—A new move to end juke box exemptions under the Copyright Act was launched this week with introduction of a bill by Rep. Joseph R. Bryson (D., S. C.) to set up a schedule of royalty payments on all juke uses of popular disks. The bill has the blessing of the American Society of Composers, Authors and Publishers, which also have been championing a juke payment bill even stronger than Bryson's and sponsored by Sen Estes Kefauver (D., Tenn.). The Bryson Bill is a revision of

the Kefauver Bill which has been kept pigeonholed in the Senate Judiciary Committee since its introduction several months ago. ASCAP reportedly figures on better prospects for passage of the Bryson Bill than on Kefauver's because the Bryson Bill modifies or removes some of the more controversial provisions. Also, Bryson commands considerable stature as chairman of the House Judiciary Committee's Subcommittee on Copyright and Patents. The Bryson Bill has been committed to his subcommittee.

The Bryson Bill calls for royalty payments at the rate of a penny per composition on records of four minutes or less during the continuous time the record is in the coin machine which operates for profit. Reports must be turned in

(Continued on page 82)

# First Frame Nets \$14,000 For H. James

HOLLYWOOD, Sept. 29.—Harry James, currently winding up the second week of a six-week Midwest one-nighter jaunt, pocketed \$14,362.89 for the band's share of first frame business. Initial dates were at Chicago's Aragon; Devine's Ballroom, Milwaukee; Colonial Ballroom, Wausaw, Wis.; Nightingale Ballroom, Kaukaia, Wis.; Riverview Ballroom, Sauk City, Wis.; Camp McCoy, Wis., and Waterloo (Ia.) Electric Park. No breakdown of James' take was available, but ork Manager Pee-

(Continued on page 42)

# Pollack Film At Monogram

HOLLYWOOD, Sept. 29.—Latest musician to be immortalized on film is Ben Pollack, whose biog is being prepped by Jerry Thomas at Monogram Pictures. Tentative title is "Daddy of Them All." Musicians whose careers were fathered by Pollack will appear in the flicker. Thomas has concluded preliminary conversations with Pollack and the orkster's agent, Jack Thilbin, and is skedded to begin groundwork in five weeks at the conclusion of his current "Bowery Boys" assignment.

Such tootlers as Harry James, Benny Goodman, Jack Teagarden, Muggsy Spanier, Charlie Spivak, and singers, Mel Torme, Kay Starr and Clark Dennis will be in the biopic along with Glenn Miller's brother, repping the late batoner. Pollack will not be in the flick but will act in a supervisory capacity.

The orkster, who now runs an eatery on the strip, said he is trying to get Richard Conte for the lead. Phil Harris has also been mentioned for the Pollack role.

# Peary, Massey Set by Coral In New Pacts

NEW YORK, Sept. 29.—Coral Records' recording veepee, Jimmy Hilliard, returned from the Coast this week with two new recording papers in his pocket. Hilliard signed and recorded Harold Peary, who created the "Great Geldersleeve" and "Honest Harold" characters. Peary's diskings are something of a switch, since they reveal him as a legit singer more than comic, buffoon or actor. His first coupling is being rushed and will be released next week. Peary recorded before as a kidisk artist for Capitol. Hilliard's second acquisition was singer Curt Massey, who will provide the Coral recording boss with a hybrid artist who will double between straight pop and country diskings.

# Col. Rewrites Bennett Paper

NEW YORK, Sept. 29.—Columbia Records this week tore up Tony Bennett's initial contract in favor of a new five-year agreement which calls for a considerable boost in royalties and guarantees. Bennett, of course, is one of the hottest disk properties in the business. His diskings of "Because of You" and "Cold, Cold Heart" have been among the nation's top selling platters for several weeks.

Bennett's new deal with the diskery calls for a standard top artist's 5 per cent royalty and increases his minimum side guarantee. No other guarantees, such as production and promotion, were written into the paper.

# Christy Signs Cap, GAC Pacts

HOLLYWOOD, Sept. 29.—Bob Allison, June Christy's manager, this week negotiated new contracts for the singer with both Capitol Records and General Artists Corporation. The GAC pact is for three years and the Cap paper, while not yet inked, is for five years.

Chirp is currently touring with Stan Kenton's "Innovations in Modern Music" concert aggregation which kicked off Thursday (27) in Dallas. At the conclusion of the cross-country trek, in December, Miss Christy will cut sides with Kenton plus some solo wax. GAC, which will begin booking club dates in January, is cooking up plans for a TV show for Miss Christy.

# RCA's Appliance Plans Are Shaped

• Continued from page 1

seem to indicate that the school favoring the first approach has won out, this is not necessarily so. Introduction of the air conditioner may well represent little more than a "test" for the company, thru which it would attempt to crystallize problems which must be faced in manufacturing, distribution, promotion and general merchandising. Naturally the present tight materials situation favors the first approach, but any sharp and sudden easing of the materials and labor picture could swing the company over to the second approach.

Considerable mulling by RCA toppers is also being given to the exact items to be produced. Here, too, there is much divided thinking. General agreement exists in connection with such obvious entries as refrigerators, ranges, etc., but there is a group in the company which feels that the company's appliance line should feature at least one radically new, tho practical product. Such an item might be an all electronic range on which a complete meal may be cooked within one minute. It might be a refrigerator employing previously unheard of usage of electronics.

## Another Factor

Also getting much attention in behind-closed-doors brass meetings is the question of whether RCA should take on the job of manufacturing the various products itself, or whether the items should be farmed out to other companies and simply tagged with the RCA trademark. Here again, while the air conditioner is being produced by an outside firm, this does not necessarily mean that other items in the upcoming line will be manufactured in like fashion. The outcome of this phase of the debate will naturally depend on many factors both within and outside RCA's power to control.

Folsom told The Billboard just before his departure for Europe that the steel situation continues more critical than most people realize. Two churches, for example, to his knowledge in recent months, were turned down on construction applications calling for use of steel. If this situation continues difficult, the speed of introduction of the line, as well as the type of products, would be seriously affected.

In the face of a tough materials situation, the likelihood is that the products, if introduced in the near future wouldn't be too revolutionary in nature as is the case of the air conditioner. If the situation continues tough, introduction of some items may be delayed long enough to give RCA's scientists at the Princeton laboratories a chance to come thru with some really radical changes in home appliances.

## 3 "Presents"

This was cued Thursday (27) in Princeton when General Sarnoff asked the scientists to give him, some time before his fiftieth anniversary in the radio field (five years from now), three anniversary presents: (1) An all electronic air conditioner, to fit any room, and without pumps, motors or other noise-making, moving parts; (2) a gadget to amplify light in the same way that a radio loudspeaker amplifies sound; and (3) a method of recording television pictures and sound on tape, which may be played on a home instrument, in the same way in which sound can now be played on tape-recorders. The General even had trade-marked names for these items. He called them the "Electronair," the "Magnalux" and the "Videograph," respectively.

Dr. (Shorty) Engstrom, veepee in charge of the laboratories, told Sarnoff the scientists were accepting the General's "challenge" and would try to deliver in the time specified. A look at the General's and RCA's history, too, would indicate that these ideas aren't far-fetched, and not too unlikely to come to commercial life before the five years are out.

## "Sarnoff Center"

Sarnoff made his request in the course of ceremonies celebrating his 45th anniversary, and renaming the RCA Laboratories, the David Sarnoff Research Center. Whichever way developments go, there is little doubt that RCA will eventually become a major factor in appliances. Two factors

one statistical, the other involving personalities, virtually assure this:

(1) A recent survey, taken by the company, in which people were asked what brand name TV set, stove, refrigerator, air conditioner, etc. they would buy if they were purchasing a new item in those categories, showed that as high as 30 per cent of the persons queried preferred buying an RCA item to other brands. This held even in lines like stoves and refrigerators, where RCA had not yet produced.

(2) Between Folsom's unquestioned master touch as a merchandiser, and Sarnoff's proved talents as a practical producer of "dreams" the RCA line figures to be something that will have solid sales appeal and get equally solid merchandising treatment.

## Folsom Statement

• Continued from page 1

lending not only its name but also giving the air conditioners the benefit of its resources in advertising, promotion, distributors and retailers from coast to coast.

Present plans call for introduction early in January of three models: One-third, one-half and three-quarter horse power units. They will be window type with stylized cabineting, easily installed, compact, and with precision construction. No prices have been set for the units as yet, but Folsom said they will be priced comparatively. Distribution will be handled exclusively by RCA Victor's independent home instrument distributors. Initial shipments to distributors are expected to start early in January, with models to dealers shortly thereafter.

"Our expansion in the home air conditioning field," said Folsom, "is in accord with numerous requests from our distributors and dealers that we do so. The American public has accepted air conditioning as an integral part of home living, and we look forward to the time when these units will be as commonplace in the home as radio and television sets." RCA Victor will give consumers a five-year warranty and installation. Service contracts, however, will be optional with the consumer. A separate department with its own sales, advertising, merchandising and engineering staff will be established at the RCA plant here to handle the new item."

## PHONO-TV-MERCHANDISING

### Manufacturers Throw Ads To Stave Market Slump

NEW YORK, Sept. 29.—The combination of the time of year, weather turning cold, World Series and football has TV manufacturers, distributors and dealers loosening the purse strings for heavy newspaper advertising. Local papers are packed with ads ranging from factory sponsored and co-op on new lines to price slashes, close-outs and promotional gimmicks to draw customers. With the local Better Business Bureau certain to keep a careful eye trained on ad copy, the dealers are also being careful in the use of catch phrases. As a result, ambiguity and scare-sized type faces are being used in hopes of drumming up some TV trade.

## Prices Scarce

Many stores are studiously avoiding the listing of any prices on branded sets, even those on which reductions are factory sponsored. One chain, however, is selling a 16-inch Tele-tone console at \$128; another offers a Crosley console with unnamed picture tube size at "60 per cent

### Aussie Broadcasting Sympy Starts Concerts

SYDNEY, Australia, Sept. 29.—The second of the new season's Open Air Concerts conducted by the Australian Broadcasting Commission Symphony orchestra was held in Cooper Park, here, on Sunday (16) and was attended by over 20,000. It is proposed to stage the concerts every other week while the warmer weather lasts.

## AUCTION PLUGS ANTHONY TREK

HOLLYWOOD, Sept. 29.—A new gimmick popped up this week in one-nighter ork exploitation. Ray Anthony, who begins a series of Northwest dates following his exit from the Palladium Sunday (30), will in connection with civic officials of the various cities, auction off his Capitol albums.

Proceeds of the auction are earmarked for the Crusade for Freedom campaign. Auction is being worked and mapped by Van Tonkins, who is promoting Anthony's junket on the Coast.

## INFO CATALOG

### Lemberg LP Book Gives Disk Details

NEW YORK, Sept. 29.—Record Collectors Exchange, retail disk shop here operated by Herman Lemberg, which does a healthy mail-order business, has issued a 36-page catalog-booklet which not only lists classical LP disks available, but rates the disks. The booklet also contains comment on disks, short stories on so-called "non-existent" orchestras, a section on transferring from shellac to LP, information on defective records and use of needles, a section on how music is recorded and disks pressed, advance release listings and a cleverly written article on the patent-lawyers' descriptions of items familiar to disk buyers.

The booklet, marked to sell at 75 cents, was primarily designed by Lemberg for mail order customers in an attempt to offer the "personal" service most record shops give their regular customers. The shop is also preparing a supplement to the booklet containing ratings on classical recordings issued since the catalog was printed.

The opening page of the booklet tells readers that the recommendations and rating are exactly those which the shop would give customers asking for advice when visiting the shop. Ratings are for "highly recommended performance," "outstanding technical recording job," "wonderful collaboration between performer and sound engineer" and "the least of several evils."

# Pubbers Edge Up on Fees For Titles on TV

NEW YORK, Sept. 29.—Pubbers moved one step closer toward establishing the principle that a commercial use of a song title on TV warrants payment of a fee. The sponsor was Kellogg, who wanted to use "Come On-A My House" in connection with a commercial on the "All Star Revue," telecast over the National Broadcasting Company web September 15. The fee paid was \$50.

Arnold Shaw, manager of Duchess catalog, Leeds affiliate, pointed out to the network's clearance men that the proposed use was actually a profitable use of a property, and therefore could not be granted a cuff. Those connected with the show acquiesced. On a previous request for a similar use of the same title, network clearance men had argued that this type of TV promotion would help the tune. Shaw pointed out it would help non-hit tunes, but that titles of hits had already become catch phrases. Shaw offered non-hit tunes on a cuff basis.

## Similar Pattern

The point at issue is an interesting one, raising problem of subsidiary rights. As a medium develops, owners of material used on that medium gradually create a set of subsidiary rights. This is what happened in the early days of the film industry. Gradually, a set of fees were fixed for such uses as "visual vocals," "visual instrumental," "background instrumental," etc.

With regard to titles, the matter is complicated and touchy. A title is not copyrightable. Yet the music publishers were able to establish the point that advertisers in newspapers should pay for a commercial use of a title. An outstanding example occurred in 1947 when another Duchess tune, "Open the Door, Richard," was an outstanding hit. The title was in demand by newspaper advertisers, and Shaw was able to convince them of the propriety of paying a fee for such use. Some 20 manufacturers were li-

censed, the fees ranging from \$50 to \$500.

The problem never became very important in radio broadcasting. Television, however, is regarded as a medium which will eagerly seek catch phrases and slogans. A song whose title is on everybody's lips would naturally be good material to tie into a commercial or spot announcement.

Whether the publishing fraternity will tackle the problem as an industry-wide matter is a moot point. One point of view holds that pubbers will act individually. Shaw, meanwhile, has suggested to Walter Douglas, chairman of the board of Music Publishers' Association, that a meeting be held with TV clearance men, and possible agency men, in order properly to present the publishers' point of view. Such a meeting, it is felt, would help crystallize an industry "state of mind" on the part of the pubbers—a state of mind which could lead to a more rapid solution.

# Concert Tour Set for R&H Musical Hits

NEW YORK, Sept. 29.—The Rodgers and Hammerstein combination set up another money-making deal this week in arranging a two-month concert tour of soloists, vocal group and orchestra to present the team's music in over 60 cities. The tour opens October 8 in Mt. Lebanon, Pa., and closes on December 13 in Philadelphia. The attraction will be played in college and municipal auditoriums.

The company of 50 was selected by Rodgers and Hammerstein and includes soprano Leigh Allen, tenor Earl Williams, mezzo-soprano Carol Jones, baritone Andrew Gainey, a 12-voice chorus, and concert ork batoned by Crane Calder. Program will include selections from the R. and H. musicals and films "Oklahoma!," "Carousel," "Allegro," "State Fair," "South Pacific," and "The King and I."

# NBC Plans For Country Talent Quest

• Continued from page 8

nation. Many outlets will hold eliminations of their own to produce candidates for the web show. Artists also may get on the program via audition acetates sent to the web, where judges will pick prospective contestants, who will be brought East with all expenses paid.

The web is known to regard this stanza highly in view of the current upsurge of barefoot tunes, and has slotted it just preceding the veteran "Grand Ole Opry" show. Should it catch on, it is considered a natural for early adaptation to TV as well. Producers Bob Coe and Uncle Tom George have set Fred Weihe as director and Art Small as writer. George, who is known as the "mountaineer Arthur Godfrey," will emcee the stanza.

# London To Repeat Discount On Special Christmas List

NEW YORK, Sept. 29.—The success of London Records' fall program will have the label repeat the extra 10 per cent discount and dating plan in a Christmas program announced this week by Harry Kruse, diskery's executive vice president. The Christmas stock plan will cover a special list of 10 albums and seven kiddie items. Dealers will get an additional 10 per cent discount, a payment plan which calls for half on December 10 and half on January 10 and the regular five per cent return. All orders must be in distributor offices by October 20. Merchandise not delivered to dealers by October 31 will be cancelled.

Included in the special list of Christmas merchandise are albums by the Royal Choral Society, Bobby Breen, The Bach Choir, Ada Alsop and the label's Charles Dickens' "A Christmas

Carol" and "Christmas Chimes" album sets. Items were not on the fall program list. Orders can be written for any of the three speeds in which the various albums have been issued. The firm is not adding any new Christmas merchandise to its catalog this year.

London's fall stock program which ran thru the month of September saw the label sell out of 93 LP items in its catalog, necessitating rush shipments of merchandise from England to fill outstanding orders. The label agreed to cancel all orders not delivered by October 15. Kruse this week stated that results of the stock plan has "come right up to our original expectations both in quantity and the way dealers ordered across the catalog." He also stated that the diskery expected to fill outstanding orders by October 15th.

# Bach Kicks Off New 'Archive'

NEW YORK, Sept. 29.—Decca Records will inaugurate a new longhair series for its Gold Label line to be known as the "Archive" Series. The new grouping will make its debut with the issue on LP of the complete organ works of Johann Sebastian Bach. The Archive Series will include only music from the Baroque and Renaissance periods, dating about 250 years back.

The Bach organ series, first complete edition of the master's organ works, will be issued as part of the Gold Label's November release. The recordings were made for Decca by Deutsche Gramophon's History of Music Department in Germany, with Helmut Walcha serving as the artist.

# Prima Signs Columbia Pact

NEW YORK, Sept. 29.—Louis Prima this week signed a term recording contract with Columbia Records. Prima, whose lengthy music biz career has followed an up-and-down pattern, is going strong on the strength of a series of money-making waxings he did for the Robin Hood label. The latter diskery was established for Prima over a year ago when he left Mercury Records. His first effort for Robin Hood was his "Oh Babe" ditty, and he subsequently followed that hit with "Yeah, Yeah, Yeah," "Come On-A My House," and others.

Prima was signed to Columbia by pop recording director Mitch Miller, who intends handing the orkster the top artist treatment.

**FORECAST**

BLUE VELVET  
by  
Arthur Prysock  
27722\*

**DECCA DATA**

YOUR WEEKLY RECORD GUIDE

★★★★★  
**FLASH!**

BOTKIN'S BANJO BAND  
by  
Perry Botkin  
27730\*

**AMERICA'S FASTEST SELLING RECORDS**

**THIS WEEK'S BEST SELLERS**

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	
15	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573* Red Foley
7	COCK-A-DOODLE DOO SUGARFOOT RAG SQUARE DANCE	46349* Red Foley
9	PRECIOUS LITTLE BABY Hey La La	46338* Ernest Tubbs
7	I'M WITH A CROWD BUT SO ALONE Rose Of The Mountain	46343* Ernest Tubbs
1	** TENNESSEE BLUES SIXTY MINUTE MAN Hardrock Gunter and Roberta Lee	46363*
22	JUST A CLOSER WALK WITH THEE Steal Away	14505* Red Foley
5	THE WEAPON OF PRAYER Jesus And The Atheist	46357* Red Foley
2	I'LL MEET YOU IN CHURCH SUNDAY MORNING GET DOWN ON YOUR KNEES AND PRAY Bill Monroe	46351*
4	MEMORIES OF MOCKING BIRD HILL Ball And Chair Boogie	46345* Mervin Shiner
8	ROTATION BLUES Lonesome Truck Drivers Blues	46344* Bill Monroe
<b>SEPIA</b>		
3	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573* Red Foley
8	PLEASE DON'T LEAVE ME THREE HANDED WOMAN	27694* Louis Jordan
7	CASTLE ROCK But She's My Buddy's Chick	27718* Sy Oliver
4	HIS EYE IS ON THE SPARROW Milky White Way Sister Rosetta Tharpe and Marie Knight	48227*
4	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!

**DECCA "BEST BETS"**

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	
1.	1.	I DON'T STAND A GHOST OF A CHANCE WITH YOU I'm Lucky I Have You	Ink Spots 27742*
4.	2.	GOT HER OFF MY HANDS I Ran All The Way Home	Mills Brothers 27762*
3.	3.	I WISH I WUZ Hold Me—Hold Me—Hold Me	Gloria De Haven and Guy Lombardo 27741*
5.	4.	AND SO TO SLEEP AGAIN Long Ago	Dick Haymes 27731*
8.	5.	SIN The Love Of A Gypsy	Arthur Prysock 27769*
6.	6.	BE MINE TONIGHT CHIU—CHIU	Lina Romay and Guy Lombardo 27744*
7.	7.	BLUE FEDORA Laura Lee	Guy Lombardo 27776*
9.	8.	TENNESSEE BLUES COLD, COLD HEART	Eileen Wilson 27761*
10.	9.	I'M WAITING JUST FOR YOU WOMAN IS A FIVE LETTER WORD	Cass Daley and Hoagy Carmichael 27743*
12.	10.	DEEP NIGHT IT'S ALL IN THE GAME	Carmen Cavallaro 27735*
11.	11.	LOVE IS SUCH A CHEAT LYING IN THE HAY	Andrews Sisters 27760*
14.	12.	MAYBE IT'S BECAUSE While We're Young	Camarata and Don Cherry 27725*
13.	13.	THE SWEETHEART WALTZ I Will Never Change	Camarata and Don Cherry 27755*
15.	14.	BLUE VELVET THE MORNINGSIDE OF THE MOUNTAIN	Arthur Prysock 27722*
—	15.	THE FROZEN LOGGER Darling Corey	The Weavers 27726*
<b>COUNTRY</b>			
3.	1.	CHEROKEE BOOGIE I WISH I'D NEVER SEEN SUNSHINE	Jimmie Davis 46356*
2.	2.	DOWN YONDER Horse Hair Boogie	Spade Cooley 46355*
5.	3.	DOWN YONDER Margie	Harold Carmack 46362*
4.	4.	DIMPLES OR DUMPLIN'S My Baby Buckaroo	Les "Carrot Top" Anderson 46352*
6.	5.	DETOUR Address Unknown	Foy Willing 46365*
—	6.	I'M CRYING SEVENTH AND UNION	Hank Garland 46368*
<b>SEPIA</b>			
1.	1.	WHAT'S MINE IS MINE I Still Love You, Baby	The Ray-O-Vacs 48234*
4.	2.	CHEROKEE BOOGIE HOBO BOOGIE	Joey Thomas 48236*
3.	3.	I'M IN YOUR POWER STORMY WEATHER	Buddy Johnson 27711*
—	4.	TRUST IN ME COCK-A-DOODLE	Louis Jordan 27784*

\*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	
4	SMOOTH SAILING Love You Madly	27693* Ella Fitzgerald
3	I GET IDEAS A Kiss To Build A Dream On	27720* Louis Armstrong
7	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573* Red Foley
11	VANITY Powder Blue	27618* Don Cherry
14	BECAUSE OF YOU Out O' Breath	27666* Gloria De Haven and Guy Lombardo
6	KISSES SWEETER THAN WINE When The Saints Go Marching In	27670* The Weavers
23	ON TOP OF OLD SMOKY Across The Wide Missouri	27515* The Weavers and Terry Gilkyson
4	BLACK STRAP MOLASSES How D'Ye Do And Shake Hands	27748* Danny Kaye—Jimmy Durante Jane Wyman—Groucho Marx
6	BALLIN' THE JACK On The Riviera	27597* Danny Kaye
9	IN THE COOL, COOL, COOL OF THE EVENING Misto Cristofa Columbo	27678* Bing Crosby and Jane Wyman
13	SWEET VIOLETS Lonely Little Robin	27668* Jane Turzy
9	I WANT TO BE WITH YOU ALWAYS Satins and Lace	27609* Andrews Sisters and Red Foley
2	SWEETHEART OF YESTERDAY MARY ROSE	27719* Guy Lombardo
4	BING BONG BING Got Those Summer Blues Again	27701* Jane Turzy
11	DIMPLES AND CHERRY CHEEKS Night On The Water	27652* Andrews Sisters and Guy Lombardo

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

**NEW RELEASES**

**SINGLES**

(It's No) Sin Al Morgan 27794\*  
Jealous Eyes  
Calla, Calla (The Bride) Ronnie Gilbert with Vic Schoen and His Orchestra 27799\*  
(Ma Comé Ball) Bela Bimba  
Ida, Sweet As Apple Cider Florian Zabach 27775\*  
Cold Turkey  
Stay Awhile (A Serious Square Dance) Terry Gilkyson with Chorus and Orch. directed by Perry Botkin 27793\*  
Rollin' Stone

I Wanna Play House With You Roberta Lee 27792\*  
Slow Poke  
Bohemian Forest Polka "Whoopee" John Willfahrt 45152\*  
Kuckler's Laendler  
Katy's A Lady—Polka Joe Prince 45153\*  
My Mother-In-Law—Polka  
Hi-li Hi-lo—Pu.ka Eddie Habat 45154\*  
Glass Slipper Polka  
Rachel Polka Walter Dombkowski 45155\*  
Town Tavern Polka  
Loafin' On A Lazy River Jordanalres 46366\*  
Sweet Roses Of Morn

Dixieland Boogie Hardrock Gunter 46367\*  
If I Could Only Live My Dreams  
Forever Billy Valentine Trio 48243\*  
She's Fit 'n' Fat 'n' Fine  
\*Also available in 45 RPM (add prefix '9-' to record number)

**ALBUMS**

NEW IN 45 RPM AND 33 1/2 RPM  
Bing Crosby Sings Victor Herbert Songs  
Bing Crosby with Frances Langford and Victor Young and His Orchestra 9-111—\$3.75 DL 5355—\$3.00  
Also available in: A-505 • \$3.30 • (Does not include I Might Be Your Once-in-A-While • Indian Summer)

**CHILDREN'S SONGS**

by  
Guy Lombardo and His Royal Canadians  
Vocals by Kenny Gardner and The Lombardo Trio  
Children's Set K-36 • One 10-inch 78 RPM Decalite\* Record • Price \$1.00—Children's Set 1-160 • One 45 RPM Record • Price 95¢  
\*Decalite: Unbreakable under normal use

**MOONLIGHT SONATA**

Organ Solos by Jesse Crawford  
A-884—\$4.15 9-273—\$3.75 DL 5364—\$3.00

**EVELYN KNIGHT**  
sings  
**I'M GONNA BE A LONG TIME FORGETTING YOU** and **THIS IS THE KISS**

Decca 27732 (78 RPM) and 9-27732 (45 RPM)



A GREAT VERSION OF A GREAT SONG!

# Music as Written

## Rosette Starts Kidisk Firm, Wonderland . . .

Latest kidisk outfit to enter the field is the Wonderland label, headed by **George Rosette**, former topper for the Lincoln line. Wonderland line consists of 24 10-inch disks retailing at 49 cents. Distribution is currently being set, with Douglas-Bruce already named to cover the Metropolitan New York area.

## Lincoln Tries Sales Hype for October . . .

Lincoln Records, kidiskery which recently moved its headquarters to Philadelphia, from

New York, has announced a special promotion for the month of October. Label will hype sales of its 45 r.p.m. line by offering dealers one free disk with each three purchased. The Lincoln 45 r.p.m. line of 24 titles retails for 59 cents. Rest of the company's line is not affected by the promotion, according to veepee Tom Tanis.

## Fulton Recording Firm Opens 200G Studios . . .

The Fulton Recording Company, new recording studio, opened its \$200,000 facilities last week. The firm, which boasts a studio large enough to record a 35-piece ork, specializes in making tapings, disks and sound tracks of film with the latest equipment. Rene Oullman is head of the company.

## New York

Singer **Pat Terry** makes his first big appearance here as a single act when he opens at the Hotel New York October 4. . . . Fem chanter **Vandra Merrill** in town for a series of guest spots on video shows. . . . Pubber **Redd Evans** sold English rights to "There She Goes" and "Kiss Me" to Francis, Day & Hunter. . . . Reena Records has issued an album of cantorial by cantor-composer **Leib Glantz**. Album, "New Liturgical Chants," will be issued on 78 and 33 r.p.m. speeds.

**Elliot Lawrence**, at the Fox Theater, Detroit, currently, has penciled in the following dates: Davidson College, Davidson, N. C., October 12-13; Carnegie Tech, Pittsburgh, October 20; Royal Ballroom, Wilkingsburgh, Pa., 23; Lions Club, Jacksonville, Fla., 31; University of Georgia, Athens, November 2-3, and Virginia Polytech., Blacksburg, 9-10.

**Walter Rivers**, former Capitol Records' recording boss for the New York office who switched to the steel business a couple of months ago, visited town for the first time since his departure for Savannah. . . . The **Mary Kaye Trio** will open at the Copacabana here on Monday (1) as an added starter on the **Joe E. Lewis** bill. . . . **Pvt. Vic Damone** was on the high seas at press time en route to an assignment in Germany. . . . Simon House pubbery rep, **Harry Smith**, back from a New England deejay trek. . . . **Irv Chezar**, last associated with the **Tommy Dorsey** office, begins with the **Leonard Green Agency** on Monday (1) primarily to handle TV. . . . **Al Oldrich** this week was appointed mid-Western division manager for **Coral Records** to fill a post vacated some four months ago by the resignation of **Bob Morgan**.

**Melvin Winters** and his orchestra, with **Wright Riley**, vocalist, opened a limited engagement at the **Monger Hotel**, San Antonio.

## Hartford, Conn.

**Walt Jaworski** and his orchestra have signed to record for **RCA Victor**. . . . **Toni Arden**, Columbia recording artist, was hosted at a cocktail party in Hartford in conjunction with the September 28 opening of her Columbia Pictures musical, "Sunny Side of the Street." Those in attendance included **Jim Smith**, sales manager of the Columbia Records division of Stern and Company, Hartford area Columbia distributors, and **George E. Landers**, Hartford division manager for **E. M. Loew's Theaters**. The **Symphony Four** is providing dance music at **Cavey's Restaurant**, Manchester, Conn., with **Walter Phelps** on the vocals.

## Hollywood

**Los Tres Diamantes** inked a booking contract with **Molina-Dega Agency**. Act is at the **Mayan Theater**. . . . **Hilo Hattie** last week-end played **Casino Gardens**. . . . **Lou Larkin**, ex-radio-TV editor of the Los Angeles

**Mirror**, ankle **Gene Howard's** publicity office and will do free-lance writing. . . . **Bob Harrington** is set as 88'er with **Charlie Barner's** new combo. . . . The **Billy Crocker** combo (4) opens Tuesday (2) at the **Malibar** in West Los Angeles for three weeks. . . . **Cleffer Mack Gordon** filed suit for \$75,000 against the driver who allegedly rammed his car. **Gordon** claims he was permanently injured by the crash. . . . **MGM Records** is waxing sides with **David Rose**, **Billy Eckstine** and **Debbie Reynolds** for release in two weeks. . . . **Mills Music** is pubbing **Danny Thomas' "A Long, Long Way"**. . . . **Les Brown's** ork was used for underscoring of jukebox and pop tunes in **Samuel Goldwyn's "I Want You"**. . . . **Metro's** a capella choir will provide background music for "Westward the Women." Numbers, arranged and adapted by **Jeff Alexander**, are all based on early American folk tunes.

Singer **Eckstine** scored "Hold Me Close to You" at **MGM** for "Skirts Ahoy." . . . **Warner's "The Big Trees"** is being scored by **Heinz Roemhold**. . . . **Dave Barbour's** first backstopping at **Decca** included sides by **Bing Crosby**, **Glenn DeHaven** and **Jane Wyman**. . . . **Allen Greene-Dinning Sisters** version of "I Don't Stand a Ghost of a Chance," on **Mercury** and **Capitol**, respectively, bring the total tune waxings to 49. . . . **Maddox Brothers** and **Rose** cut a special **Armed Forces Radio Seervice** show for **Bud Widom**.

**Detroit**  
The **Park Avenue Music Publishers and Recording Company** moved into new offices in the **Fox Theater** building this week. The firm will represent orchestras and entertainers, as well as record companies, according to **Jerry Harris**, president and former orchestra leader. Other principals in the **Park Avenue** firm are **Guy Bowman**, **James Fisher** and **Steve Gregoire**.

## Danish Music Fete 8 Days

**COPENHAGEN**, Sept. 29.—An eight-day music propaganda campaign was held thruout Denmark September 16-23. Concerts of all categories were presented in all the large cities of the country, with elaborate programs carried out in **Copenhagen**, **Bornholm**, **Aarhus**, **Odense**, **Helsingor** and **Kobe**. Several musical groups from **Norway** participated.

In **Copenhagen** the affair got under way **Sunday (16)**, with band concerts in all the principal squares of the city. On **Monday (17)** special musical programs were presented in most of the large movie theaters. Special concerts were given in the **Lorry Cabaret** and the **Wivex Restaurant**, and orchestras of other night clubs visited hospital and local welfare institutions.

The **State radio** broadcast talks and musical programs boosting the drive for greater interest in good music, and local stores co-operated by special window displays of musical instruments, sheet music and posters.

## FISHER TUNE IN DAYLITE CHANGE

**NEW YORK**, Sept. 29.—**RCA Victor** this week took full advantage of the switch from daylight saving to standard time tomorrow (30) by sending wires to distributors and field men and a special letter to deejays on using the **Eddie Fisher** disk of "Turn Back the Hands of Time" to remind listeners to turn back their clocks at 2 a.m. The **American Music** pubbery is also covering the disk jockeys with the same pitch.

Both the diskery and the publishing firm are asking the disk jockeys to play the **Fisher** records all day today, all night tonight and all day tomorrow to remind listeners of the switch to standard time.

## COLE TOPS \$ MIL DISK SALES MARK

**HOLLYWOOD**, Sept. 29.—**Nat (King) Cole** will become the first **Capitol** artist ever to cross the million sales mark for the third time when his "Too Young" moves into the coveted million-plus territory. As it stands now, Cole's "Too Young," according to **Cap**, has 1,058,000 in requisition orders as of this week, indicating platter is now sailing across the million sales mark. **Cap** feels that continuing strength of sales indicates "Too Young" will shape up as Cole's biggest record to date.

Other **Cole** million-sellers were "Mona Lisa," a last year's release, which reached 1,200,000, and "Nature Boy," released three years ago and commonly considered to be Cole's all-time top-seller, which barely made the million mark.

## Arbiters Set On Southern Plea

**NEW YORK**, Sept. 29.—A complete arbitration panel has been set to examine the appeal of **Southern Music** and affiliated catalogs for a higher availability rating in the **American Society of Composers, Authors and Publishers**. **Tom Belviso**, manager of the music services division of the **National Broadcasting Company**, has been named impartial chairman. **Adolph Vogel**, of the publishing firm of **Elkan-Vogel**, and **Cleffer Jay Gorney**, the latter representing **Southern**, complete the panel.

The case is the first instance of a publisher declining **ASCAP's** offer as an inadequate availability hike and taking the issue to arbitration.

Arbiters are expected to examine the case in several weeks.

## Decca Signs 4 Aces Group

**NEW YORK**, Sept. 29.—**Decca Records** this week signed the **Four Aces**. This is the vocal group whose recording of "Sin" for the **Victoria** label is shaping up as the sleeper item of the season. This week the disking moved into the **No. 7** position on **The Billboard's** best selling chart.

The vocal group features the lead voice of **Al Alberts**. The group has also signed with **Music Corporation of America** for booking management.

## Columbia to Bally Kidisks

**NEW YORK**, Sept. 29.—**Columbia Records** will stage a special promotion of its kidisk line during **October**. Highlight of the drive is a contest among distributors and distributor salesmen, with prizes to be awarded for best sales and promotion performances. Program also includes a special dealer offer on a floor merchandiser specifically designed for the label's children's records.

Rest of the promotional program includes a new kidisk catalog, window streamers, posters and display material.

## Circle to Complete "Jelly Lord" Series

**NEW YORK**, Sept. 29.—**Circle Records** will complete issuing its "Saga of Mr. Jelly Lord" LP series in time for the Christmas season. The autobiographical series of **Jelly Roll Morton** disks will comprise 12 12-inch LP disks retailing at \$5.95 each. Waxings were originally made for the **Library of Congress**.

The remainder of the diskery's Christmas list will include two "Jammung At Rudi's" 10-inch LP's featuring **Conrad Janis**, **Bob Wilber**, **Rubie Blake**, **Pops Foster**, **Hot Lips Page**, **Sonny Greer** and **Tyree Glenn**; an **Armand Hug "New Orleans 88"** and a **Mary Lou Williams LP**, and a **Hindemith** addition to the "Composer's Workshop Series" of 12-inch disks retailing at \$5.95. The 10-inch disks will sell for \$3.85.

## BMI Song Gets Plushy Bally

**NEW YORK**, Sept. 29.—The **Broadcast Music, Inc.**, publishing adjunct this week pulled one of the most lavish song promotion stunts of the year to exploit its newest plug ditty, "Solitaire." **Julie Stearns**, BMI's professional manager, arranged to have printed and mailed well over 1,000 decks of cards, each bearing the name of the song, and a personalized engraving.

Packs of cards were sent to deejays on the **BMI** list as well as to recording execs, recording artists and newspapermen. Each pack cost **BMI** about \$1.40. First disking available on the song is by **Tony Bennett**, whose waxing made **BMI's** current hit, "Because of You."



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

On The Way!  
**THIRTY-TWO FEET and EIGHT LITTLE TAILS**  
MILLER MUSIC CORPORATION

Uncle Mistletoe  
BROADWAY MUSIC CORPORATION

Another BMI Pin-Up Hit!  
"I WANT TO BE NEAR YOU"  
Published by Hill & Range  
Recorded by  
Johnny Desmond (MGM)  
Percy Faith (Columbia)  
Ray Noble (Victor)  
Nellie Lutcher (Capitol)  
Tex Williams (Capitol)  
Licensed Exclusively by  
**BROADCAST MUSIC, INC.**

"THE GIRL IN THE WOOD"  
FRANKIE LAINE  
(COLUMBIA)  
TERRY GILKYSON-KATIE LEE  
(DECCA)  
**AMERICAN MUSIC, INC.**  
1576 Broadway, N. Y. • 9109 Sunser Blvd. Hollywood  
CO 5-7880 CR 1-3254

A Top Corn (tune) GONE POP!  
"COLD, COLD HEART"  
by Tony Bennett  
COLUMBIA-30449

Stop-Look-Listen  
**NAT COLE'S**  
New Release  
"UNFORGETTABLE"  
Capitol 1808  
**ABC MUSIC CORP.**  
799 7th Ave. New York 19, N. Y.

With a Hi-yodel, Di-yodel, Hi-yodel  
Grandfather Kringle  
**DUCHESS MUSIC CORPORATION**

Watch this "sleeper"  
**AW C'MON**  
Recorded by  
APRIL STEVEYS-H RENE—  
(Victor 10-4283)  
EVELYN KNIGHT—(Decca 27787)  
DEAN MARTIN—(Capitol 1797)  
**PICCADILLY MUSIC CORPORATION**  
1619 Broadway New York 19, N. Y.

"BOOGIE WOOGIE SANTA CLAUS"  
PATTI PAGE  
Mercury  
LIONEL HAMPTON  
Decca  
MABEL SCOTT  
Swingtime  
LEON RENE PUBLICATIONS  
2124 W. 24th St.  
Los Angeles 18, Calif.

**TED KOEHLER**  
and  
**RUBE BLOOM'S**  
OUT IN THE COLD AGAIN  
**SANTLY-JOY, INC.**  
1619 Broadway, New York 19, N. Y.

67 Shopping days till X-MAS!  
GENE AUTRY Says "Here Comes Santa Claus"  
on COLUMBIA RECORDS #37942  
**WESTERN MUSIC PUBLISHING CO.**  
6920 Sunset Blvd. Hollywood 28, Calif.  
146 W. 54th St. New York 19, N. Y.

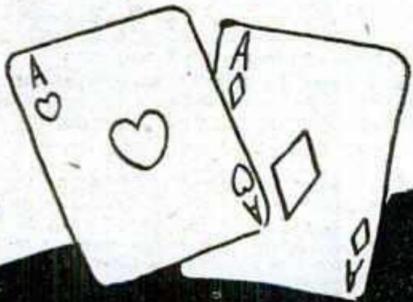
# MINDY CARSON



has them...

back to back

*singing...*



OUT IN THE  
COLD AGAIN  
*and*  
HANGING AROUND  
WITH YOU

VICTOR  
20-4259  
47-4259

Featuring  
**HUGO WINTERHALTER'S**  
Orchestra and Chorus

the **BIG** <sup>New</sup> **HITS** are on . . .



# RCA VICTOR RECORDS



**HURTIN'**  
is a SENSATIONAL HIT!

Written and  
recorded by  
**Skeets McDonald**  
on **CAPITOL**  
backed with  
**"Ridin' with the Blues"**  
#1771

**CENTRAL SONGS, INC.**  
4527 Sunset Hollywood, Calif.

**Capitol**  
RECORDS

## 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 26, 27 and 28.

Last  
Week

This  
Week

#### 1. 1. Because of You

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

RECORDS AVAILABLE: L. Baxter, Cap 1493; T. Bennett, Col 39362; Bob Crosby, Coral 60440; G. De Haven-G. Lombardo, Dec 27666; J. Desmond, MGM 10947; J. Pearce, V 10-3426; R. Barber, Mercury 5643; E. Becker-E. Light Ork, Remington R-25005; T. Smith, United 104; E. Butterfield, Coral 60561.

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

#### 3. 2. 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.

#### 7. 3. Cold, Cold Heart

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

RECORDS AVAILABLE: T. Bennett, Col 39449; T. Fontane, Mercury 5693; H. Williams, MGM 10904; Eileen Wilson, Decca 27761; Fontaine Sisters, V20-4274.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth.

#### 5. 4. 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, Col 39192; M. Lanza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, London 937; E. Smith, Dec 27583; F. Waring, Dec 27507; B. Hart, Merit 307; A. Kunz-E. Light Ork, Remington R-25006.

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

#### 4. 5. Too Young

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

RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27569; T. Arden, Col 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; V. Young Ork, Dec 27366; C. Moody, King 977; L. Arcaraz Ork, V(45)51-5480; S. Jones, V 20-4209; L. Hope, Aladdin 3103; E. Light Ork, Remington R-25003.

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

#### 2. 6. Come On-A My House

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

RECORDS AVAILABLE: R. Clooney, Col 39467; R. Hayes, Mer 5671; K. Armen, Federal 14001; E. Fitzgerald, Dec 81216; B. Keyes-F. Coombs Quintette, Savoy 793; L. Prima, Robin Hood 111; K. Starr, Cap 1710; The Three Suns, V 20-4199; W. Saroyan-R. Bagdasarian, Coral; M. Katz, Cap 1788.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus.

#### 6. 7. World Is Waiting for the Sunrise

... By Ernest Seltz & Eugene Lockhart.

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

ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Jones, Lang-Worth; Red Nichols, Lang-Worth; Bertrand Hirsch, Lang-Worth; Cote Glee, Lang-Worth; Joe Sodja, Lang-Worth; Manhattan Nighthawks, Thesaurus; Johnny Guarnier, Thesaurus.

#### 8. 8. Down Yonder

... By L. Wolf Gilbert—Published by La Salle (ASCAP)

RECORDS AVAILABLE: C. -Butler, Col 3953E; H. Carmack, Dec 46362; J. Fingers Carr, Cap 1777; L. (Piano Roll) Cook, Abbey 15053; S. Cooley, Dec 46355; F. Martin, V 20-4267; F. Petty Trio, MGM 11057; Eddie Smith, King 986; C. Watts, Mer 5695; G. Willis, V 21-0420; W. Wolfe, Rich-R'-Tone 1022; Del Wood, Tennessee 775; The Honky Tonks, V 20-4284.

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

#### 9. 9. (It's No) Sin

... By George Hoven and Chester Shull—Published by Algonquin (BMI)

RECORDS AVAILABLE: Four Aces, Victoria 101; Four Knights, Cap 1806; E. Howard, Mer 5711; A. Prysock, Dec 27769; B. Williams Quartet, MGM 11066; S. Kaye, Col 39567; A. Morgan, Dec 27794.

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

#### 9. 10. Shanghai

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

RECORDS AVAILABLE: H. Babbitt-Modernaires, Coral 60521; Bing Crosby, Dec 27653; Bob Crosby, Cap 1525; Coris Day, Col 39423; B. Morrow, V 20-4192; B. Williams Quartet, MGM 10998.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jurgens Ork, Associated.

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**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

**COMING UP FAST!**

- 78 45**  
rpm rpm
- "AND SO TO SLEEP AGAIN," "BEER BARREL POLKA"  
Margaret Whiting .....1784 F1784
  - "TENNESSEE BLUES," "I CAN'T FORGET YOU"  
Dimming Sisters and Jan Garber .....1726 F1726
  - "WHEN MY SUGAR WALKS DOWN THE STREET," "I GUESS  
I'LL HAVE TO CHANGE MY PLANS" Billy May .....1795 F1795
  - "THE BIRTH OF THE BLUES," "I WANT TO BE NEAR YOU"  
Nellie Lutcher .....1789 F1789
  - "FOR ALL WE KNOW," "WHOO-EE LOO-EE-SIANA"  
Voices of Walter Schumann .....1593 F1593

**HOT SELLERS!**

**POPULAR**

- "THE WORLD IS WAITING FOR THE SUNRISE,"  
"WHISPERING" Les Paul and Mary Ford .....1748 F1748
- "BECAUSE OF YOU," "SOMEWHERE, SOMEHOW, SOMEDAY"  
Les Baxter .....1760 F1760
- "KISSIN' BUG BOOGIE," "WOMAN IS A FIVE LETTER WORD"  
Tennessee Ernie .....1775 F1775
- "TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole .....1449 F1449
- "IVORY RAG," "DOWN YONDER" Joe "Fingers" Carr .....1777 F1777
- "HOW HIGH THE MOON," "WALKIN' AND WHISTLIN'  
BLUES" Les Paul and Mary Ford .....1451 F1451
- "I WISH I HAD NEVER SEEN SUNSHINE," "JOSEPHINE"  
Les Paul and Mary Ford .....1592 F1592
- "MAKE BELIEVE LAND," "I'LL ALWAYS REMEMBER YOU"  
Nat "King" Cole .....1747 F1747
- "DON'TCHA COME A'KNOCKIN'," "LOTUS FLOWER"  
Dottie O'Brien .....1781 F1781

**WESTERN & FOLK**

- "ANOTHER FOOL STEPS IN," "THE SOLID SOUTH"  
Jimmy Wakely .....1762 F1762
- "JUKE BOX BOOGIE," "SAILOR'S BLUES"  
Ramblin' Jimmie Dolan .....1720 F1720
- "I'M HURTIN'," "RIDIN' WITH THE BLUES"  
Skeets McDonald .....1771 F1771
- "I'M NOT IN LOVE, JUST INVOLVED," "ROSES REMIND  
ME OF YOU" Eddie Dean .....1729 F1729
- "TEACH ME TO FORGET," "IT'S MANY A MILE BACK HOME"  
Leon Payne .....1782 F1782
- "LOVE THIEF," "HOW DO YOU FEEL!" Hank Thompson .....1745 F1745



Week Ending  
**OCTOBER 6, 1951**

Hot Sellers based on  
Actual Sales Reports

**THE BIG ONE TO WATCH!**

# Kay Starr

makes everyone happy with

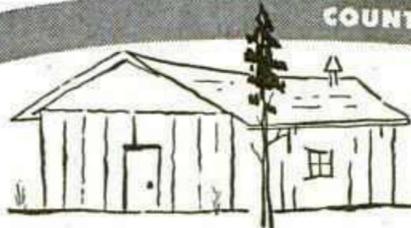
## "ANGRY"

and "don't tell him what's happened to me"

78 RPM NO. 1796 • 45 RPM NO. F1796



**COUNTRY AND FOLK**



## BOOTS FAYE and IDAHO CALL

SING A STRONG COUNTRY BALLAD

"YOU TRIED TO RUIN MY NAME" and "ASLEEP AT THE SWITCH"

78 RPM NO. 1772 • 45 RPM NO. F1722

## NEW RELEASES ON Capitol

3 new album releases

**PAINTING the CLOUDS WITH SUNSHINE** DENNIS MORGAN and LUCILLE NORMAN  
with Chorus and Orchestra  
Cond. by George Greeley

78 rpm No. DON-291  
45 rpm No. KCF-291  
33 1/3 rpm No. L-291

singles available from this album **78 45**

PAINTING THE CLOUDS WITH SUNSHINE 7-15739 4F-15739

WHEN IRISH EYES ARE SMILING 7-15740 4F-15740

SHAM IS A NECESSARY EVIL 7-15740 4F-15740

TIP TOE THROUGH THE TULIPS WITH ME 7-15741 4F-15741

YOU'RE MY EVERYTHING 7-15741 4F-15741

WINDMILL DREAMS 7-15742 4F-15742

REALITY 7-15742 4F-15742

THE BIRTH OF THE BLUES 7-15742 4F-15742

**MUSIC for REFLECTION** PAUL WESTON and His Orchestra

78 rpm No. CCH-287 • 45 rpm No. CCF-287  
33 1/3 rpm No. L-287

singles available from this album

THE WAY YOU LOOK TONIGHT 15725 F15725

WHEN APRIL COMES AGAIN 15725 F15725

AUTUMN LEAVES LA VIE EN ROSE 15725 F15725

DARDANELLA 15724 F15724

SOME ENCHANTED EVENING 15724 F15724

BAJI HA'I - DOUBLE DUTCH (33 1/3 only)

**LISTEN and RELAX**

78 rpm No. DCH-275 • 45 rpm KCF-275  
33 1/3 rpm L-275

A NEW WAY FOR EVERYONE TO RELIEVE TODAY'S TENSIONS!  
Here is a new, scientifically designed method for the release of mental tension. It is an effective means proved by thousands who have enjoyed its benefits... approved by members of the medical profession... and granted the seal of the American Medical Association! "LISTEN... and RELAX" will give you a real treat... twenty minutes of soothing relaxation to tranquil melodies.  
written & supervised by SUSAN CARROLL • narration: GEORGE FENNERMAN • music: BUDDY COLE

		78 rpm	45 rpm
<b>POPULAR</b>			
<i>GISELE MacKENZIE</i> and <i>GORDON MacRAE</i>	<b>ON ROSARY HILL</b> <b>A LOVERS' WALTZ</b> <small>with Orchestra Conducted by Bill Leese</small>	1807	F1807
<i>NAT "KING" COLE</i> <small>with Orchestra Conducted by Nelson Riddle</small>	<b>UNFORGETTABLE</b> <b>MY FIRST AND MY LAST LOVE</b>	1808	F1808
<i>TENNESSEE ERNIE</i> and <i>HELEN O'CONNELL</i>	<b>HEY, GOOD LOOKIN'</b> <b>COOL, COOL KISSES</b> <small>with Orchestra</small>	1809	F1809
<i>RAY ANTHONY</i> <small>and His Orchestra</small>	<b>DEEP NIGHT</b> <b>WITH ALL MY HEART AND SOUL</b> <small>Instrumental</small> <small>Vocal by Tommy Mercer</small>	1810	F1810
<i>DEAN MARTIN</i> <small>with Vocal Group with Orchestra Conducted by Dick Stabile</small>	<b>MEANDERIN'</b> <b>(MA COME' BALI) BELA BIMBA</b>	1811	F1811
<i>THE VOICES OF WALTER SCHUMANN</i>	<b>THEY CALL THE WIND MARIA</b> <small>Vocal Solo by William Beevoe</small> <small>From the New York Musical "Paint Your Wagon"</small> <b>MOONGLOW</b> <small>Tenor Solo by Eddie Miller</small>	1812	F1812
<b>WESTERN &amp; COUNTRY</b>			
<i>CARL BUTLER</i>	<b>YOU PLUS ME</b> and <b>STRING OF EMPTIES</b>	1813	F1813
<i>OLE RASMUSSEN</i> <small>and His Orchestra</small>	<b>IN THE MOOD</b> <small>Instrumental</small> <b>EVERYBODY THINKS YOU'RE AN ANGEL</b> <small>Vocal by Virgil Lee</small>	1814	F1814

# THE BILLBOARD Music Popularity Charts

## Records Most Played by Disk Jockeys

Based on reports received September 26, 27 and 28

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. 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 date/Week	TITLE	Artist	Label
12	1	1	BECAUSE OF YOU	T. Bennett	Cap(78)39362; (45)4-39362; (33)3-39362—BMI
7	3	2	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Cap(78)1748; (45)F-1748—ASCAP
14	2	3	COME ON-A MY HOUSE	R. Clooney	Col(78)39467; (45)4-39467; (33)3-39467—BMI
8	5	4	BECAUSE OF YOU	L. Baxter	Cap(78)1493; (45)F-1493—BMI
18	6	5	I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141—BMI
9	7	6	COLD, COLD HEART	T. Bennett	Col(78)39449; (45)4-39449; (33)3-39449—BMI
25	4	7	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
6	9	8	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
6	14	9	WHISPERING	L. Paul	Cap(78)1748; (45)F-1748—ASCAP
2	18	10	SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
2	21	10	AND SO TO SLEEP AGAIN	P. Page	Mercury (78)5706; (45)5706X45—ASCAP
3	25	12	SIN	Four Aces-A. Alberts	Victoria 101—BMI
14	12	13	SWEET VIOLETS	D. Shore	V(78)20-4174; (45)47-4174—ASCAP
15	8	14	SHANGHAI	D. Dav-P. Weston	Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
8	16	15	BELLE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller	Col(78)39512; (45)4-39512; (33)3-39512—ASCAP
6	10	16	CASTLE ROCK	F. Sinatra-H. James	Col(78)29527; (45)4-29527; (33)3-29527—BMI
3	26	17	OVER A BOTTLE OF WINE	T. Martin	V(78)20-4220; (45)47-4220—ASCAP
2	—	18	IT'S ALL IN THE GAME	T. Edwards	MGM(78)11035; (45)K-11035—ASCAP
24	11	19	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
5	19	20	BECAUSE OF YOU	J. Desmond	MGM(78)10947; (45)K-10947—BMI
4	26	21	I GET IDEAS	P. Lee	Cap(78)1573; (45)F-1573—BMI
1	—	22	DOWN YONDER	C. Butler	Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
9	13	23	LONGING FOR YOU	V. Damone	Mercury(78)5655; (45)5655X45—BMI
8	17	23	WHILE YOU DANCED, DANCED	G. Gibbs	Mercury (78)5681; (45)5681X45—ASCAP
7	24	25	BECAUSE OF YOU	J. Pearce	V(78)10-3425; (45)49-3425—BMI
3	—	25	DETOUR	P. Page	Mercury(78)5682; (45)5682X45—BMI
10	28	27	VANITY	D. Cherry	Dec(78)27618; (45)9-27618—ASCAP
2	—	27	I WISH I WUZ	R. Clooney	Col(78)39536; (45)4-39536; (33)3-39536—ASCAP
2	22	29	BLUES (FROM AN AMERICAN IN PARIS)	R. Flanagan	V(78)20-4247; (45)47-4247—ASCAP
9	—	30	COME ON-A MY HOUSE	K. Starr	Cap(78)1710; (45)F-1710—BMI
17	—	30	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415—ASCAP

## England's Top Twenty

POSITION	Weeks Last	This date/Week	TITLE	English	American
8	1	1	TOO YOUNG	Sun	Jefferson
6	3	2	TULIPS AND HEATHER	John Fields	J. J. Tobbins & Sons
21	2	3	MY TRULY, TRULY FAIR	Dash	Santly-Joy
9	9	4	SWEET VIOLETS	E. H. Morris, Ltd.	E. H. Morris
7	8	5	CHRISTOPHER COLUMBUS	Campbell-Connelly	American
12	4	6	TOO LATE NOW	New World	Feist
9	17	7	UNLESS	Francis Day	Bourne
15	10	8	THE LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbins
16	5	9	MY RESISTANCE IS LOW	Morris	Morris
18	6	10	WITH THESE HANDS	E. Kassner, Ltd.	Ben Bloom
16	7	11	IVORY RAG	Mac Melodies	Ardmore
8	14	12	A BEGGAR IN LOVE	Cinephonic	Santly-Joy
15	13	13	I APOLOGIZE	Victoria	Crawford
29	12	14	BE MY LOVE	Francis Day	Robbins
1	—	15	BECAUSE OF YOU	Dash	Broadcast Music
2	20	16	THERE'S NO BOAT LIKE A ROWBOAT	Bourne	Bourne
1	—	17	SHANGHAI	Harms-Connelly, Ltd.	Advanced Music
17	17	18	ON TOP OF OLD SMOKY	Leeds	Folkways
14	15	19	JEZEBEL	Campbell-Connelly	Broadcast Music
31	16	20	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Uma	Dartmouth

## VOX JOX

By HAL WEBMAN

### Preems

**Curt Gibson**, WPLH, Huntington, W. Va., has started a daily deejay show for Star Furniture Company and RCA Victor. . . **M. Wroner**, WHLN, Harlan, Ky., moves to WCPM, Cumberland, Ky., shortly as station manager. . . **Jerry Strong** has left WINK, Washington, D. C. (after 11 years), to pilot a platter program on WMAL, same city, plus his new Friday night variety show, "It's a Hit." . . **Mike D'Angelo**, WMAW, Meadville, Pa., has extended his nightly two-hour show to three hours—9 p.m. to midnight. . . **Tom Smith** has joined WDKD, Kingstree, S. C., as program director-announcer. . . **Gene Blaine**, WGST, Atlanta, Ga., has taken over "The Music Rack" on Saturday mornings. . . **"Sleepyhead Ted" Johnson**, ex-WHRV, Ann Arbor, Mich., has joined WXYZ, Detroit. . . **Sid Garis**, CKLW, Detroit, is starting a nightly remote from the Elmwood Casino, Windsor, Mich. . . **George Jay**, who is exiting the Ming Room with his KGFJ, Hollywood, airer, is negotiating with a Sunset Strip niter for a similar remote deal, effective November. . . **Flack Andy Fuller**, WTAG, Worcester, Mass., dropped in at The Billboard's New York office this month to notify us that "six WTAG disk wranglers move out of their three-hour Saturday afternoon slot now that football's here, and spread out in a new Monday-through-Saturday arrangement, tagged "The Six With Music Show," with each jock playing any kind of music that appeals to him at 11.30 p.m. The sextette includes **Jim Watson**, **John Woods**, **Pen Brown**, **Johnny Dowell**, **Paul Dean** and **Bill Ostberg**. . . **Tony Carroll** has joined KHUB, Watsonville, Calif. . . **Bob Edgerly**, program director of WHEB, Portsmouth, N. H., is using "Billboard's Honor Roll of Hits" as a regular feature of his Thursday afternoon show and finds "it coincides amazingly with our local trends." . . **Dick Partridge**, WHAN, Charleston, S. C., has launched a new show "Off the Records" from 3 to 4 p.m., with **Ray Thomas** and **Farrell Smith** alternating as his co-spinners. . . **Paul "Shorty" Schroeder**, WIMS, Michigan City, Ind., has a new daily show on which he spins a total of 40 different orks a week. . . **Bob Leonard**, WBIS, Bristol, Conn., is now doing traffic and programing. . . **Joe Vincent**, WHOS, Decatur, Ala., is running "Billboard's Top 10" and has a different sponsor for each top tune. . . **Jim Hartley**, WGGG, Gainesville, Ga., aired broadcasts from the Northeast Georgia Fair recently via a complete studio set-up at the fairgrounds. . . **Clark Reid**, WAKR, Akron, O., who has moved his "Request Review" back to the Terrace Room of the Mayflower Hotel, has a new Sunday show, "Musical Magic," sponsored by Columbia Records and O'Neil's department store. The show features Columbia LP exclusively.

### Gab Bag

**Jerry Joiner**, WTOK, Meridian, Miss., thinks "the newie 'Half-Fast Waltz' is quite catchy, but I, for one, am inclined to overlook it because, frankly, it's quite embarrassing to pronounce it! Are the writers kiddin'?" . . . **Carl Venters**, WJNC, Jacksonville, N. C., is "glad to see that Mel Torme recorded 'Take My Heart' in his old style." . . **Bill Hyden**, KRMG, Tulsa, Okla., suggests "April Stevens change name to June—too warm for April." . . **Mac McGuire**, WIP, Philadelphia, Pa., has highest deejay Hooper in his area and still finds time to tour theaters, fairs and carnivals in the East as a member of the **Harmony Rangers Quintet**. . . **Harry Nigocia**, WJBW, New Orleans, celebrates the 19th birthday of

(Continued on page 82)

## Best Selling Sheet Music

Based on reports received September 26, 27 and 28

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 date/Week	TITLE	Artist
14	1	1	BECAUSE OF YOU (F) (R)	Broadcast Music
21	2	2	LOVELIEST NIGHT OF THE YEAR (F) (R)	Robbins
13	3	3	I GET IDEAS (R)	Hill & Range
24	4	4	TOO YOUNG (R)	Jefferson
12	5	5	SWEET VIOLETS (R)	E. H. Morris
6	6	6	COLD, COLD HEART (R)	Acuff-Rose
2	7	7	DOWN YONDER (R)	La Salle
10	9	8	SHANGHAI (R)	Advanced
2	10	9	SIN (R)	Algonquin
5	11	10	IN THE COOL, COOL, COOL OF THE EVENING (F) (R)	Burke-Van Heusen
8	15	11	MAKE BELIEVE (F) (R)	T. B. Harms
7	8	12	LONGING FOR YOU (R)	Duchess
13	13	13	COME ON-A MY HOUSE (R)	Duchess
1	—	14	AND SO TO SLEEP AGAIN (R)	Paxton
4	11	15	BELLE, BELLE, MY LIBERTY BELLE (R)	Santly-Joy

## 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 the case of ties) tunes alphabetically. This music checked is preponderantly (over 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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And So to Sleep Again (R)	Paxton—ASCAP
Be Mine Tonight (R)	Peer—BMI
Because of You (F) (R)	Broadcast Music—BMI
Cold, Cold Heart (R)	Acuff-Rose—BMI
Dimples and Cherry Cheeks (R)	Leeds—ASCAP
Ghost of a Chance, A (R)	Mills—ASCAP
Go, Go, Go (F) (R)	Famous—ASCAP
Got Her Off My Hands (R)	Remick—ASCAP
Hello, Young Lovers (M) (R)	Williamson—ASCAP
I Get Ideas (R)	Hill & Range—BMI
I Wish You the Best	Life—BMI
In the Cool, Cool, Cool of the Evening (F) (R)	Burke-Van Heusen—ASCAP
It's All in the Game (R)	Witmark—ASCAP
Just in Case (R)	E. B. Marks—BMI
Kiss to Build a Dream on (R)	Miller—ASCAP
Loveliest Night of the Year, The (F) (R)	Robbins—ASCAP
Mad About Love	Life—BMI
Mary Rose (R)	Shapiro-Bernstein—ASCAP
Morning Side of the Mountain (R)	Remick—ASCAP
Maybe It's Because (I Love You Too Much) (R)	Berlin—ASCAP
My Truly, Truly Fair (R)	Santly-Joy—ASCAP
On the Moto-Boat (R)	Life—BMI
Out of Breath (R)	Valande—ASCAP
Painting the Clouds With Sunshine (R)	Witmark—ASCAP
Shanghai (R)	Advanced—ASCAP
(It's No) Sin (R)	Algonquin—BMI
Too Young (R)	Jefferson—ASCAP
Vanity (R)	Jefferson—ASCAP
Wonder Why (F) (R)	Robbins—ASCAP
World Is Waiting for the Sunrise, The (R)	Crawford—ASCAP
You'll Know (F) (R)	Chappell—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, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner: Every time a song is performed on a sustaining show instrumentally, it receives a credit of 5 points; when performed vocally on a sustainer it receives 10 points; when done instrumentally on a commercial show it receives 15 points and, when done vocally on a commercial show it gets 20 points.

(Week of September 20 to September 26)

1. Because of You—BMI	170
2. Come On-A My House—Duchess	155
3. Shanghai—Advanced	80
4. Too Young—Jefferson	70
5. Hello, Young Lovers—Williamson	50
6. How High the Moon—Chappell	50
7. I Get Ideas—Hill & Range	40
8. I Whistle a Happy Tune—Williamson	40
9. Loveliest Night of the Year—Robbins	40
10. My Truly, Truly Fair—Santly	40
11. Sweet Violets—Morris	40
12. Wonder Why—Robbins	40
13. Castle Rock—Wemar	30
14. World Is Waiting for the Sunrise, The—Crawford	30
15. After All It's Spring—Leeds	20
16. And So to Sleep Again—Paxton	20
17. Be Mine Tonight—Peer	20
18. Cold, Cold Heart—Acuff-Rose	20
19. Everlasting—Morris	20
20. Everything I Have Is Yours—Miller	20
21. For All We Know—Feist	20
22. How D'ya Like Your Eggs in the Morning?—Feist	20
23. Jezebel—BMI	20
24. Painting the Clouds With Sunshine—Witmark	20
25. Reciprocity—Leeds	20
26. Surprising—Roncom	20
27. World Is Mine Tonight—Sam Fox	20
28. A Ghost of a Chance—Mills	10
29. Got Her Off My Hands—Harms	10
30. Twenty-Three Starlets and Me—Lion	10

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 828 N. Walnut  
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B. G. Record Service  
 1132 N. W. Gilson  
 Portland, Oregon  
 Coast Line Dist. Co.  
 824 Fifth Avenue North  
 Nashville, Tennessee  
 Cosnat Dist. Company  
 315 W. 47th Street  
 New York 19, New York  
 Central Record Sales  
 2528 W. Pico Blvd.  
 Los Angeles, California  
 Chatton Dist. Company  
 1921 Grove Street  
 Oakland, California

Delta Music Sales  
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 New Orleans, Louisiana  
 Gotham Record Company  
 1416 Wood Street  
 Philadelphia, Pennsylvania  
 Wm. Greenblatt Record Dist.  
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 Lynn, Massachusetts  
 Hit Record Dist. Company  
 1043 Central Avenue  
 Cincinnati, Ohio  
 Indiana State Record Dist.  
 1511 E. Michigan Avenue  
 Indianapolis, Indiana

M. B. Krupp Dist.  
 309 S. Santa Fe Street  
 El Paso, Texas  
 Mangold Dist. Company  
 215 S. Eutaw Street  
 Baltimore, Maryland  
 Music Sales Company  
 1117 Union Avenue  
 Memphis, Tennessee  
 Mangold Dist. Company  
 913 S. Clarkson Street  
 Charlotte, North Carolina  
 James H. Martin  
 2614 W. N. Avenue  
 Chicago, Illinois

Pan American Dist. Company  
 3731 Woodward Avenue  
 Detroit, Michigan  
 Pan American Dist. Company  
 90 West Riverside Avenue  
 Jacksonville, Florida  
 Roberts Record Dist. Company  
 1518 Pine Street  
 St. Louis, Missouri  
 Southland Dist. Company  
 439 Edgewood Avenue S. E.  
 Atlanta, Georgia

South Coast Dist. Co.  
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SIN **FOUR ACES** SIN **FOUR ACES**

# 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, secures last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

FOUR ACES

SIN

FOUR ACES

SIN

FOUR ACES

SIN

FOUR ACES

SIN

SIN

FOUR ACES

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FOUR ACES

SIN

No matter where you look  
No matter how you look at it...



IT'S THE

# FOUR ACES

Featuring

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# SIN

VICTORIA RECORD 101

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### NEW YORK

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. COLD, COLD HEART  
T. Bennett—Columbia
3. I GET IDEAS  
T. Martin—Victor
4. TOO YOUNG  
Nat (King) Cole—Capitol
5. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
6. COME ON-A MY HOUSE  
R. Clooney—Columbia
7. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
8. SWEET VIOLETS  
D. Shore—Victor
9. COME ON-A MY HOUSE  
M. Lanza—Capitol
10. AND SO TO SLEEP AGAIN  
P. Page—Mercury

### CHICAGO

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. COLD, COLD HEART  
T. Bennett—Columbia
3. SIN  
E. Howard—Mercury
4. I GET IDEAS  
T. Martin—Victor
5. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
6. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
7. TOO YOUNG  
Nat (King) Cole—Capitol
8. WHILE YOU DANCED, DANCED, DANCED  
G. Gibbs—Mercury
9. DOWN YONDER  
Del Wood—Tennessee
10. WONDER WHY  
V. Damone—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. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
5. WHISPERING  
L. Paul—Capitol
6. I GET IDEAS  
T. Martin—Victor
7. AND SO TO SLEEP AGAIN  
P. Page—Mercury
8. CASTLE ROCK  
J. Hodges—Mercury
9. COLD, COLD HEART  
T. Bennett—Columbia

### DALLAS-FORT WORTH

1. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
2. BECAUSE OF YOU  
T. Bennett—Columbia
3. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
4. DOWN YONDER  
Del Wood—Tennessee
5. BECAUSE OF YOU  
L. Baxter—Capitol
6. SIN  
Four Aces-A. Alberts—Victoria
7. COME ON-A MY HOUSE  
R. Clooney—Columbia
8. I GET IDEAS  
T. Martin—Victor
9. COLD, COLD HEART  
T. Bennett—Columbia
10. SIN  
E. Howard—Mercury

### ATLANTA

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. I GET IDEAS  
T. Martin—Victor
3. SIN  
S. Churchill—Victor
4. COLD, COLD HEART  
T. Bennett—Columbia
5. SIXTY MINUTE MAN  
Dominoes—Federal
6. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol

### WASHINGTON, D. C.

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. I GET IDEAS  
T. Martin—Victor
3. COLD, COLD HEART  
T. Bennett—Columbia
4. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
5. AND SO TO SLEEP AGAIN  
P. Page—Mercury

### NEW ORLEANS

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. COLD, COLD HEART  
T. Bennett—Columbia
3. WONDERFUL, WASN'T IT  
F. Laine—Columbia
4. I GET IDEAS  
T. Martin—Victor
5. VANITY  
D. Cherry—Decca
9. OVER A BOTTLE OF WINE  
T. Martin—Victor

### PITTSBURGH

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. COLD, COLD HEART  
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—Victoria
6. TURN BACK THE HANDS OF TIME  
E. Fisher—Victor
7. I GET IDEAS  
T. Martin—Victor
8. IT'S ALL IN THE GAME  
T. Edwards—MGM

### ST. LOUIS

1. DOWN YONDER  
Del Wood—Tennessee
2. BECAUSE OF YOU  
T. Bennett—Columbia
3. SIN  
Four Aces-A. Alberts—Victoria
4. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
5. TURN BACK THE HANDS OF TIME  
E. Fisher-H. Winterhalter—Victor
6. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
7. FOR ALL WE KNOW  
Voices of W. Schumann—Decca
8. UNDECIDED  
Ames Brothers-L. Brown—Coral

### SEATTLE

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. I GET IDEAS  
L. Armstrong—Decca
3. I GET IDEAS  
T. Martin—Victor
4. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
5. COME ON-A MY HOUSE  
R. Clooney—Columbia
6. WHISPERING  
L. Paul—Capitol
7. TOO YOUNG  
Nat (King) Cole—Capitol
8. DOWN YONDER  
C. Butler—Columbia

### DETROIT

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. COLD, COLD HEART  
T. Bennett—Columbia
3. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
4. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
5. SMOOTH SAILING  
E. Fitzgerald—Decca
6. I GET IDEAS  
T. Martin—Victor
7. I GET IDEAS  
L. Armstrong—Decca
8. DOWN YONDER  
J. (Fingers) Carr—Capitol

### DENVER

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
3. I GET IDEAS  
T. Martin—Victor
4. COLD, COLD HEART  
T. Bennett—Columbia
5. COME ON-A MY HOUSE  
R. Clooney—Columbia

### BOSTON

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. SIN  
Four Aces-A. Alberts—Victoria
3. COLD, COLD HEART  
T. Bennett—Columbia
4. I GET IDEAS  
T. Martin—Victor
5. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
6. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
7. TURN BACK THE HANDS OF TIME  
E. Fisher—Victor
8. DOWN YONDER  
L. (Piano Roll) Cook—Abbey
9. AND SO TO SLEEP AGAIN  
P. Page—Mercury

### PHILADELPHIA

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. SIN  
Four Aces-A. Alberts—Victoria
3. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
4. COLD, COLD HEART  
T. Bennett—Columbia
5. I GET IDEAS  
T. Martin—Victor
6. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
7. COME ON-A MY HOUSE  
R. Clooney—Columbia
8. AND SO TO SLEEP AGAIN  
P. Page—Mercury
9. TOO YOUNG  
Nat (King) Cole—Capitol
10. UNDECIDED  
Ames Brothers-L. Brown—Coral



# COLUMBIA'S

WEEKLY CHECK LIST OF BEST SELLERS  
FOR DEALERS, OPERATORS, JOCKEYS

(Based on actual sales figures for week ending September 21st)

## ✓ POPULAR

- ✓ COLD, COLD HEART  
WHILE WE'RE YOUNG  
TONY BENNETT  
39449—4-39449
- ✓ BLUE VELVET  
SOLITAIRE  
TONY BENNETT  
39555—4-39555
- ✓ GAMBELLA (The Gambler's Lady)  
HEY GOOD LOOKIN'  
FRANKIE LAINE and JO STAFFORD  
39570—4-39570
- ✓ I WON'T CRY ANYMORE  
BECAUSE OF YOU  
TONY BENNETT  
39362—4-39362
- ✓ I WISH I WUZ  
MIXED EMOTIONS  
ROSEMARY CLOONEY  
39536—4-39536
- ✓ IF TEARDROPS WERE PENNIES  
I'M WAITING JUST FOR YOU  
ROSEMARY CLOONEY  
39535—4-39535
- ✓ COME ON-A MY HOUSE  
ROSE OF THE MOUNTAIN  
ROSEMARY CLOONEY  
39467—4-39467
- ✓ 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
- ✓ SIN  
JEALOUS EYES  
SAMMY KAYE  
39567—4-39567

- ✓ DOWN YONDER  
WAY UP IN NORTH CAROLINA  
CHAMP BUTLER  
39533—4-39533
- ✓ 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
- ✓ TENNESSEE TEARS  
DIXIE  
SAMMY KAYE  
39492—4-39492
- ✓ WHEN  
REACHING FOR THE MOON  
CHAMP BUTLER  
39546—4-39546
- ✓ LONGING FOR YOU  
MARY ROSE  
SAMMY KAYE  
39499—4-39499
- ✓ WHAT IS A BOY  
WHAT IS A GIRL  
ARTHUR GODFREY  
39487—4-39487
- ✓ POPPY, THE PUPPY  
COMIN' DOWN THE CHIMNEY  
GENE AUTRY  
39542
- ✓ CASTLE ROCK  
DEEP NIGHT  
FRANK SINATRA  
39527—4-39527

## ✓ FOLK

- ✓ ALWAYS LATE  
MOM AND DAD'S WALTZ  
LEFTY FRIZZELL  
20837—4-20837
- ✓ ME AND MY BROKEN HEART  
LET OLD MOTHER NATURE HAVE HER WAY  
CARL SMITH  
20862—4-20862
- ✓ BLUE YODEL NO. 6  
TRAVELLIN' BLUES  
LEFTY FRIZZELL  
20842—4-20842
- ✓ MY BABY'S JUST LIKE MONEY  
I WANT TO BE WITH YOU ALWAYS  
LEFTY FRIZZELL  
20799—3-20799—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—3-20796—4-20796
- ✓ IF YOU'VE GOT THE MONEY  
I LOVE YOU A THOUSAND WAYS  
LEFTY FRIZZELL  
20739—3-20739—4-20739
- ✓ SHINE, SHAVE, SHOWER  
LOOK WHAT THOUGHTS WILL DO  
LEFTY FRIZZELL  
20772—3-20772—4-20772
- ✓ DON'T GET ABOVE YOUR RAISIN'  
I'VE LOST YOU  
L. FLATT-E. SCRUGGS  
20854—4-20854
- ✓ WALTZING BY THE OHIO  
MY BABY LIED TO ME  
G. MORGAN  
20850—4-20850

## ✓ RHYTHM & BLUES

- ✓ PLENTY OF MONEY  
GO! GO! GO!  
TRENTERS  
6804—4-6804
- ✓ WHISKEY AND GIN  
TELL THE LADY I SAID GOODBYE  
JOHNNY RAY  
6809—4-6809
- ✓ I TRIED  
I RULE MY HOUSE  
CHUCK WILLIS  
6810—4-6810

- ✓ 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



HIT! HIT! HIT!

SARAH  
VAUGHAN

singing



"I RAN ALL THE WAY HOME"  
backed with  
"JUST ONE MOMENT MORE"

39576  
4-39576



COLUMBIA RECORDS  
FOR MUSIC THAT SENDS 'EM—TO YOU!

# THE BILLBOARD Music Popularity Charts

## Best Selling Pop Singles

... Based on reports received September 26, 27 and 28

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	Week   Week	Record	Artist	Label
16	1	1	BECAUSE OF YOU I Won't Cry Anymore	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—BMI
11	2	2	COLD, COLD HEART While We're Young	T. Bennett	Col(78)39449; (45)4-39449; (33)3-39449—BMI
8	3	3	WORLD IS WAITING FOR THE SUNRISE Whispering	L. Paul-M. Ford	Cap(78)1748; (45)F-1748—ASCAP
19	4	4	I GET IDEAS Tahiti, My Island	T. Martin	V(78)21-4141; (45)47-4141—BMI
26	6	5	LOVELIEST NIGHT OF THE YEAR La Donna E Mobile	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
14	5	6	COME ON-A MY HOUSE Rose of the Mountain	R. Clooney	Col(78)39467; (45)4-39467; (33)3-39467—BMI
4	11	7	SIN Arizona Moon	Four Aces-A. Alberts	Victoria 101—BMI
6	12	8	DOWN YONDER Mine, All Mine	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
10	9	9	BECAUSE OF YOU Unless	L. Baxter	Cap(78)1493; (45)F-1493—BMI
3	13	10	SIN My Wife and I	E. Howard	Mercury(78)5711; (45)5711X45—BMI
8	7	11	WHISPERING World Is Waiting for the Sunrise	L. Paul	Cap(78)1748; (45)F-1748—ASCAP
26	7	12	TOO YOUNG That's My Girl	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
3	10	13	AND SO TO SLEEP AGAIN Write Me One Sweet Letter	P. Page	Mercury(78)5706; (45)5706X45—ASCAP
14	13	14	SWEET VIOLETS If You Turn Me Down	D. Shore	V(78)20-4174; (45)47-4174—ASCAP
4	17	15	I GET IDEAS A Kiss to Build a Dream on	L. Armstrong	Dec(78)27720; (45)9-27720—BMI
10	16	16	DETOUR Who's Gonna Shoe My Pretty Little Feet	P. Page	Mercury(78)5682; (45)5682X45—BMI
1	—	17	TURN BACK THE HANDS OF TIME I Can't Go On Without You	E. Fisher-H. Winterhalter	V(78)20-4257; (45)47-4257—ASCAP
8	15	18	BELLE, BELLE, MY LIBERTY Sweetheart of Yesterday	G. Mitchell-M. Miller	Col(78)39512; (45)4-39512; (33)3-39512—ASCAP
14	18	19	SHANGHAI My Life's Desire	D. Dav-P. Weston	Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
1	—	20	UNDECIDED Sentimental Journey	Ames Brothers-L. Brown	Coral(78)60566; (45)9-60566—ASCAP
19	19	21	MY TRULY, TRULY FAIR Who Knows Love	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415—ASCAP
1	—	22	SIN I Don't Believe in Tomorrow	S. Churchill	V(78)20-4280; (45)47-4280—BMI
9	27	23	VANITY Powder Blue	D. Cherry	Dec(78)27618; (45)9-27618—ASCAP
1	—	24	CALLA, CALLA It's a Long Way (From Your House to My House)	V. Damone	Mercury(78)5698; (45)5698X45—ASCAP
5	23	25	SMOOTH SAILING Love You Madly	E. Fitzgerald	Dec(78)27693; (45)9-27693
3	29	25	LONGING FOR YOU Mary Rose	S. Kaye	Col(78)39499; (45)4-39499; (33)3-39499—BMI
14	—	25	BECAUSE For You Alone	M. Lanza	V(78)10-3207; (45)47-3207—ASCAP
3	—	25	SIXTY MINUTE MAN I Can't Escape From You	Dominoes	Federal(78)12022; (45)45-12022—BMI
2	22	29	DOWN YONDER Way Up in North Carolina	C. Butler	Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
2	23	29	DOWN YONDER Tiger Rag	L. (Piano Roll) Cook	Abbey(78)15053; (45)45-15053—ASCAP

## 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	Leoncavallo: Pagliacci; A. Luciene, R. Tucker, G. Valdeno, T. Howard, C. Harvot, Metropolitan Opera Assn. Ork, F. Cleva, Alder, director	Col(33)SL-113	
4	3	Rachmaninoff: Concerto for Piano & Ork, No. 2, in C Minor; A. Rubinstein, NBC Symphony Ork, V. Golschmann	V(33)LM-1005	
2	4	Gounod: Faust; Metropolitan Opera Ork, Kurt-Adler-Fausto, F. Cleva, conductor	Col(33)SL-112	
—	5	Gershwin Porgy & Bess, L. Winters, C. Williams, I. Matthews, A. Long, W. Coleman & Chorus	Col(33)SL-162	

Last Week	This Week	Record	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1506	
2	2	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteux, conductor	V(45)WDM-920	
4	3	Puccini: Highlights From Madame Butterfly, L. Albanese, J. Melton, L. Browning, RCA Victor Ork	V(45)WDM-1068	
3	4	Rachmaninoff: Concerto for Piano and Ork, No. 2, A. Rubinstein, St. Louis Symphony Ork	V(45)WDM-1075	
5	5	Tchaikovsky: Nutcracker Suite, E. Ormandy, conductor, Philadelphia Ork	V(45)WDM-1020	

## Advance Classical Releases

Prokofiev: Quartet No. 2, Op. 92 Album—The Hollywood String Quartet (1-12") (Hindemith: Quartet) Capitol (33) P-8151	Schumann: Piano Concerto in A Minor, Op. 54 Album—R. Schmid-Bamberg Symphony Ork, Keiberth, cond (1-10") Mercury (33) MG-15020
Ravel: Daphnis et Chloe and LaValse Album—INR Symphony Ork, Brussels, F. Andre, cond. (1-10") Capitol-Telefunken (33) L-8145	Viennese Waltzes Old and New Album—Macklin Marrow Ork (1-10") MGM (33) E-94; Gold and Silver Waltz; Alt Wien; Emperor Waltz; Floerhaus Waltzes; Skaters Waltz; Liebesfeld; Heartstrings Waltz; The Romantic Waltz

## DEALER DOINGS

### News and Chatter

Dealer D. Bernard Simon intends to remodel and enlarge the Delaware Avenue branch of his Music House chain of stores in Buffalo. . . . Clifford L. Barnhart, Retail Record Sales, Deposit, N. Y., reports that a crowd of more than 1,800 turned out for the personal appearance of Smiley Burnette and Harmonica Bill at the State Armory Building, Walton, N. Y. . . . Adams and Holt, Kilgore, Tex., offering buyers a free single from old stock with every purchase of \$3 or more. . . . Disk department of Abdalla's Furniture, Opelousas, La., reports increased sales by co-op deals with local theater managers on window displays of musical films. . . . Disc and Needle, Minneapolis, claims to be getting constant requests for disks by Emile Cote's Glee Club, but can't supply them since the group has not been making commercial records. . . . Ferguson Record Shop, Memphis, reports good sales on Latin-American singles of sambas, rumbas and tangos when suitable music is available. . . . Mrs. Etta Batchelder, Fitchburg, Mass., dealer writes: "I have quite a few personal customers whose likes and dislikes I've learned. Knowing this works fine in selling new releases." . . . Turntable Record Shop, Columbus, O., suggests that dealers interested in selling dance band disks should latch on to the new Buddy De Franco sides. . . . Jim O'Dwyer, Music Box, Chicago, believes that the RCA Victor promotion on 45 r.p.m. will pay off by tripling last year's sales results. . . . Louis E. Dean Record Shop, Hyannis, Mass., says that many vacationing disk buyers never really knew the value of LP disks and their three-speed record players. Just a little salesmanship gets them to spend money. Prep school crowd, says Mrs. Dean, really love the LP players and disks.

### Dealer Gripes

Adrian's, Hutchinson, Kan., reports that the changing of Columbia distributors in the territory left many dealers in a mess and unable to get deliveries on the label's biggest hits. The shop also reports that Decca service in the territory is at an all-time low, with deliveries as much as four weeks late. . . . Aaron Appelbaum, Bergenfield Music, Bergenfield, N. J., thinks that RCA Victor should stop "ridiculous" price quotations in catalogs and newspaper ads. He thinks they could do much to help the dealer by including the federal tax in the price and not make the dealer explain the tax situation to each customer. . . . Both Altone Music, West Allis, Wis., and the Bush Radio Company, Atchison, Kan., are against Capitol's "optional center" 45 r.p.m. disks. The dealers claim it is difficult to punch out the center and hard to make the disks work on automatic 45 players. . . . Wilson's, Park Ridge, N. J., thinks that packers at the record companies and distributors have forgotten how to ship 78 r.p.m. disks. Breakage is way up, says the shop. . . . Turntable Record Shop, Columbus, O., says that the poorest service in the Central Ohio area is from Columbia and Mercury. Both labels are slow in shipping hit records.

## Best Selling Children's Records

... Based on reports received September 26, 27 and 28

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	Week   Week	Record	Artist	Label
10	1	1	ALICE IN WONDERLAND (One Record)	K. Beaumont-E. Wynn	V(78)Y-437; (45)WY-437; (33)LY-1
86	2	2	CINDERELLA (Two Records)	I. Woods & Others	V(78)Y-399; (45)WY-399
43	4	3	TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
2	9	4	TWEETY'S PUDDY TAT TROUBLE (Two Records)	M. Blanc	Cap(78)DBX-3102; (45)CBXF-3102
20	3	5	LONE RANGER, VOL. I (He Becomes the Lone Ranger) (One Record)	G. Trendle	Dec(78)K-29; (45)1-152
20	5	6	LONE RANGER, VOL. II (He Finds Silver) (One Record)	G. Trendle	Dec(78)K-30; (45)1-153
51	6	7	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
166	10	7	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Pinto Colvig	Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
26	—	7	PETER AND THE WOLF (Two Records)	Sterling Holloway	V(78)Y-386; (45)WY-386
20	7	10	LITTLE RED CABOOSE (One Record)	Sparkie-R. Carter & CBS Ork	Col(78)MJV-105; (45)4-105
2	15	10	FERDINAND THE BULL (One Record)	D. Wilson	Cap(78)CAS-3095; (45)CAS-3095
2	13	12	WOODY WOODPECKER'S PICNIC (Two Records)	M. Blanc	Cap(78)DBS-3091; (45)CBSF-3091
30	—	12	BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap(78)DBS-3077; (45)CBSF-3077
2	—	12	HENERY HAWK (One Record)	M. Blanc	Cap(78)CAS-3098; (45)CAS-3098
54	10	15	JOHNNY APPLESEED (Three Records)	Dennis Day	V(78)Y-390; (45)WY-390

## Best Selling Pop Albums

... Based on reports received September 26, 27 and 28

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

Last Week	This Week	Record	Artist	Label
1	1	SHOW BOAT Original Cast-K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (33)E-559	
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	Col(78)C-267; (33)CL-6186	
4	4	NEW SOUND, VOL. II L. Paul-M. Ford	Cap(78)CCN-286; (33)H-286	
5	5	RICH, YOUNG AND PRETTY J. Powell-D. Darrieux-F. Lamas	MGM(78)MGM-86; (33)H-86	
6	6	VOICE OF THE XTABAY Yma Sumac	Cap(78)CD-244; (33)H-244	
7	7	KING AND I Original Cast	Dec(78)DA-876; (33)DL-9008	
8	7	SOUTH PACIFIC Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180	
9	9	CARNEGIE HALL JAZZ CONCERT, VOL. I & II B. Goodman	Col(33)SL-160	
10	10	NEW SOUND, VOL. I Les Paul	Cap(33)H-226	

## Classical Reviews

SCHUBERT: GASTEIN SYMPHONY IN C MAJOR, Op. 140 (1-12") 75  
Vanguard (33) VRS 417  
Vanguard has come up with a curio of more than passing interest in this orchestration of Schubert's four hand piano masterwork, the Grand Duo. The symphonic expansion was done by Joachim, a master of orchestration. The apparently authoritative history of the work and an analysis of it comprises the exceptionally revealing liner notes, culled from the writings of master music critic, Sir Donald Francis Tovey. The music itself is quite typically Schubertian in its striking and dark lyricism and has considerable power and grandeur. This premiere recording is played cleanly and with a fine ensemble sound by the Vienna State Opera Orchestra conducted superbly by Felix Prohaska. This could prove one of the most important discoveries to have come of the research demanded particularly of indies to come up with repertoire ideas to meet the exhaustion of material and the rapid expansion of LP titles.

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

BACH: MUSIC OF JUBILEE—E. Power Biggs-Richard Burgin, cond., Columbia 75  
Columbia (33) ML-4435  
This is a collection of excerpts from cantatas and organ chorale-preludes of Bach put together to typify music of exultation, a mode of music at which Bach has had no equal. This is music which celebrates various festivals and holidays—Christmas, Easter, etc. The music itself is truly joyous and uplifting. E. Power Biggs, a master of Bach, plays the organ of Symphony Hall, Boston, with a fine chamber orchestra conducted by Richard Burgin. The recordings are technically brilliant. This will

MOZART: THE MARRIAGE OF FIGARO—Vienna Philharmonic Ork-Von Karajan, cond. (3-12") 84  
Coi (33) SL-114  
Issued on a single release with "The Magic Flute," this most popular of Mozart's operas is treated by virtually the same personalities achievement that "Flute" is. "Figaro" is a fine recording but can't approach "Flute," which stacks up as one of the all-time waxed operatic classics. To repeat, this still is a mighty handsome effort and has its rewards in the magnificent singing of American basso George London, an artist of insight and high promise, and baritone Erich Kunz, here bearing out his reputation as a prime interpreter of Mozart. Irmgard Seefried, Sena Jurinac, Elizabeth Schwarzkopf and Elisabeth Hogen add to the general high singing quality of the recording. The Vienna State Opera Chorus and the Vienna Philharmonic are the other key participants. Interpretively, Von Karajan conducts with understanding, but the overall spirit of the recorded performance lacks fire and warmth in spite of its technical excellence. The popularity of the opera, tho, should make of the package merchandise of import regardless of deficiencies.

(Continued on page 83)



A NEW STAR! — A NEW HIT! — A NEW HIT! — A NEW STAR!

**A NEW STAR!**

**JUNE VALLI**

with HUGO WINTERHALTER ...

**"NOW, NOW, NOW"**

and

**"ALWAYS ALWAYS"**

**A NEW HIT!**

RCA VICTOR RECORDS 20-4298—(47-4298)\*

A NEW STAR! — A NEW HIT! — A NEW STAR — A NEW HIT!

This week's

**New Releases**  
... on **RCA Victor**

Release 51-40

*Ships Coast to Coast, Week of October 7*

**POPULAR**

- HUGO WINTERHALTER'S Orchestra and Chorus**  
I Never Was Loved By Anyone Else  
Beyond the Blue Horizon 20-4288—(47-4288)\*
- JUNE VALLI with Hugo Winterhalter's Orchestra**  
Now, Now, Now 20-4298—(47-4298)\*
- VAUGHN MONROE and his Orchestra**  
Frosty the Snow Man  
The Jolly Old Man In the Bright Red Suit 20-4299—(47-4299)\*
- FREDDY MARTIN and his Orchestra**  
The Night Before Christmas (In Texas  
That Is) 20-4300—(47-4300)\*
- EZIO PINZA with Norman Leyden's Orchestra**  
I Still See Elisa  
My Concerto 20-4313—(47-4313)\*

**COUNTRY-WESTERN**

- ROY ROGERS with the Roy Rogers Riders**  
The Three Little Dwarfs  
Daddy's Little Cowboy 20-4301—(47-4301)\*
- WILF CARTER (Montana Slim)**  
The Night Before Christmas (In Texas  
That Is)  
Punkinhead 20-4303—(47-4303)\*

**SACRED**

- SHANNON GRAYSON and his Golden Valley Boys**  
Sunset of Time  
Someday In Heaven 20-4304—(47-4304)\*

**BLUES-RHYTHM**

- THE FOUR TUNES**  
Early in the Morning  
My Buddy 20-4305—(47-4305)\*

**SPIRITUAL**

- THE STARLIGHT SPIRITUAL SINGERS**  
Can You Tell?  
After Awhile 20-4306—(47-4306)\*

**CHILDREN'S**

- ROY ROGERS with the Roy Rogers Riders**  
The Three Little Dwarfs  
Daddy's Little Cowboy 45-5321—(47-0291)\*

**POP-SPECIALTY**

- LUIS ARCARAZ and his Orchestra**  
The Bullfighter's Song  
Maria Elena 20-4302—(47-4302)\*

**RED SEAL SPECIAL**

- JASCHA HEIFETZ, with RCA Victor Symphony  
Orchestra**  
Romance In G, Op. 40—Part 1  
Romance In G, Op. 40—Conclusion 49-3611\*
- Romance In F, Op. 50—Part 1  
Romance In F, Op. 50—Conclusion 49-3612\*

**NEW ALBUMS**

- GEORGE GERSHWIN, Pianist**  
An American In Paris  
and  
Rhapsody In Blue WPT-38\*—(LPT-29)\*\*
- CHARLES LAUGHTON**  
A Christmas Carol Y-440—(WY-440)\*
- PAUL WING**  
Rudolph's Second Christmas  
Y-441—(WY-441)\*
- HOWDY DOODY and its creator, BOB SMITH**  
Howdy Doody's Christmas Party  
Y-442—(WY-442)\*

\*45 r.p.m. cat. nos.—\*\*33 $\frac{1}{3}$  r.p.m. cat. nos.

*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.

- \$ **Turn Back the Hands of Time**  
Eddie Fisher with Hugo Winterhalter's Orchestra . . . 20-4257—(47-4257)\*
- \$ **Somebody's Been Beatin' My Time**  
Eddy Arnold . . . . . 20-4273—(47-4273)\*
- \$ **I Get Ideas**  
Tony Martin . . . . . 20-4141—(47-4141)\*
- \$ **Loveliest Night of the Year**  
Mario Lanza . . . . . 10-3300—(49-3300)\*
- \$ **Rollin' Stone/With All My Heart and Soul**  
Perry Como . . . . . 20-4269—(47-4269)\*
- \$ **(It's No) Sin**  
Savannah Churchill . . . . . 20-4280—(47-4280)\*
- \$ **Slow Poke**  
Pee Wee King . . . . . 21-0489—(48-0489)\*
- \$ **Over a Bottle of Wine**  
Tony Martin . . . . . 20-4220—(47-4220)\*
- \$ **Sweet Violets**  
Dinah Shore . . . . . 20-4174—(47-4174)\*
- \$ **I Wanna Play House With You/Something Old, Something New**  
Eddy Arnold . . . . . 21-0476—(48-0476)\*
- \$ **Humming Bird**  
Johnnie and Jack . . . . . 20-4251—(48-4251)\*
- \$ **Diggin' the Boogie**  
Piano Red . . . . . 20-4265—(47-4265)\*
- \$ **Take Her to Jamaica/Down Yonder**  
Freddie Martin . . . . . 20-4267—(47-4267)\*
- \$ **The Blues from An American In Paris**  
Ralph Flanagan . . . . . 20-4247—(47-4247)\*
- \$ **Because**  
Mario Lanza . . . . . 10-3207—(49-3207)\*

*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.

- ★ **The Old Soft Shoe**  
Dinah Shore-Tony Martin . . . . . 20-4268—(47-4268)\*  
The Billboard Picks, September 29th issue.
- ★ **I Want to Be Near You**  
Ray Noble and His Orchestra . . . . . 20-4248—(47-4248)\*  
The Disk Jockeys Pick, Billboard, September 29th issue.
- ★ **I Can't Go On Without You**  
Eddie Fisher-Hugo Winterhalter Ork . . . . . 20-4257—(48-4257)\*
- ★ **Cryin' Heart Blues**  
Johnnie and Jack . . . . . 21-0412—(48-0412)\*  
Country and Western Records Most Played by Folk Disk Jockeys, Billboard, September 29th issue.

**TIPS**

**NOW, NOW, NOW/ALWAYS, ALWAYS**

June Valli with Hugo Winterhalter Ork. . . . . 20-4298—(47-4298)\*



This week over **5,000,000** salesmen are working overtime

to sell your famous 101 selections. Two pages in LIFE magazine will be selling to over 20,000,000 readers for the next ten days at a concentrated rate, and then carry over for many more weeks, the story that RCA Victor dealers have in stock the cream of proven hits.

Hundreds of thousands of people will be seeing a blow-up of this ad as a window piece in stores across the nation. These are available to you as a 101 dealer. RCA Victor is bringing these great things to you to support your efforts in selling to your customers the proven hits that are the proven money-makers. We feel that the dealers who believe in the sound merchandising plans that are given them, should be backed up in every way that is possible to make these plans the success that they can be.

We feel that when we come up with a plan such as the FAMOUS 101 that the dealers have the best chance in the world to have in stock the merchandise that the public wants when they want it. The dealers are given the proven merchandise which will mean the profit merchandise when they have it in the stores and ready for sale when the public reacts to the 5,000,000 salesmen.

The stars who make the hits are on

**RCA VICTOR Records**



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

*a hot new team  
that's really COOL!*



*Tennessee Ernie  
Helen O'Connell*

**Cool,  
Cool Kisses**

backed with  
"Hey Good Lookin'"  
No. 1809 - F 1809

**CENTRAL SONGS, INC.**  
4527 Sunset  
Hollywood, Calif.



# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Records

... Based on reports received September 26, 27 and 28

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part 1.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
15	1	1	1	BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—BMI
14	2	2	2	COME ON-A MY HOUSE	R. Clooney	Col(78)39467; (45)4-39467; (33)3-39467—BMI
7	3	3	3	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Cap(78)1748; (45)F-1748—ASCAP
8	4	4	4	COLD, COLD HEART	T. Bennett	Col(78)39449; (45)4-39449; (33)3-39449—BMI
10	5	5	5	DETOUR	P. Page	Mercury(78)5682; (45)5682X45—BMI (Foy Willing, Dec 46365; J. Watson, Rich-R-Tone 1025)
14	7	6	6	I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141—BMI
6	9	7	7	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
25	6	8	8	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
7	8	9	9	WHISPERING	L. Paul	Cap(78)1748; (45)F-1748—ASCAP (G. Jenkins, Decca 27585; F. Froba, Decca 2700)
14	10	10	10	SWEET VIOLETS	D. Shore	V(78)20-4174; (45)47-4174—ASCAP (T. Baker-E. Light Brigade, Remington R-25002; Janette Davis, Col 39488; Jane Turzy, Dec 27668; D. Drew-C. Farman Ork, Mer 5673)
14	—	11	11	SHANGHAI	D. Dav-P. Weston	Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
20	11	12	12	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
2	17	13	13	SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
5	19	14	14	BECAUSE OF YOU	L. Baxter	Cap(78)1493; (45)F-1493—BMI
5	11	15	15	BECAUSE OF YOU	G. Lombardo-G. DeHaven	Dec(78)27666; (45)9-27666—BMI
3	29	16	16	I GET IDEAS	L. Armstrong	Dec(78)27720; (45)9-27720—BMI
3	14	17	17	SIN	Four Aces-A. Alberts	Victoria 101—BMI
7	14	18	18	RIFLE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller	Col(78)39512; (45)4-39512; (33)3-39512—ASCAP (Merv Griffin, V 20-4217; Bobby Wayne, Mer 5690)
12	13	19	19	I WON'T CRY ANYMORE	T. Rannoff	Col(78)39362; (45)4-39362; (33)3-39362—ASCAP (Georgie Auld, Coral 60446; Billy Williams Quartet, MGM 10928; Eileen Wilson, Dec 27546; Dick Brown, Jubilee 4025; Dinah Washington, Mer 8211; Little Jimmy Scott, Roost 615; L. Becker-E. Light Ork, Remington R-25005)
1	—	19	19	UNDECIDED	Ames Brothers-L. Brown	Coral(78)60566; (45)9-60566—ASCAP
7	17	21	21	LONGING FOR YOU	S. Kava	Col(78)39499; (45)4-39499; (33)3-39499—ASCAP
3	21	22	22	I'M WAITING JUST FOR YOU	R. Flinn	Col(78)39535; (45)4-39535; (33)3-39535—BMI (Bob Crosby, Cap 1595; Cass Daley-H. Carmichael, Dec 27743; H. Hawkins, King 969; K. Marvin, Mer 6353; L. Millinder, King 4453)
2	21	22	22	AND SO TO SLEEP AGAIN	P. Page	Mercury(78)5706; (45)5706X45—ASCAP (April Stevens, V 20-4283; D. Haynes, Dec 27731)
18	14	24	24	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415—ASCAP (Russ Morgan, Dec 27630; F. Martin, V 20-4159; V. Damone-G. Bassman, Mer 5646; Art Mooney, MGM 10984; Dick James, London 1050; G. Auld, Coral 60515; Ray Anthony, Cap 1583; L. Becker-E. Light, Remington R-25001)
5	20	25	25	SIXTY MINUTE MAN	Dominos	Federal(78)12022; (45)45-12022—BMI (York Brothers, King 970; Elliot Lawrence, King 15115; Roberta Lee-H. Gunter, Dec 46363)
1	—	25	25	DOWN YONDER	C. Butler	Col(78)39533; (45)4-49533; (33)3-39533—ASCAP
2	29	27	27	TIPN BACK THE HANDS OF TIME	E. Fisher-H. Winterhalter	V(78)20-4257; (45)47-4257—ASCAP
1	—	27	27	SENTIMENTAL JOURNEY	Les Brown-Ames Brothers	Coral(78)60566; (45)9-60566—ASCAP (H. Garland, Dec 27426)
1	—	29	29	CASTLE ROCK	F. Sinatra-H. James	Col(78)39527; (45)4-39527; (33)3-39527—BMI (Four Deep Tones, Coral 65061; D. Barbour, Cap 1716; R. Marterie, Mer 5658; J. Hedges, Mer 8944; Fontane Sisters, V 20-4213)
1	—	30	30	IF TEARDROPS WERE PENNIES	R. Clooney	Col(78)39535; (45)4-39535; (33)3-39535—BMI (M. Shiner, Dec 46337; C. Smith, Col 20825)
1	—	30	30	MORNING SIDE OF THE MOUNTAIN	J. Garber	Cap(78)1594; (45)F-1594—ASCAP (M. Griffin-H. Winterhalter, V 20-4181; Tommy Edwards, MGM 10989; A. Prysock, Dec 27722; P. Weston, Col 39424)

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# A MESSAGE OF GRATITUDE TO THE ENTIRE MUSIC INDUSTRY...

Thank you all...  
Disk Jockeys, Publications, Show  
People.... everybody!

Your sympathetic wishes for my  
quick recovery were received with the  
deepest gratitude and most certainly  
helped me get well a lot faster. I  
only regret that I cannot thank each  
and everyone one of you personally,  
but I got so many cards and tele-  
grams.... about 18,000 of them...  
That this is the only way I can tell  
all of you how wonderful it is to  
know I have so many friends when  
I needed them.

Sincerely and gratefully,

Hank Snow

## THE BILLBOARD Music Popularity Charts

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

... Based on reports received September 26, 27 and 28

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
10	1	1.	1.	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
8	3	2.	2.	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
13	2	3.	3.	HEY GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
16	4	4.	4.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
9	6	4.	4.	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825—BMI
4	10	6.	6.	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—ASCAP
17	—	7.	7.	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
26	5	8.	8.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
1	—	9.	9.	UNWANTED SIGN UPON YOUR HEART	Hank Snow	V(78)21-0498; (45)48-0498—BMI
3	7	10.	10.	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP

#### Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	HUMMING BIRD	Johnnie & Jack	V(78)20-4251; (45)47-4251—BMI
2.	CRAZY HEART	H. Williams	MGM(78)11054; (45)K-11054
3.	LONESOME WHISTLE	H. Williams	MGM(78)11054; (45)K-11054

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

... Based on reports received September 26, 27 and 28

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
9	1	1.	1.	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
15	4	2.	2.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
12	2	3.	3.	HEY GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
6	5	4.	4.	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
23	3	5.	5.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
4	9	6.	6.	UNWANTED SIGN UPON YOUR HEART	Hank Snow	V(78)21-0498; (45)48-0498—BMI
16	6	7.	7.	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
27	7	8.	8.	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904—BMI
7	10	9.	9.	PEACE IN THE VALLEY	R. Foley	Dec(78)46319; (45)9-46319; (78)14573; (45)9-14573—BMI
8	8	10.	10.	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825—BMI

#### Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	TRAVELIN' BLUES	L. Frizzell	Col(78)20842; (45)4-20842; (33)3-20842—BMI
2.	CRAZY HEART	H. Williams	MGM(78)11054; (45)K-11054
3.	HUMMING BIRD	Johnnie & Jack	V(78)20-4251; (45)47-4251—BMI

# THE BILLBOARD Music Popularity Charts

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

... Based on reports received September 26, 27 and 28

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
9	1	1	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
15	2	2	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
6	3	3	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
12	4	3	HEY GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)11000
8	5	5	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825—BMI
2	9	6	DOWN YONDER	D. Wood	Tennessee(78)775; (45)45-775—ASCAP
20	7	7	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904—BMI
2	6	8	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—ASCAP
17	10	8	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
1	—	10	CHEROKEE BOOGIE	Moon Mullican	King(78)965; (45)45-965—BMI

### Coming Up

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.

1.	I'M WITH A CROWD BUT SO ALONE	E. Tubb	Dec(78)46343; (45)9-46343—BMI
2.	SAN ANTONIO ROSE	J. Maddox	Dot(78)15001; (45)45-15001
3.	TRAVELIN' BLUES	L. Frizzell	Col(78)20842; (45)4-20842; (33)3-20842—BMI

## FOLK TALENT AND TUNES

By JOHNNY SIPPEL

### Disk Jockey Doings

Al Morris, WWVA, Wheeling, W. Va., reports that Red Belcher, who does an hour-and-a-half daily on the station during live shows, became the father of a son recently. Belcher is also manufacturing his own car polish. . . . Happy John has replaced Morris at WONE, Dayton, O. . . . Cousin Larry is doing a daily show, "The Old Gospel Ship," over WSFT, Thomaston, Ga., featuring religious music. . . . Hugh Cherry, WMPS, Memphis, is doing personals at local dances with Skip Skippers' band.

Cherokee Sue Graham, WPDJ, Clarksburg, W. Va., reports that her hubby, Little John, has cut for Cozy. She reports working with Bill Monroe's band on a date recently. Carter Stanley, of the Stanley Brothers, was working with Monroe. . . . Lee Sutton has started a contest on the top 10 h. b. and Western disks in The Billboard. He asks listeners to send in what they feel will be the top 10 in The Billboard, with the closest picks getting free disks.

Foreman Bill, KXOA, Sacramento, Calif., and Longhorn Joe, KROW, Oakland, Calif., are working together on promoting out-

(Continued on page 86)

### 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'M CRYING	Hank Garland	Decca 46368
LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Columbia 20862

## • Advance Folk (Country & Western) Record Releases

Advice to Joe—Roy Acuff (When My) Col 20858  
 Another Night Is Coming—Moon Mullican (Heartless Lover) King 984  
 Cocker Spaniel Polka—Tex Williams (I Want) Cap 1799  
 Detour—Wesley Tuttle (With Tears) Cap 1804  
 Divorces—Mattie O'Neil-Salty Holmes (Stuck With) King 982  
 Done Rovin'—Merle Travis (Faithful Fool) Cap 1800  
 Faithful Fool—Merle Travis (Done Rovin') Cap 1800  
 Four Books in the Bible—Cowboy Copas (I'm Glad) King 980  
 Gotta Gitta Gittar—Johnny Hicks (The Sweetheart) Col 20859  
 Heart Aching Blues—Ray Price (Until Death) Col 20863  
 Heartless Lover—Moon Mullican (Another Night) King 984  
 Hub Cap Roll—Speedy West (Truck Drivers) Cap 1805  
 I Don't Want to Set the World on Fire—Gene Autry (When It's) Col 20865  
 I Want to Be Near You—Tex Williams (The Cocker) Cap 1799  
 I'm Crying—Hank Garland (Seventh and) Dec 46368  
 I'm Glad I'm on the Inside Looking Out—Cowboy Copas (Four Books) King 980  
 Let Old Mother Nature Have Her Way—Carl Smith (Me and) Col 20862

Stuck With Love—Mattie O'Neil-Salty Holmes (Divorces) King 982  
 Sweetheart Waltz—Johnny Hicks (Gotta Gitta) Col 20859  
 Train Track Shuffle—Red Kirk (Sentimental Journey) Mer 6358  
 Truck Drivers Ride—Speedy West (Hub Cap) Cap 1805  
 With Tears in My Eyes—Wesley Tuttle (Detour) Cap 1804

**STARTING STRONG IN Atlanta . . . Baltimore and Birmingham!**  
**"HOT ROD SHOT-GUN BOOGIE #2"**  
 Tillman Franks & his Rainbow Boys  
 Record #C412  
 Order from your nearest GOTHAM Record Distributor.

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Ordering and Getting Records is a Difficult and Trying Problem. Let Us Be Your Errand Boys! Let Us Do All the Hustling and Running Around to the Various Houses.

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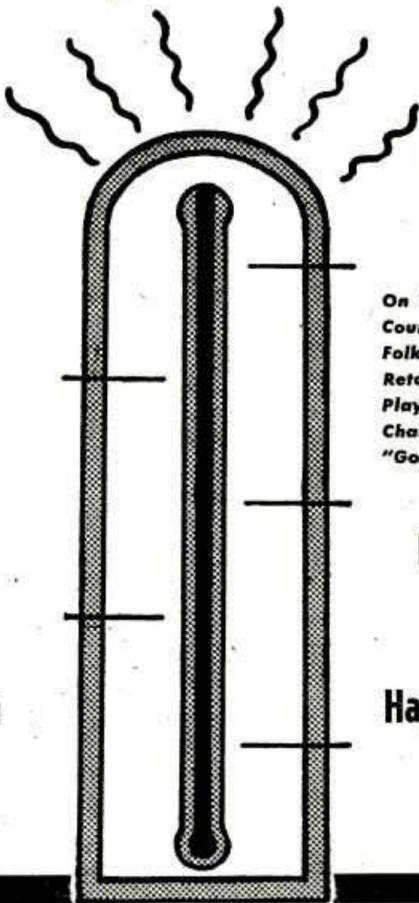
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# The HOTTEST Song In America!

# "SLOW POKE"

ANOTHER "Coin-Pop" HIT

—The Original—  
**Pee Wee KING**  
 on  
**RCA-VICTOR**  
 Record No. 21-0489



On The Billboard's "Most Played" Country and Western Records by Folk Disk Jockeys; "Best Selling" Retail Folk Records, and the "Most Played" Juke Box Folk Record Charts . . . and on the RCA-Victor "Going Strong" List.

**Pee Wee KING on RCA-VICTOR**

**Hawkshaw Hawkins on KING RECORDS**

NOW RECORDED BY  
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 Roberta Lee  
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 Helen O'Connell  
**KING—**  
 Hawkshaw Hawkins  
**RCA-VICTOR—**  
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# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Rhythm & Blues Records

... Based on reports received September 26, 27 and 28

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
20	1	1	SIXTY MINUTE MAN	Dominoes	Federal(78)12022; (45)45-12022—BMI
11	3	2	CHAINS OF LOVE	J. Turner	Atlantic 939—BMI
2	10	3	I GOT LOADED	Peppermint Harris	Aladdin(78)3097; (45)45-3097—BMI
3	6	4	GLORY OF LOVE	Five Keys	Aladdin(78)3099; (45)45-3099
4	8	4	SMOOTH SAILING	E. Fitzgerald	Dec(78)27693; (45)9-27693
10	4	6	"T" 99 BLUES	J. Nelson	RPM 325—BMI
15	2	7	I'M WAITING JUST FOR YOU	Lucky Millinder	King(78)4453; (45)45-4453—BMI
12	5	7	DON'T YOU KNOW I LOVE YOU?	The Clovers	Atlantic 934
6	7	9	BLOODSHOT EYES	W. Harris	King(78)4461; (45)45-4461—BMI
3	—	10	SADDLE THE COW	R. Gordon	RPM 324—BMI
2	—	10	WILL YOU BE MINE?	Swallows	King(78)4458; (45)45-4458—BMI
1	—	10	HEY LITTLE GIRL	B. Wright	Savoy 810—BMI

## • Advance Rhythm & Blues Record Releases

After Hours in Haiti—Reuben Mitchell (Out of Okeh 6827)	Old Women Blues—The Treniers (Hey, Little) Okeh 6826
Flamingo—Earl Bostic Ork (I'm Getting) King 4475	Out of Nowhere—Reuben Mitchell (After Hours) Okeh 6827
Hey, Little Girl—The Treniers (Old Women) Okeh 6826	Please Say You're Mine—Goree Carter (I'm Your) Coral 65064
If You Hadn't Gone Away—Julia Lee & Boy Friends (Scream in) Cap 1789	Scream in the Night—Julia Lee & Boy Friends (If You) Cap 1789
I'm Getting Sentimental Over You—Earl Bostic (Flamingo) King 4475	September in the Rain—Red Callender Sextette (Tabor Inn) Hollywood 166
I'm Your Boogie Man—Goree Carter (Please Say) Coral 65064	Tabor Inn—Red Callender Sextette (September in) Hollywood 166
It Was All in Vain—Lonnie Johnson (You Only) King 4473	You Only Want Me When You're Lonely—Lonnie Johnson (It Was) King 4473

## RHYTHM AND BLUES NOTES

By HAL WEBMAN

Shaw Artists Corporation this week signed blues shouter **Peppermint Harris** and completed papers with **Little Sylvia**, the latest Savoy diskery teen-age discovery. . . . The same agency lost thrush **Betty McLaurin** to the Gale Agency following a hassle with the artist and her managers.

**Slim Gaillard** and **The Clovers** headline at the Earle Theater for the week beginning Thursday (4). . . . **Tiny Grimes** opens at the Brass Rail, Chicago, on Wednesday (3) for an indefinite engagement. . . . **Arnett Cobb** will return with his small band to Birdland nitery in New York for the week of November 20. **Ruth Brown** and **Willis Jackson's** band were booked into the same nitery for the week of October 23. . . . **Joe Liggins** and his **Honeydrippers** will make the mid-Western one-day theater swing beginning November 23 with the kick-off date in Cincinnati. Prior to that, **Percy Mayfield's** band and **The Larks** will form a package to play the same circuit beginning November 2.

**The Ravens**, one of the groups responsible for the current r.&b. vocal group trend, have reorganized. Three of the group were replaced, with singer **Jimmy Ricks** still the key factor with the unit. The new Ravens will debut on October 12 on a one-nighter in Yonkers, New York, and will work a series of promotions in a package with **Joe Thomas' Ork** for the remainder of October. Group already is booked for the week of November 2 at the Paradise Theater, Detroit, and for the week of November 23 at the Apollo Theater, New York. The latter engagement will also headline **Ruth Brown** and the **Willis Jackson** band.

One of the former Ravens, **Maithe Marshall**, will form a new quartet and has already been signed by Savoy Records. Marshall, at the moment, is working as a single at the Apollo Bar, Harlem. . . . Same diskery signed a new New York ballad canary, **Veretta Dillard**. . . . **Lloyd Labrie** of McConkey Artists Corporation in New York set **Machito's** crew into the Club Harlem, Philadelphia, and **Red Rodney's** group into the 421 Club, Philly, for one week each and with openings both slated for October 22. . . . **Erroll Garner** will play a month's engagement at the Embers nitery in New York beginning October 9. He currently is at the Apollo Theater there. The keyboardist and trio will work the Paradise Theater, Detroit, the week of November 9 and will follow that with a week at Storyville, a Boston nitery.

Specialty Records has switched tag of **Roy Milton's** "T-Town Jump" to "T-Town Twist," in order to make the alliteration. . . . Swing Time is querying foreign distributors with an eye to trying the overseas market. . . . **Geneva Vallarie** will do a session in San Francisco this week for Modern Records. . . . **Lou Chudd**, Imperial prexy, will record **Fats Domino** in New Orleans and **Cesta Ayres** in Houston on his current talent junket on which he will hit 18 cities in 17 days. . . . Central Avenue's Club Alabam is open again but has not begun a talent policy. Place is operating as an eatery.

A flock of rhythm and blues Christmas tunes will be released the end of the month by Swing Time Records. Tunes skedded for hypoid promotion include "Lonesome Christmas," "I and II" **Lowell Fulson**; "Merry Christmas, Baby," **Charles Brown**; "Boogie Woogie Santa Claus," **Mabel Scott**; "Christmas Celebration," **Jesse Thomas**, and **Jimmy Witherspoon's** "How I Hate to See Christmas Come Around." The Brown (Continued on page 84)

### R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performances potential among the rhythm and blues records received this week.

SEVEN LONG DAYS  
Charles Brown. . . . Aladdin 3092

COTTAGE FOR SALE  
Betty McLaurin. . . . Derby 775

## • Best Selling Retail Rhythm & Blues Records

... Based on reports received September 26, 27 and 28

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
7	3	1	GLORY OF LOVE	Five Keys	Aladdin(78)3099; (45)45-3099
19	1	2	SIXTY MINUTE MAN	Dominoes	Federal(78)12022; (45)45-12022—BMI
13	2	3	CHAINS OF LOVE	J. Turner	Atlantic 939—BMI
18	5	4	DON'T YOU KNOW I LOVE YOU?	The Clovers	Atlantic 934
16	4	5	I'M WAITING JUST FOR YOU	Lucky Millinder	King(78)4453; (45)45-4453—BMI
7	—	6	"T" 99 BLUES	J. Nelson	RPM 325—BMI
1	—	7	SHOULDN'T I KNOW?	Cardinals	Atlantic 938—BMI
5	—	8	CASTLE ROCK	J. Hodges	Mercury(78)8944; (45)8944X45—BMI
8	—	9	TRA LA LA	T. Brown-Griffin Brothers	Dot 1060—BMI
1	—	10	LITTLE SIDE CAR	Larks	Apollo 429

## • Rhythm & Blues Record Releases

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	STYLING	PHrasing	DETAILS	RECORD
<b>FRANK HAYWOOD (Maxwell Davis Ork)</b> Baby, Baby, Baby ALADDIN 3098—Haywood sounds like a comer. The guy sings with a warm, muted sincerity and in a creamy style. Supported by the fine Davis crew, he sings an appealing ballad.	83--83--83--83				
If You Don't Love Me Anymore Haywood comes back to sing a fine blues in smooth ballad style. Again, Davis provides an expert backing. Makes a strong coupling for the new-comer, of who much more should be heard in the near future.	83--83--83--83				
<b>GENE PARRISH ORK</b> Dream Blues VICTOR 20-4240—Parrish, who sounds much like Joe Turner, does a fragmentary up blues, with the combo bopping incongruously in back.	63--66--63--60				
Baby's on My Mind Same story here—Parrish sings a good slow blues in the old style, but combo plays in a "cool" style that doesn't suit.	63--66--63--60				
<b>FOUR TUNES</b> The Prisoner's Song VICTOR 20-4241—The hard-hitting quartet does the oldie in a jump hillbilly style, that, incongruous tho it might be, might stir r.&b. attention for its beat and spirit.	78--78--78--78				
I Married an Angel Boys don't sound convincing with their casual reading of a Rodgers & Hart show ballad.	70--70--70--70				
<b>SKYLARKS</b> The Glory of Love DECCA 48241—Smooth-singing quartet does the Billy Hill standard in a slow, enticing style, with solid harmony backing the tenor's easy, flowing lead.	76--76--76--76				
You and I Side doesn't come thru, rendition of a slow ballad hasn't the drive and solidity of flip job.	68--68--68--68				
<b>LITTLE JIMMY SCOTT</b> The Masquerade is Over ROOST 530—Scott has his best effort to date here—the fine standard sung with simplicity and a world of soul. Combo makes the mood in back.	84--84--84--84				
I Got It Bad Warbler does the Ellington torcher capably. Some beautiful tenor work may be heard in back.	75--75--75--75				
<b>WILLIS JACKSON ORK</b> Harlem Nocturne ATLANTIC 946—Jackson attacks the Earle Hagen standard in a breathy, rasping style on his tenor sax. Should be good for moderate action.	77--79--75--77				
Street Scene The lovely Alfred Newman theme is done with good taste as a tenor sax solo against a vocal chorus backdrop. The prettiness of the theme and the art-conscious cleffing could draw in the r.&b. sectors.	77--79--75--77				
<b>AL HIBBLER (Jimmy Mundy Ork)</b> Now I Lay Me Down to Dream ATLANTIC 945—Hibbler really belts as he warbles a very lovely oldie to a muscular Mundy orking. Should do okay, especially where they go for Hibbler's style.	81--82--80--81				
This Is Always The Ellingtonian turns in a fairly straight and pleasant warble of a not too old ballad standard. Pleasant slice.	79--80--78--79				
<b>THE CLOVERS</b> Fool, Fool, Fool ATLANTIC 944—The Clovers, riding high at the moment, should sustain their disk popularity with this well-done, well-arranged blues. Hard-hitting performance of a clever blues idea.	85--85--85--85				
Needless The group, one of more able of the several on the market, fashions an appealing etching of a better-than-average r.&b. ballad. Should hold its own on the coupling.	83--83--82--83				
<b>JIMMY LEWIS &amp; ORK</b> Let's Get Together and Make Some Love ATLANTIC 943—A romping blues builds steadily as it rolls to a driving ending. The intensity of beat and Lewis' Louis Jordan-ish shout of a corn lyric could spell coin.	78--78--76--80				
I'll Be Faithful to You Lewis chants, in a breathy intimate style, a blues ballad of considerable merit. Could be.	80--81--80--80				
<b>BIG MACEO MERRIWEATHER</b> Worried Life Blues No. 2 FORTUNE 805—Maceo does a sincere blues in his oldtime Southern style, with piano and guitar backing to match.	73--73--72--74				
Strange to Me Blues Maceo chants a feelingful blues to a slow, calculated boog beat. Subject matter here is wry, philosophical.	71--71--70--72				

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# Savoy RECORD CO., INC.

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# THE BILLBOARD Music Popularity Charts

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS	PEAK	LAST
<b>DOLES DICKENS QUINTET</b>	<b>Blues in the Evening</b> DECCA 48242—Slow blues instrumental features a facile, smart, after-hours styled piano. Effect is on the cold side.	55--55--53--58		
	<b>I Only Have Eyes for You</b> Leader chants the standard at a light swing beat, group hum and riff casually in the background, with piano obbligato. Routine entry.	63--63--61--65		
<b>RED CALLENDER SEXTETTE</b>	<b>Chico's Boogie</b> VICTOR 20-4266—Subtle, yet immediately attractive blues instrumental features strong tenor solo, "talking" upper register blues piano, catchy ensemble figures, all at a jivey medium beat.	76--76--74--78		
	<b>Perdido</b> Add another version of the "JPAT" anthem. Largely tenor solo and rhythm, some alto.	70--71--68--67		
<b>THE VICTORIANS</b>	<b>I Guess You're Satisfied</b> SPECIALTY 411—An okay r. and b. ballad gets a routine reading from a male vocal group.	66--68--64--66		
	<b>Don't Break My Heart Again</b> More of the same style chanting on a less effective ballad.	64--66--62--64		
<b>TAB SMITH</b>	<b>Because of You</b> UNITED U-104—The veteran altoist spreads his fat tones most effectively across the juicy melody line this current smash ballad. Stacks up as a money-making proposition.	82--82--81--82		
	<b>Dee Jay Special</b> Tab turns to the tenor sax for a well-done medium time instrumental bugle blues with more than customary appeal. The jazz is more apparent here than is the honk.	74--75--72--75		
<b>MAURICE KING &amp; HIS WOLVERINES</b>	<b>Make It Good</b> OKEH 6817—Blues dishing sports a better than average fem chanter in Bea Walker.	71--73--68--70		
	<b>11:31 P.M.</b> Orks instrumental try is strictly routine.	67--69--64--67		
<b>CHRIS POWELL (Five Blue Flames)</b>	<b>The Masquerade Is Over</b> OKEH 6818—Coverage on the r.&b. revival of the pop oldie gets an interesting treatment via Vance Wilson's breathy tenor sax solo, mixed voice group humming in the background and only the title getting chanted behind the action.	78--79--77--78		
	<b>Talkin'</b> Slow blues instrumental sounds like a winner as one of the guitars makes with the talking effects and the rest of group maintains a solid beat.	82--83--82--82		
<b>DICK COLE (Phinus Newborn Ork)</b>	<b>Fine as Wine</b> MODERN 831—Cole chants throatily on a routine medium jump bit of blues material. Combo knocks itself out in fine style, but warbler and material don't match it in spirit and drive.	71--71--70--73		
	<b>Tennessee Bounce</b> Instrumental features a free-swinging boogie piano and effective riffing by combo.	75--75--74--76		
<b>LITTLE WILLIE LITTLEFIELD</b>	<b>Lump in My Throat (Tears in My Eyes)</b> MODERN 837—Little Willie chants a hushed, slow blues full of the spirit of low down misery, with tenor, piano and rhythm underlining his chanting effectively. The extremely morbid, the mood of this one could sweep.	83--83--83--83		
	<b>Mean, Mean Woman</b> Medium-fast boogie blues finds Willie chanting a conventional blues in easy style.	73--73--73--73		
<b>JOHN LEE HOOKER</b>	<b>How Can You Do It</b> MODERN 835—Romping, percussive blues shout with a jump-steady Southern guitar backing.	67--67--67--67		
	<b>I'm in the Mood</b> A gimmick whereby J. L.'s voice is dubbed back and echoed makes an unusual entry. The material, a medium beat blues, is strong.	81--81--81--81		
<b>JIMMY WITHERSPOON</b>	<b>Fickle Woman</b> MODERN 836—Witherspoon doesn't sound comfortable with his material here, a superficial and synthetic medium slow blues. Melody is there, but no lyric.	65--65--65--65		
	<b>I Done Found Out</b> Warbler hasn't much more to work with here, tho, there is a distinct improvement. Not one of his happier records, either side.	68--68--68--68		
<b>HOWLING WOLF</b>	<b>Riding in the Moonlight</b> RPM 333—Old-fashioned Southern style chanter knocks out a fragmentary blues vocal, as guitars and harmonicas make a medium fast buck dance beat in back. Okay for rural market.	68--68--68--68		
	<b>Morning at Midnight</b> More in similar vein.	68--68--68--68		
<b>JIMMY McCracklin (Blues Blasters)</b>	<b>What's Your Phone Number</b> SWING TIME 285—McCracklin warbles a smooth, ear-catching medium beat blues, as combo makes a fine swinging shuffle boogie, highlighted by sax and piano work.	80--80--80--80		
	<b>That's Life</b> Slow, philosophical blues gets a controlled, subtle sales job from McCracklin, highlighted by sock steel guitar work.	80--80--80--80		
<b>JOHNNY WILLIAMS</b>	<b>I Got Lucky</b> SWING TIME 255—Williams projects on this happy blues with a fresh and original theme, as combo keeps a steady slow swing beat. This one has the makings.	83--83--83--83		
	<b>Let's Renew Our Love</b> Routine blues material, good rendition.	73--73--73--73		
<b>LLOYD GLENN</b>	<b>Cute-Tee</b> SWING TIME 278—Glenn's tasty, sharp 88'ing, backed by bongo's, drums and bass, knock out an infectious boogie rumba that is the essence of danceability. Could follow up "Chica Boo."	83--83--81--85		
	<b>Congo Rhumba</b> Neat blues in rumba along similar lines to flip, but done at faster tempo.	81--81--80--82		
<b>THE RAVENS</b>	<b>I Got All My Lovin' on a Saturday Night</b> OKEH 6825—Loose knit combo performance, so-so job by the boys, and mediocre material marks this a lesser effort.	66--67--66--65		
	<b>The Whiffenpoof Song</b> Group makes a bid for pop trade with a conventional barbershop job, set in a dull arrangement. The idea misfires.	64--66--64--62		
<b>PEARL TRAYLOR (Chuck Thomas &amp; His All Stars)</b>	<b>The Pawnshop Man</b> OKEH 6822—Tasteless material gets a fair vocal from thrush, tho her chanting has insufficient presence here. Backing is free-for-all slow Dixie, which detracts.	67--NS--67--67		
	<b>Come on Daddy</b> Faster tempo blues has little in the singing or playing to recommend.	60--60--60--60		
<b>IRLTON FRENCH (Chuck Thomas &amp; All Stars)</b>	<b>Long 'Bout the Crack o' Dawn</b> OKEH 6818—French sounds like a weak Joe Turner on this slow, clean, sung, played and recorded mood blues. Muted trumpet is distractingly old fashioned.	66--66--66--66		
	<b>My Run Around Baby</b> French fails to project on this fast blues.	63--63--63--63		

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS	PEAK	LAST
<b>SUGAR TONES</b>	<b>Your Fool Again</b> OKEH 6814—Vocal group has fem lead; she does a neat job on this okay medium beat torcher, gets nice harmony prop from the boys' humming in back.	76--76--76--76		
	<b>The Sun Shines Once Again</b> Combo don't get going, lack drive on, this follow up to "Teardrops in My Eyes."	64--66--64--68		
<b>ARNETT COBB ORK</b>	<b>Walkin' Home</b> Okeh 6823—Cobb's sharp combo drives fluidly thru an easy riffer akin to "Smooth Sailing." The leader blows up a mess of tenor. There's as much jazz appeal here as there is danceability for juke players.	77--79--75--77		
	<b>Cocktails for Two</b> Group opens and closes with a pulsing Latin beat and swings out in between with Cobb's tenor shining all the way. A fine dishing, well-recorded, which could stimulate action.	81--82--80--80		
<b>BOBBY HARRIS (Jack Dupree Ork)</b>	<b>Up and Down the Hill</b> Derby 773—Harris, a strong warbler in the oldtime, southern shout tradition, handles the vocal chores well on this medium bounce boogie, with excellent, punching work by combo in back. Side could have used more vocal presence.	75--75--75--75		
	<b>Doggin' Blues</b> Warbler comes thru again, here in a more restrained blues job at a jivey medium tempo. Combo does fine, featuring strong piano and tenor.	75--75--75--75		
<b>PIANO RED</b>	<b>Diggin' the Boogie</b> Victor(45)47-4265—Piano Red should have another winner in this hard-driving boogie novelty. He shouts interjections which add to the general fire of the dishing.	84--84--84--84		
	<b>Let's Have a Good Time</b> Red reels off an old-fashioned blues stomp of the sort Bessie Smith used to do in the "Ballin' the Jack" tradition. It's a happy waxing and could pick up some southern coin.	80--80--80--80		
<b>BETTE McLAURIN (Eddie Wilcox Ork)</b>	<b>Crying for You</b> Derby 775—Thrush, riding with her "Masquerade Is Over" click, punches thru with an intense vocal on a likely blues ballad. Combo does right in back.	78--78--78--78		
	<b>Cottage for Sale</b> The standard (revived in recent years by Mr. B.) is done to a fare-thee-well in a hard-hitting, passionate job.	83--83--83--83		

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## Col. to Issue

Continued from page 14  
line introduced the short works' LP at the low price several months ago, but the Cap catalog is hardly comparable to the size and value in name power of the Columbia masterworks.

**Sides Complete**  
Each side of the disk in the new series will house a complete work. The series will begin shipment on Monday (1) with 10 platters in the initial release. The first shipment will include recordings by Bruno Walter and the New York Philharmonic, Sir Thomas Beecham conducting the Royal Philharmonic, Eugene Ormandy and the Philadelphia Orchestra, Andre Kostelanetz and Artur Rodzinski conducting house symphonies. The highlight disk of the release will be the first available complete and uninterrupted commercial recording of Bidu Sayao's interpretation of Villa-Lobos' "Bachianas Brasileiras No. 5," with the composer conducting, one of Columbia's all-time best selling longhair 78 singles.

## Diskers Invite

Continued from page 14  
including the key post of executive secretary, and the formulation of a definite schedule of activity, will not be undertaken until a representative cross-section of the disk industry joins the association. This is considered a necessary, democratic precaution. One of the temporary officers pointed out: "This is not a private club. . . . We want everybody in."  
The association, designed to promote the best interests of the disk industry, has set the following dues and membership classifications:

Class A membership, including diskeries with more than \$10,000,000 gross sales during the past year, pay \$10,000 dues; Class B, between \$2,500,000 and \$10,000,000, dues of \$2,500; Class C, \$750,000 to \$2,500,000, dues of \$750; Class D, \$100,000 to \$750,000, dues of \$100, and Class E, less than \$100,000, dues of \$25.

## Copitol Plugs

Continued from page 14  
chief, heading Eastward on a regular routine junket, will accompany May on a few of the introductory stops. Band, said by Cap to offer a "new sound," offers a combination of the Jimmy Lunceford reed sounds with a touch of Charlie Barnet, batoner for whom he had arranged. May's earlier Cap chores include providing ork backing for many of the label's kidisk albums.

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## THE BILLBOARD Music Popularity Charts

### Record Reviews

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

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

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution 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	DISK JOCKEYS	RETAILERS	OPERATORS
<b>POPULAR</b>					
<b>HONKY TONKS</b>					
<b>Down Yonder</b>	VICTOR 20-4284—Late, tho spirited, coverage of the oldie revived via the Del Wood smash Tennessee dinking. Group is a new Victor house ensemble.	65--65--65--65			
<b>Swing Your Gal</b>	Lively playing and gang vocal on an odd novelty which blends hoedown with polka.	61--60--60--63			
<b>ART MOONEY ORK (Betty Harris)</b>					
<b>Daddy</b>	MGM 11072—Mooney joins in the flick-inspired revival of this old novelty and does it in a lively reincarnation of the old Sammy Kaye hit version, with Betty Harris vocalizing sweetly. Good juke bait.	80--80--78--81			
<b>The Tinkle Song</b>	This happy novelty could start Mooney rolling on wax again. Miss Harris and gang vocalizing project a lively spirit on the catchy ditty. A fine juke box entry, at the least.	82--82--80--84			
<b>BURT TAYLOR (Percy Faith Ork)</b>					
<b>Long Ago</b>	COLUMBIA 39557—Newcomer Taylor impresses with a subdued croon style on one of prettier new ballads. The warbler shows considerable possibilities. Faith's backing is lovely.	77--80--75--75			
<b>Lighthouse Song</b>	Taylor does right well with another pop-folk tale that's attractive but gummy. Excellent Faith background.	77--80--75--75			
<b>RICHARD HAYES (Joe Reisman Ork)</b>					
<b>Out in the Cold Again</b>	MERCURY 5724—A fine oldie, on a plug revival, is handled rather unusually and effectively. Approach is in keeping with the R & B vocal group style of day, with Hayes warbling Frankie Laine style. Strong interpretation which could start the revival rolling.	86--87--85--85			
<b>Once</b>	A big, pretty new plug ballad is warbled competently in his own schmaltz style by Hayes. If song is going to mean anything, the early release of this reading should insure a piece of the action.	81--82--80--80			
<b>TENNESSEE ERNIE-HELEN O'CONNELL</b>					
<b>Cool, Cool Kisses</b>	CAPITOL 1809—Ernie and Miss O'Connell mate on wax for the first time with a light bit of frivolity for material. Pleasant, but not overpowering.	75--77--73--75			
<b>Hey, Good Lookin'</b>	They make a deeper mark with a driving, medium beat reading of the Hank Williams country smash. Along with the Laine-Stafford reading could get the song going pop-wise. Should do some country business, too, where Hank Williams hasn't cleaned up.	85--85--85--85			
<b>JO STAFFORD-FRANKIE LAINE</b>					
<b>Gambella (The Gambin' Lady)</b>	COLUMBIA 39570—The potent duo have a powerful entry in this cleverly concocted reincarnation of "Ace in the Hole." It crops up a strong performance and arrangement of an infectious sweeping waltz. Should be a big item.	89--89--89--89			
<b>Hey, Good Lookin'</b>	The Hank Williams country smash provides fine material for a driving pop duetting a la "Pretty Eyed Baby" and could click in the same manner. Makes an unusually potent coupling.	89--89--88--89			
<b>REX ALLEN (Harry Geller Ork)</b>					
<b>Cowpoke</b>	MERCURY 5713—Stan ("Riders in the Sky") Jones has his likeliest piece of material since his hit in this classy cowboy item, designed along "Riders" lines. Allen does a fine job with it, with an okay Geller backing. Could crop up a sleeper.	79--80--78--78			
<b>Angel To Joe</b>	Allen struggles valiantly thru a windy opus.	55--55--55--55			
<b>TONY MARTIN (Al Sacks Ork)</b>					
<b>Make Believe</b>	MERCURY 5708—Reissue of Martin's fine reading of this super standard, revived via the new movie of "Show Boat," from whence the song is derived.	77--80--75--75			
<b>If I Love Again</b>	Martin croons right well on the oldie on another reissued etching.	70--70--70--70			
<b>DUKE ELLINGTON ORK (Willie Smith)</b>					
<b>Please Be Kind</b>	Columbia 39545—Ellington comes up with a pleasant dance etching of a pretty oldie, with Willie Smith's liquid alto featured.	70--75--70--65			
<b>Deep Night</b>	Ellington, spotting his trombone trio, turns in a fairly straight and not particularly exhilarating dance reading of the standard. Mainly for collectors.	67--70--68--63			

(Continued on page 36)

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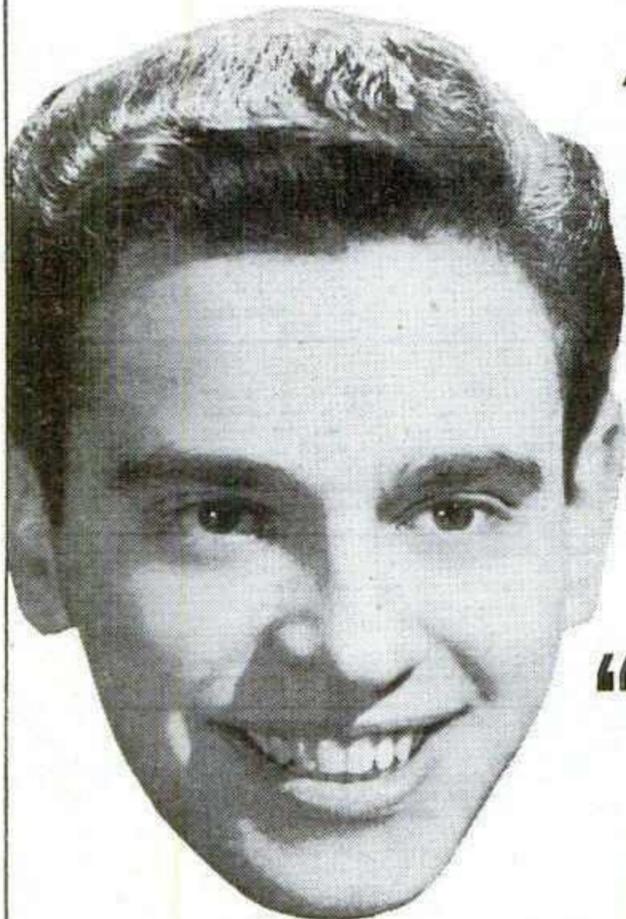
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**"SATURDAY NIGHT"**

DINAH WASHINGTON MERCURY 8249

**COUNTRY AND WESTERN**

**PAUL AND ROY**

**"EVERY DOG MUST HAVE HIS DAY"**

And

**"YOU'RE ALL ALONE, TONIGHT"**

MERCURY 6360

**JIMMY HINCHEE**

**"LITTLE WHITE-WASHED CABIN"**

And

**"SHACKLES AND CHAINS"**

MERCURY 6342

**ROY KING**

**"THE STORY OF SHELLY LILES"**

And

**"SALTY TEARS"**

MERCURY 6361

**JACK DAY**

**"LONESOME TRUCK DRIVERS BLUES"**

And

**"IDAHO STATE FAIR"**

MERCURY 6343

**RED KIRK**

**"TRAIN TRACK SHUFFLE"**

And

**"SENTIMENTAL JOURNEY"**

MERCURY 6358

**LEW CHILDRÉ**

**"WHEN FOG FORMS ON THE RIO GRANDE"**

And

**"HOG CALLIN' BLUES"**

MERCURY 6355

**RAY BARBER**

**"NEVER"**

**"WHEN I SAW YOU"**

MERCURY 5719

**REX ALLEN**

**"COWPOKE"**

**"ANGEL TO JOE"**

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**JAN AUGUST**

**"SAN ANTONIO ROSE"**

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**SWING AND SWAY NEWS**  
 Extra Edition ★

OCTOBER 6, 1951



### POETRY PACKS POWER

New York, N. Y.—To date, Sammy Kaye has mailed close to 1,000,000 copies of free poems which, by far, exceeds the mailing of any other individual artist in the history of radio. His "Sunday Serenade Poetry Books," which contain the poems he uses on the air, have sold a record-breaking quarter of a million copies which publishers agree is phenomenal for books of verse.

As a promotional stunt, Kaye will visit 26 Sylvania distributor cities in which he will duplicate the "Sunday Serenade" program. As an added feature, 250,000 autographed "Swing and Sway" batons will be given free to the audience.

Watch for Sammy Kaye in:

- Hamilton, Ontario, Canada, on October 2.
- Port Stanley, Ontario, Canada, on October 3.
- Toledo, Ohio, October 4.

\*\*\*\*\*  
 Starting Oct. 7th **SUNDAY SERENADE** on ABC  
 for Sylvania Television  
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on CBS-TV, 7 p.m., Saturday, EST  
 for Listerine and Pro-59 Toothbrushes

#### NEWS FLASH!

\*\*\*\*\*  
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and  
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"Would I Mind!" and  
 "Del Rio"

78rpm 39421 33 1/3 rpm 3-39421  
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**Sunday Serenade**  
**Album**

C-219 (78)  
 CL-6155 (33)

Direction **MCA** Personal Management **DAVID KRENGEL**

Your Weekly Guide  
 of Top Hits by...

**SAMMY KAYE**

**Columbia Records**

FOR MUSIC THAT SENDS THEM . . . TO YOU!

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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	DISC JOCKEY	RETAILER	COLLECTOR
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Continued from page 34

### POPULAR

<b>LOUIS JORDAN</b> Cock a Doodle Doo DECCA 27784—Jordan attempts something quite unusual here. He reads off a square dance novelty against his new big band's driving swing background. It doesn't quite come off.	70--70--70--70
Trust in Me Jordan turns in a neat warble of a sturdy ballad as his punching band kicks hard all the way. A good dance disk.	77--80--75--77
<b>THE WEAVERS</b> The Frozen Logger DECCA 27726—Pete Seeger and Fred Hellerman of the Weavers relate a highly amusing folk-type tale in an unusual song narrative. Lyric and performance will have to carry this effort. The Weavers disk attraction will probably help bring attention to it.	82--86--82--78
Darling Corey These expert pure folk songsters come up with another off-beat item which should delight fans and collectors, but is unlikely to stir much on the general market.	74--77--74--71
<b>MONICA LEWIS (Earle Hagen Ork)</b> La Bota MGM 11061—Miss Lewis has a virtually impossible task to perform in trying to make anything convincing of a complex, windy flick novelty.	55--55--55--55
A Kiss To Build a Dream On Monica has one of her best diskings in this reading of a lovely item from "The Strip" flicker score. Earle Hagen's orking has much to do with the quality of this performance.	76--78--75--75
<b>TERRY GILKYSON (Perry Botkin Ork)</b> Stay Awhile DECCA 27793—Gilkyson turns in a completely persuasive go on this hoedown novelty. The Botkin backing has a folksy flavor akin to the kind of sound the Weavers get on wax. Interpretively, this is probably the best on the song. If exploited, could score.	83--85--81--83
Rollin' Stone Same Weavers-type treatment of a new and highly attractive verse-chorus folkie, with another excellent Gilkyson vocal highlighting. Tune reminds strongly of "Goodnight, Irene" in spirit. Guttier reading than Como's and could stir up noise.	85--86--84--84
<b>SONNY BURKE ORK (THE CHEERLEADERS)</b> Happiness Is This DECCA 27785—Catchy adaptation of a cute Latin ditty, "Esto Es Felicidad," featured by Josephine Baker. Burke's band takes on a rhythm, etc. Group vocal is okay.	72--74--70--72
Cocanuts (Hub and Hubble) A cleverly concocted modern calypso built on a series of hesitations is played to the hilt in a Kenton-ish manner by the Burke bunch, while Hub and Hubble (better known as songwriters Don Raye and Gene De Paul, the latter co-cleffer of this tune with Bob Russell) punch out the fine lyric. Should get plays and could develop into a sleeper.	83--86--82--82
<b>ROBERTA LEE (Paul Nielson Ork)</b> I Wanna Play House With You DECCA 27792—Roberta neatly blends a beery jazz style with a country feel to come up with a fine hybrid diskings of the Cy Coben country click. Backing is a fine, bouncy and dancey orking. The thrush shows lots of potential.	81--84--80--80
Slow Poke Similar treatment of a Pee Wee King C & W ditty. Tune's a mighty attractive item pop-wise and this diskings could bring it to light in that market.	82--85--81--81
<b>BILLY MAY &amp; ORK</b> Fat Man Boogie Capitol 1794—Superior swing stuff is this subtle boogie original with shades of Lunceford and Ellington in the score. Pop and jazz deejays should dig into this one.	73--76--74--68
My Silent Love Tasty instrumental dance orking of the standard is a sturdy deejay item.	70--73--68--68
<b>BILLY MAY &amp; ORK</b> When My Sugar Walks Down the Street Capitol 1795—Fine instrumental reading of the standard with that Lunceford influence quite apparent. It's good to see May active on pop works again.	74--78--73--71
I Guess I'll Have To Change My Plans May, one of the best swing arrangers in captivity, shows why on this skillful Lunceford-ian instrumental reading of a solid oldie.	69--71--68--68
<b>BILLY MAY &amp; ORK</b> Lean Baby CAPITOL 1793—May whips up a medium beat original instrumental of the sort which Sy Oiver used to do so well. Excellent band record, well recorded, well played.	70--74--70--67
All of Me Here's one of the finest swing band arrangements and recordings of the year. The standard is set in a modernized and modified Lunceford groove and really rocks all the way. Splendid dance music, too, could make a mark.	83--85--82--83

(Continued on page 82)

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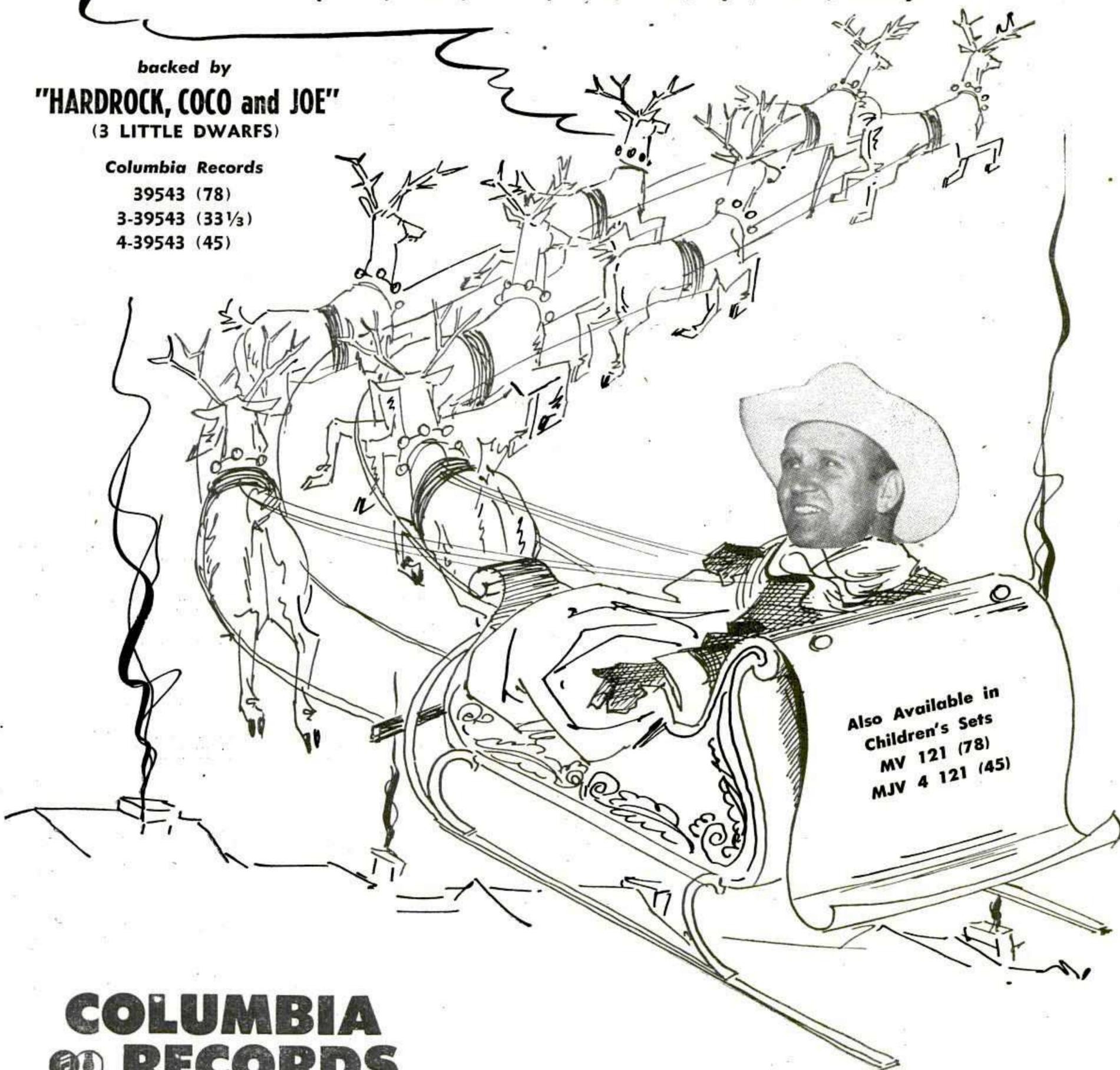
(3 LITTLE DWARFS)

Columbia Records

39543 (78)

3-39543 (33 1/3)

4-39543 (45)

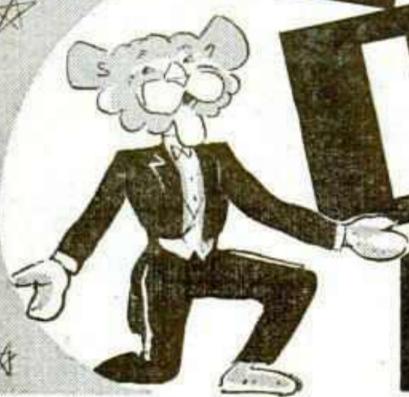


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	<b>BILLY ECKSTINE</b>	<b>ENCHANTED LAND</b> (Song of India)	78 RPM - MGM 11028
		<b>I'VE GOT MY MIND ON YOU</b>	45 RPM - MGM K11028
	<b>JOHNNY DESMOND</b>	<b>I WANT TO BE NEAR YOU</b>	78 RPM - MGM 11027
		<b>I WILL NEVER CHANGE</b>	45 RPM - MGM K11027
	<b>BILLY WILLIAMS QUARTET</b>	(It's No) <b>SIN</b>	78 RPM - MGM 11066
		<b>IT'S OVER</b>	45 RPM - MGM K11066
	<b>FRANK PETTY TRIO</b>	<b>DOWN YONDER</b>	78 RPM - MGM 11057
		<b>PRECIOUS</b>	45 RPM - MGM K11057
	<b>GEORGE SHEARING QUINTET</b>	<b>DON'T BLAME ME</b>	78 RPM - MGM 11046
		<b>BRAIN WAVE</b>	45 RPM - MGM K11046
	<b>ART MOONEY</b> and his Orchestra	<b>DADDY</b>	78 RPM - MGM 11072
		<b>THE TINKLE SONG</b>	45 RPM - MGM K11072
	<b>DAVID ROSE</b> and his Orchestra	<b>TENDERLY</b>	78 RPM - MGM 30384
		<b>THE FLYING HORSE</b>	45 RPM - MGM K30384
	<b>TOMMY EDWARDS</b>	<b>IT'S ALL IN THE GAME</b>	78 RPM - MGM 11035
		<b>ALL OVER AGAIN</b>	45 RPM - MGM K11035
	<b>BILL FARRELL</b>	<b>BLUE VELVET</b>	78 RPM - MGM 11062
		<b>BE MINE TONIGHT</b>	45 RPM - MGM K11062
	<b>ART LUND</b>	<b>I WISH I WUZ</b>	78 RPM - MGM 11025
		<b>IN THE COOL, COOL, COOL</b>	45 RPM - MGM K11025
		<b>OF THE EVENING</b>	
	<b>ROBERT Q. LEWIS</b>	<b>WHERE'S-A</b>	78 RPM - MGM 11056
		<b>YOUR HOUSE</b>	45 RPM - MGM K11056
		<b>THERE SHE GOES</b>	
	<b>HANK WILLIAMS</b>	<b>LONESOME WHISTLE</b>	78 RPM - MGM 11054
		<b>CRAZY HEART</b>	45 RPM - MGM K11054

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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.

**BLUE VELVET** ..... Tony Bennett ..... Columbia 39555  
Currently the hottest male singer on wax, Tony Bennett comes up with another powerful entry via some first rate Bennett-styled chanting on a lovely new ballad. Bill Farrell has good version of the song on MGM 11062.

**LET'S LIVE A LITTLE**  
**I DON'T WANT TO BE FREE** ..... Margaret Whiting-Jimmy Wakely ..... Capitol 1825  
Capitol has once again teamed Miss Whiting and Wakely on country-inspired songs to come up with a powerful double-sided disk.

### 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. WITH ALL MY HEART AND SOUL ..... Perry Como ..... Victor 20-4269
3. SIN ..... Savannah Churchill ..... Victor 20-4280
4. CALLA, CALLA ..... Vic Damone ..... Mercury 5698
5. SENTIMENTAL JOURNEY ..... Ames Brothers-Les Brown Ork. Coral 60566

### 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. OVER A BOTTLE OF WINE ..... Tony Martin ..... Victor 20-4220
2. ROLLIN' STONE ..... Perry Como ..... Victor 20-4269
3. HEY, GOOD LOOKIN' ..... Frankie Laine-Jo Stafford ..... Columbia 39570
4. IT'S ALL IN THE GAME ..... Tommy Edwards ..... MGM 11035
5. THE TINKLE SONG ..... Kay Armen ..... Federal 14002

### 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. UNDECIDED ..... Ames Brothers-Les Brown Ork. Coral 60566
2. CALLA, CALLA ..... Vic Damone ..... Mercury 5698
3. I WISH I WUZ ..... Rosemary Clooney ..... Columbia 39536
4. SIN ..... Billy Williams Quartet ..... MGM 11066
5. VANITY ..... Tony Martin ..... Victor 20-4246

### The Country and Western Disk Jockeys Pick

PICKS that 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 Country & Western Disk jockeys think tomorrow's hits will be:

1. HUMMING BIRD ..... Johnny and Jack ..... Victor 20-4251
2. LONESOME WHISTLE ..... Hank Williams ..... MGM 11054
3. CRAZY HEART ..... Hank Williams ..... MGM 11054
4. KISSIN' BUG BOOGIE ..... Tennessee Ernie ..... Capitol 1775
5. SOMEBODY IS BEATING MY TIME ..... Eddy Arnold ..... Victor (45) 47-4273

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Lyric by  
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**TEX BENEKE**  
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THE BILLBOARD

Music Popularity Charts

Advance Record Releases

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

POPULAR

- All for the Want of a Kiss—Pearl Carr (There's a) London 1069
All of Me—Billy May (Lean Baby) Cap 1793
Angel to Joe—Rex Allen (Cowpoke) Mer 5713
Angry—Kay Starr (Don't Tell) Cap 1796
Aw C'mon—Evelyn Knight (I'd Rather) Dec 27787
Bela Bimba—Dean Martin (Meanderin') Cap 1811
Bill—Margaret Whiting (More, More) Cap 1801
By the Light of the Silvery Moon—Al Morgan (Let's Learn) London 1092
Cock-a-Doodle-Do—Louis Jordan (Trust in) Dec 27784
Cocoanuts—Sonny Burke (Happiness Is) Dec 27785
Cool, Cool Kisses—Tennessee Ernie-Helen O'Connell (Hey Good) Cap 1809
Cowpoke—Rex Allen (Angel to) Mer 5713
Daddy—Art Mooney (The Tinkle) MGM 11072
Darling Corey—The Weavers (The Frozen) Dec 27726
Day Isn't Long Enough—Tamara Hayes (I Got) Dec 27780
Deep Night—C. Henderson-R. Vallee-R. Anthony (With All) Cap 1810
Don't Tell Him What's Happened to Me—Kay Starr (Angry) Cap 1796
Down Yonder—The Honky Tonks (Swing Your) V 20-4284
Fat Man Boogie—Billy May (My Silent) Cap 1794
Frozen Logger—The Weavers (Darling Corey) Dec 27726
Gambella (The Gambling Lady)—Jo Stafford-Frankie Laine (Hey Good) Col 39570
Good Night—Mid States Four (I'm Sitting) London 951
Goofus—Horace Heidt (Hawaiian War) Horace Heidt MS-1061
Happiness Is This—Sonny Burke (Cocoanuts) Dec 27785
Hawaiian War Chant—Horace Heidt (Goofus) Horace Heidt MS-1061
Hey Good Lookin'—Frankie Laine-Jo Stafford (Gambella) Col 39570
Hey Good Lookin'—Tennessee Ernie-Helen O'Connell (Cool, Cool) Cap 1809
I Got It Bad—Tamara Hayes (The Day) Dec 27780
I Guess I'll Have to Change My Plans—Billy May (When My) Cap 1795
I Love You Truly—Jo Stafford-Nelson Eddy (When I) Col 5 G
I Wanna Play House With You—Roberta Lee (Slow Poike) Decca 27792
I'd Rather Be—Evelyn Knight (Aw C'mon) Dec 27787
If I Love Again—Tony Martin (Make Believe) Mer 5708
I'm Sitting on Top of the World—Mid States Four (Good Night) London 951
In a Little Second Hand Store—Lee Monti Tutones Sharp S-39
In a Little Spanish Town—Bob Eberly-Helen O'Connell (It's Dark) Cap 1802
It's Dark on Observatory Hill—Bob Eberly-Helen O'Connell (In a) Cap 1802
Jealous Eyes—Sammy Kaye (It's No Sin) Col 39567
Jealous Eyes—Al Morgan (Sin) Dec 27794
Lean Baby—Billy May (All of) Cap 1793
Let's Learn to Live Together—Al Morgan (By the) London 1092
Lighthouse Song—Burt Taylor (Long Ago) Col 39557
Little Boy of Mine—Jeanne Garry (Sweet Potatoes) U. S. 210
Loneliness of Evening—Mary Martin (My Girl) Col 27-G
Long Ago—Burt Taylor (Lighthouse Song) Col 39557
Longing for You—Ethel Smith (Summertime Is) Dec 27786
Love, Love, Love—Jan Garber (Never) Cap 1803
Make Believe—Tony Martin (If I Love) Mer 5708
March of the Stamese Children—King and I. Ork (Shall We) Dec 27777
Meanderin'—Dean Martin (Bela Bimba) Cap 1811
More, More, More—Margaret Whiting (Bill) Cap 1801
My Girl Back Home—Mary Martin (Loneliness of) Col 27-G
My Little Green Parrot—Marlin Sisters (The Valley) Coral 60570
My Silent Love—Billy May (Fat Man) Cap 1794
Never—Jan Garber (Love, Love) Cap 1803
Once—Richard Hayes (Out in) Mer 5724
One Raindrop Doesn't Make a Shower—Primo Scala (River in) London 1135
Pavanne—Emil DeWan Quintones (Where D'Ya) Mer 5714
River in the Moonlight—Primo Scala (One Rain Drop) London 1135
Rollin' Stone—Terry Gilkyson (Stay Awhile) Dec 27793
Shall We Dance—Gertrude Lawrence-Yul Brynner (March of) Dec 27777
(It's No Sin—Sammy Kaye (Jealous Eyes) Dec 39567
(It's No Sin—Al Morgan (Jealous Eyes) Dec 27794
Slow Poike—Roberta Lee (I Wanna) Dec 27792
Sound Off—Horace Heidt (Tico Tico) Horace Heidt MS-1060
Stay as Sweet as You Are—Charlie Spivak (Walking My) London 1091
Stay Awhile—Terry Gilkyson (Rollin' Stone) Dec 27793
Step by Step—Jimmy Dorsey (Young Folks) Col 39558
Summertime Is Summertime—Ethel Smith (Longing for) Dec 27786
Sweet Potatoe Hill—Jeanne Garry (Little Boy) U. S. 213
Swing Your Gal—The Honky Tonks (Down Yonder) V 20-4284
There's a Harvest Moon Tonight—Pearl Carr (All for) London 1069
They Call the Wind Maria—Mariners (The Tinkle) Col 39568
Tico Tico—Horace Heidt (Sound Off) Horace Heidt MS-1060
Tinkle Song—Mariners (They Call) Col 39568
Tinkle Song—Art Mooney (Daddy) MGM 11072
Trust in Me—Louis Jordan (Cock-a-Doodle) Dec 27784
Valley of Contentment—Marlin Sisters (My Little) Coral 60570
Walking My Baby Back Home—Charlie Spivak (Stay as) London 1092
When I Grow Too Old to Dream—Nelson Eddy-Jo Stafford (I Love) Col 5-G
When My Sugar Walks Down the Street—Billy May (I Guess) Cap 1795
Where D'Ya Work a John?—Emil DeWan Quintones (Pavanne) Mer 5714
Whispering Shadows—Lee Monti Tutones (In a) Sharp S-39
With All My Heart and Soul—S. Adams-L. Stock-Ray Anthony (Deep Night) Cap 1810

POPULAR ALBUMS

- Dance to the Latin Rhythms of Ethel Smith Album (1-10") Dec DL (33) 5124—Mambo Jambo; Cuban Cutie; The Green Cockatoo; Blame It on the Samba; LaBamba de Vera Cruz; Tic Toc Rhumba; Catana
Dick Haymes: Serenade Album (1-10") Dec (33) DL-5341—It Might as Well Be Spring; It's a Grand Night for Singing; It's Magic; Searching Wind; When I'm Not Near the Girl I Love; My Future Just Passed; Some Hearts Sing; Our Waltz
Dick Haymes: Sweethearts Album (1-10") Dec (33) DL-5335—Nora, Me Darlin'; I Only Have Eyes for You; Mam'selle; Stella by Starlight; Laura; The Girl That I Marry; Naughty Angelina; And Mimi
Moonlight on the Campus Album—Elliot Lawrence (1-10") Dec (33) DL-5353—Moonlight on the Campus; It's Dark on Observatory Hill; The Whiffenpoof Song; Little Fraternity Pin; Down the Old Dix Road; Flirtation Walk; The Halls of Ivy; The Beer That I Left on the Bar
Morgan Airs Album—Russ Morgan (1-10") Dec (33) DL-5324—Somebody Else Is Taking My Place; Sweet Eloise; So Tired; Tell Me You Love Me; You're Nobody 'Til Somebody Loves You; Good Night, Little Angel; Please Think of Me; It's All Over But the Crying
Songs of the Ivy League Album—Voices of Walter Schumann (1-10") Cap (33) H-285—Yale; Princeton; Dartmouth; Columbia; Harvard; Cornell, Penna

CLASSICAL

- Bach. Cantata 51 and Cantata 189 Album—Margot Guillaume-Claus Stemmann-Bach Ork of Stuttgart-Hans Grischkat, cond. (1-12") Renaissance (33) X-35
Beethoven: Symphony No. 6 in F Major, Op. 68 Album—Vienna Symphony Ork-Otto Klemperer, cond. (1-12") Vox (33) PL-6960
Bizet: Carmen Album—Rise Stevens-Jan Peerce-Licia Albanese-Robert Merrill-Fritz Reiner-RCA Vic. Ork-R. Shaw Chorale (3-12") V (33) LM-6102
Brahms: Waltz in A Flat and Moszkowski: Etude in F—V. Horowitz (Sousa: Stars) V (45) 49-3424
Chopin: Les Sylphides—Leopold Stokowski & Ork (Tchaikovsky: Swan Lake) V (45) 49-3368
Debussy: Nocturnes; Clair de Lune; Prelude to the Afternoon of a Faun Album—Leopold Stokowski Ork-R. Shaw Chorale (1-12") V (33) LM-1154
Encores by Artur Schnabel Album—(1-12") V (33) LM-1153; Liebestraum; Spinning Song; Nocturne in E Flat; Valse Oubliee; Improromptu in A Flat; LaPlus Que Lente; Prelude in C Sharp Minor; Fantaisie Improromptu
Glazounov: Concerto for Saxophone & Ork Album—Vincent Abato-Norman Pickering, cond. (Ibert: Concertino) (1-12") Philharmonia (33) PH-103
Great Tenor Arias Album—Jussi Bjoerling-Renato Cellini-Nils Grevillius, cond. (1-10") V (33) LM-105
Haydn: Cello Concerto No. 1 in D Major (Op 101): Album—Maurice Gendron-Vienna State Opera Ork-Jonathan Sternberg, cond. (1-12") Oceanic (33) OCS 23; (Saint Saens: Cello Concerto)
Highlights from Cavalleria Rusticana and I. Paggiacchi Album—Licia Albanese-Zinka Milanov-Jussi Bjoerling-Jan Peerce-Robert Merrill-Leonard Warren-Boston Pops Ork-RCA Victor Ork—conductors, A. Fiedler-Nils Grevillius-Erich Leinsdorf-J. P. Morel-F. Weissmann
Ibert: Concertino da Camera Album—Vincent Abato-Sylvan Shulman, cond. (Glazounov: Concerto) (1-12") Philharmonia (33) PH-103
Lacaille: Amapola—Jan Peerce (Padilla: Valencia) V (45) 49-3441
Landowska Plays for Paderewski Album (1-12")—V (33) LM-1168; Mazurkas; Polonaises; Polish Folk Music
Padilla: Valencia—Jan Peerce (Lacaille: Amapola) V (45) 49-3441

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## Catalina Isle Spots Do Biz; 198,236 People Pay Visits

HOLLYWOOD, Sept. 29.—Catalina Island, one of this area's leading summer spas, catered to 198,236 persons during the Memorial Day to Labor Day period. This span marked the first time the isle's Casino Ballroom featured name orks on a full-time scale. Figure is slightly below last summer's. However, the early part of June was marked by a United Air Lines strike. Only one steamer made the trip from Los Angeles, also hampering attendance.

Attendance breaks down as follows: June, 46,900; July, 69,925; August, 71,682, and 9,729, the first three days in September. Thruout the summer, the steamer took over 169,784 tourists; UAL, 15,791; an extra boat, 3,355, and water taxis, 9,306.

Herman D. Hover, owner of

## Billy Graham's "Mr. Texas" to Hollywood Bowl

HOLLYWOOD, Sept. 29.—Billy Graham's "Mr. Texas," (The Billboard, March 24) a religious musical in color, will be shown at Hollywood Bowl Monday (1) for what is believed to be the first time a film has been run inside the bowl. International Sacred Recordings is issuing an album of the pic's tunes with sides by Sons of the Pioneers, Hardin-Simmons University Cowboy Band, Redd Harper, Cindy Walker, George Beverly Shea, Voice Crusade Choir and Hour of Decision Choir.

Billed as the world's first Christian Western, story deals with a cowboy's conversion to Christianity. Harper and Miss Walker have the leads. As the Bowl was not equipped with a screen large enough to show the film, RCA Victor supplied one of its screens and will handle the running of the pic. Great Commission Films produced "Mr. Texas" and Ralph Carmichael did the score.

## Banner Signs Gant For Yiddish Disks

NEW YORK, Sept. 29.—Banner Records this week signed composer-conductor Herbert Gant to record backgrounds for Yiddish language versions of pop hits and also to wax a series of instrumental disks. Gant will use an ensemble consisting of two cellos, two violas, guitar, bass saxophone, harp and drums. All scorings will be in a very low register. The deal was made by Jerry Morse, label's president.

First Gant sides will be a pair of instrumentals and Yiddish versions of "Calla Calla" and "Love Is Such A Cheat." The label is also prepping an English-Yiddish version of "The Mikado" and "Pirates of Penzance."

Ciro's, leased the isle terperly and paraded such names as Ina Ray Hutton, Lorraine Cugat, Dick Haymes and Garwood Van, Stan Kenton, Jimmy Dorsey, Woody Herman, Matty Malneck, Tony Pastor, Firehouse Five Plus Two and Ray Whittaker. Hover claims to have shelled out \$30,000 for bands and talent. He also says the Casino averaged 3,000 persons weekly. Admission was 90 cents during the week and \$1.10 Saturdays. Hover took over the food and drink concessions. No figures as to Hover's profit are available, as he will not audit ballroom grosses until the end of the year.

Avalon, which concluded a "successful summer," according to an isle Chamber of Commerce spokesman, featured other entertainment in the town's cocktail lounges. Panto-Maniacs plus local combos were at the Tally-Ho; Chi-Chi had Hawaiian acts, and the Waikiki, small combos. The Chamber secured Mexican orks which alternated at lounges and street tootling. Street dancing and community singing took place six nights a week. Kid entertainment was provided via a youth recreation program which included drama, arts, handicraft, music and fishing.

## Dinah Returns

Continued from page 14

penned by orkster Henry Jerome. The thrush recorded the song for RCA Victor on Thursday (27) here with Hugo Winterhalter providing the backing.

The Cosmic catalog will be enriched with about five copyrights which will be handed the thrush from the remnants of the Beverly Music firm, now absorbed into the Famous-Paramount catalogs. Beverly, which closed down two years ago, or so, was the singer's last fling at the publishing business.

Miss Shore's publishing venture follows only by several weeks the official unveiling of the Perry Como Roncom pubbery, and gives RCA Victor probably the most imposing list of recording artists who are involved in the publishing business. Others on Victor's pop list who also are publishers in one form or another include Vaughn Monroe, Freddy Martin, Spike Jones, Dennis Day, and Buddy Morrow.

## Montclare Set

Continued from page 15

Music, Inc., tho a BMI deal reportedly is not beyond the negotiating stages. "Gambela" has been licensed thru BMI. Brady, who is Gilkyson's personal manager, in addition to running the Montclare firm will retain his post as general professional manager of Cross American and Choice pubberies.

## Washington Studies

Continued from page 15

ords, Inc.; Milton R. Rackmil, president, Decca Records, Inc.; Howard B. Letts, assistant general manager, RCA Victor Records; Frank B. Walker, MGM Records Division, Loew's, Inc.; John S. Kelley Jr., veepee, King Records, Inc.; Henry L. Gage, veepee, Westminster Recording Co., Inc.; Donald H. Gabor, president, Remington Records, Inc.; John Stevenson, Children's Record Guild, and A. R. Ellsworth, Research Craft Co.

The meeting was conducted by Lee McCanne, chief of the OPS's home furnishings branch of the Consumer Durable Goods Division, and Earl Smith, acting chief of the Electronics and Musical Instruments Section. Other OPS officials participating were: Eugene E. Smallwood, assistant director, Consumer Durable Goods Division; Robert Lowenstein, counsel, Hardware and Accessories Branch; Fernley Fawcett, counsel, Home Furnishings Branch; H. M. Walker, business analyst, Electronics and Musical Instruments Section; Milo F. Turner, accountant; J. H. Falloon, attorney-adviser, Hardware and Accessories Branch, and Walter R. Moulton, Office of Industry Advisory Committees.

## First Frame Nets

Continued from page 15

wee Monte said top gross was in Milwaukee.

James, according to Monte, is working on a minimum guarantee of \$1,500 against a 60 per cent split. Some dates, such as the Aragon, are over the guarantee. Remaining bookings include Prom Ballroom, St. Paul, Friday-Saturday (28-29); Surf Ballroom, Clear Lake, Ia., Sunday (30); Iowa State College, Cedar Falls, Monday (1); American Legion Hall, Arcadia, Ia., Tuesday (2); Carter Lake Club, Omaha, Wednesday (3); Frog Hop Ballroom, St. Joseph, Mo., Thursday (4); New Moon Ballroom, Wichita, Kan., Friday (5); Pla-Mor Ballroom, Kansas City, Saturday (6); City Auditorium, Moberly, Mo., Monday (8), and Casaloma Auditorium, St. Louis, October 9-14. Tour will wind up in the Chicago area, ork returning here November 1.

## Diskery Skeds

Continued from page 14

ings. CRG is also sponsoring 15 minutes of the WGN, Chicago, radio show, "Singing Story Time," each week; 15 minutes on the WCPO-TV Saturday morning video show, "Uncle Al's Corner," and a half hour each week on the WOR-TV "Merry Mailman" video show in New York.

Commercials on the four programs combine plugs for the CRG subscription club with a pitch for listeners to visit local record shops. At the same time diskery promotion chief Bill Simon has expanded the firm's disk jockey coverage.

## Kidiskeries Accent

Continued from page 14

TV shows or appearances. RCA Victor uses Fran Allison and Milton Berle, and Columbia issues kidisks by Arthur Godfrey and Ray Heatherton. The latter gets label credit as "The Merry Mailman," name of his TV show. One kiddie a.&r. topper at a major diskery stated that he would sign almost anyone who has a TV show which has definite appeal to the moppets.

Further impact of TV on kidisks is seen via Capitol's recent series of specially packaged children's records called "Tele-talkies." The record envelope is designed so that the moppets can spin a large cardboard disk to make different photos appear on the face of the envelope as tho on a TV set screen.

The trade is generally convinced that TV has been good for sales of kiddie disks in that it has created a number of new kid names for the labels. Fear that television would seriously damage sales of kid records has long since been dissipated.



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CHICAGO, ILL.

## Long-Run Packages Lure Chi Niteries

CHICAGO, Sept. 29. — The forthcoming fall-winter niteries scene here appears to be the most static that the Windy City has seen in 10 years. Only significant switch in normal policy is the trend on the part of major niteries to package their own shows for runs much longer than those normally booked.

Don Roth, op of the Blackhawk, started his second homebrewed show package Wednesday (26) when he opened his "Laugh It Off" revue, an economy-budget miniature musical, to follow the 19-month run of "The Roarin' Twenties," which set some kind of a Loop niteries record for longevity. Roth is turning traveling show producer with the unit when it

opens at the Chicago Theater here October 5 for two weeks. Al Borde, of Central Booking Office, is booking the show and is seeking other theater and cafe dates. Roth intends to keep the current show in for a fall-winter span.

### Breaks Precedent

Merriell Abbott, producer-buyer at the Palmer House, intends to break precedent with her current "Shooting High" revue, another legit-styled package, by keeping the show, which opened two weeks ago, in for at least 90 days. She has a commitment with Tony Sennes, Cleveland booker, to take the show out as a package after that date, but current interest in the show might force her to keep the package intact at the Hilton hostelry for an indefinite engagement. In addition, ice shows, which are changed three times yearly, continue at the Stevens Hotel.

The Edgewater Beach Hotel is sticking its neck out with a seven-week run for Hildegarde and her own package, including a 10-piece ork, opening October 12. Run is the longest accorded any attraction here in recent years. Only other attraction set is Xavier Cugat's ork, opening December 26 for four weeks. On this tentative talent line-up, the hostelry is spending way over its budget of the last couple of years.

### Chez Problems

The Chez Paree is having trouble, as in the past two years, setting a consistent big name sked because of TV, radio and movie commitments of important names. Chez has Harry Richman, making his first local stop in four years, and Willie Shore for October 23, with Carmen Miranda headlining the late November show. After that they're wide open.

Steve Harris of the Club Hollywood, Northwest Side bistro, is reopening his spot after a \$250,000 renovation, with a doubled capacity of 700. Harris expanded because of big week-end business which he was turning away. He intends to keep the \$2,500 budget for talent, with variety acts and two small combos for backing. Helsing's Vodvil Lounge is continuing with its name Dixieland units. Vine Gardens intends to continue its variety bill with semi-name headliners and will use a five-girl line.

## Cool Weather Helps Grosses Of NY Combos

NEW YORK, Sept. 29.—Cooler weather has helped the grosses of the Stem's combo houses, the bills are hardly on the strong side. The big take last week was at the Paramount; the Music Hall's figure, on the other hand, was close to the point where a switch was indicated. Last week's combo take was \$291,000 against the previous week's \$280,000.

Radio City Music Hall (6,200 seats; average \$140,000) slowed down to \$110,000 for "Capt. Horatio Hornblower" plus a stage-show with the Albins. First week's income was \$135,000.

Roxy (6,000 seats; average \$70,000) opened with a so-so \$72,000 for "No Highway in the Sky" plus a Latin Quarter show including Billy Daniels and Herkie Styles.

Paramount (3,654 seats; average \$65,000) had a big first frame of \$92,000 with Tony Bennett, Louis Prima ork and "Flying Leathernecks."

Palace (1,700 seats; average \$17,000) did \$16,000 with "Lorna Doone" plus ten acts against a \$15,000 figure the previous week. New bill has "Tall Target" plus 10 acts.

## Extra Added

Brief but important night club-vaudeville news

### New York

The referee's findings on the \$47,000 breach-of-contract suit brought against Frank Sinatra by National Apparels Shows, Inc., was handed in this week, and ruled that Sinatra, contrary to his plea, was served with a summons October 28, 1950.

Freddie Fields will be taken out of Music Corporation of America's cafe department to head up a

## Crackdown on Coast Spots

HOLLYWOOD, Sept. 29.—Local cafes, theaters, ballrooms and stadiums are now required to post signs indicating maximum occupancy load. Edict resulted from a new ordinance.

Audience capacity is measured by the square foot. In assembly areas, including theaters, ballrooms, auditoriums and stadiums, seven square feet per occupant is required. In eateries, clubs and cocktail lounges, 15 square feet is necessary. Only way places can increase capacity is by enlarging or putting in additional exits.

Failure of cafes to comply with the ordinance will result in immediate closing until the load is reduced or a new sign secured. A new sign can be had only when the building commission is shown that the number of square feet has been increased.

new MCA division that will coordinate television and moving picture performers. He will work directly under MCA topper, Lou Wasserman.

Eddie Elkort became the father of a 5-pound boy Friday (28). Mother, former Lillian Cavell, singer, is at the Polyclinic. . . . Hildegarde will go into the Cottillion Room for 12 weeks starting December 12 for \$3,250 plus two suites. Gal wanted the Waldorf but insisted on eight weeks and hotel refused.

Willie Weber's son, Stuart, president of Phil-Web Attractions, returning from Korea as a first-class sergeant. Weber's daughter also just married. . . . Gabby Lutz and Heller are now handling April Stevens who is booked into January. . . . Archie Robbins off to England to work at Ciro's. . . . Average check with Lena Horne at Riviera is \$12.40. Average check with Tony Martin was \$10.20. Josephine Baker date at the Roxy has been pushed back to October 4. She'll have Pat Henning and the Szony's with her, if their dates for other spots can be switched.

### Hollywood

Jacqueline Fontaine goes into Eddie's, Kansas City, Mo., October 12 for two weeks. She'll make a series of pix for an indie company following date. . . . Peggy Lee is set at the Thunderbird Hotel, Las Vegas, Neb., November 8 for a fortnight. . . .

(Continued on page 74)

### MISFIRE

## Dunn Shoots But Fails to Hit the Target

NEW YORK, Sept. 29. — The one-card union speech that Henry Dunn, head of American Guild of Variety Artists, went out to San Francisco to make, which was to start a drive by the American Federation of Labor at its national convention, was completely switched around and became a tirade against George A. Hamid.

Dunn went to the Coast, later joined by Victor Connors, with specific instructions to stump for a one-card union. The idea, tho not new, was an effort to bring all members of the talent unions now part of the Associated Actors and Artists of America into one big union and to eliminate the multiple system of dues. Dunn asked for and got AGVA appropriations for the trip. Later he was joined by Connors, an AGVA topper, now stumping the country to spark the union insurance plan. Before leaving New York, Dunn had his speech written here and emphasized how tough he'd be when he reached the AFL convention floor.

But instead of the prepared speech he gave a tirade against George A. Hamid, charging him with bringing in alien performers who helped drive down American standards. "We are now locked in a showdown battle with Hamid . . . but are in a position to aim a knock-out blow. It will put the Hamid interest in a position where they will have no choice but to enter into an equitable agreement with the performer's union. . . ."

Not a word about the one card. AGVA has been trying to organize the Hamid shows for some time. A few weeks ago an AGVA rep was sent to the South to talk to Hamid with instructions to pull the show if an agreement wasn't reached. Hamid continued to refuse.

President-Elect George Price, who urged Dunn to deliver as per instructions, characterized the Dunn brush-off as typical but said it would be taken up at the national board meeting.

In the meantime Price, attending a Television Authority meeting (27), proposed that before TVA set up any separate dues structure a complete effort be made for one union. He also asked that the Four A's sanction a national referendum of all members to ask for a vote on this one union problem.

## Comerford to Revive Flesh

NEW YORK, Sept. 29. — The Comerford Theaters will reopen with flesh starting October 4, with Abe and Joe Feinberg continuing the booking. The first theaters to open will be the Capitol, Scranton, Pa.; the Penn, Wilkes-Barre, Pa., and the Feeny, Hazelton, Pa., all of which will use five acts and what names are available.

As soon as alterations are completed, the chain will also use acts at the Hippodrome, Pottsville, N. Y., and the Binghamton, Binghamton, N. Y.

## Milw'kee Schroeder Opens Fall Season

MILWAUKEE, Sept. 29.—Milwaukee's Hotel Schroeder Empire Room, completely remodeled and sporting a beautiful new decor, reopened September 22 with the Ray Pearl ork on the bandstand for dancing.

Revisions include a raised podium and an addition of extra tier levels on both ends of the room. The new arrangement, while still not the complete answer to visual difficulties, is a big improvement, allowing customers in the rear to see shows better.

Floorshows start October 9, with Carl Brisson teeing off the roster of top name acts skedded for the season. The Ran Wilde musical aggregation will work the Brisson opener.

## New Niteries Debut Hypes Stem Activity

Opening of Sugar Hill Spot Touches Off Talent Drive Among Gotham Competitors

NEW YORK, Sept. 29. — The opening of Sugar Hill, Wednesday (3), Harry Steinman's new club at the site of the China Doll, has started at least three other clubs driving hard for attractions to overcome the new competition.

Cafe Society has lined up Nellie Lutcher, Earl Garner and the Art Tatum Trio. Birdland, doing okay with hot jazz orks, is now shopping for singing attractions and has a deal cooking for Herb Jeffries. Iceland, long shuttered, is coming back with The Weavers and has bids out for other novelties.

The surge, in the opinion of tradesters, is due entirely to the cafes' worry about Sugar Hill and

the fears of what it will do to competition. Sugar Hill doesn't plan to use names. It has brought in the Harlem Club (Atlantic City) show, which did so big last summer and hopes it will repeat on the Stem. Steinman, however, said that if it doesn't hold up, he'll go after the Pearl Baileys and Billy Eckstines.

In the meantime, Broadway is looking up again. With the arrival of Sugar Hill, Iceland plus the newly opened Gilded Cage and the long established Latin Quarter, ops look to the fall and winter to give them almost a war boom business.

## Piermont for Kate Smith TV

NEW YORK, Sept. 29.—Sidney Piermont, Loew's Theater chain booker, will switch to the Kate Smith TV show October 15. His duties will be to screen and buy talent for all the Kate Smith telecasts, the Monday to Friday shows as well as the Wednesday night spot, all telecast via National Broadcasting Company.

Piermont has been with Loew's for the past 30 years, except for a stay in the Army followed by a short hitch with the Music Corporation of America and an equally short stay with Mike Todd. At one time Piermont was one of the important theater bookers in the business, buying talent for Loew's State, Capitol and other theaters.

The Capitol, Washington, is the only Loew house still using flesh on a regular basis. Tho no definite decision has been made, the chances are that Abe Feingold of the Leo Cohen office, which books Loew's one-nighters, will book the Washington house.

### Gunter Signs Singer

SAN ANTONIO, Sept. 29.—Jimmy Bell, owner and operator of the Gunter Inn, San Antonio club, has bought Patsy Rees as vocalist, with two alternating bands. During intermissions, gal will do a disk jockey stint with lip-sync pantomime, as well as dance routines. Her father, George Rees, was in minstrel shows with Nat Rogers, and Miss Rees' mother is a former dancer.

## Reno Area Ends Its Brightest Season

RENO, Nev., Sept. 29.—Nearing the close of one of the busiest seasons in history, Reno last week opened a set of brand-new shows at the three major resort hotels here.

The Hotel Golden brought in Flora Duane's "Grandfather's Follies of 1951," with Harry Savoy, Vernon and Draper, Michael Edwards, the Silhouettes, Al Gayle orchestra and Johnny White Trio.

Georgia Gibbs and Dean Murphy are the new headliners at the Hotel Riverside, following Frank Sinatra who has moved on to Las Vegas.

The Mapes Hotel Sky Room finished the summer season with a show headed by the Ames Brothers and Harry Stevens, and Eddie Fitzpatrick's band is returning from Lake Tahoe.

The 1951 summer season saw one of the biggest all-time periods of tourist trade in history of the Reno-Lake Tahoe region, as well as at Elko's luxury resort hotels, the Commercial-Ranchinn and Stockman's.

In Reno, recent headline attractions have included such big names as Frank Sinatra, Dennis Day, Sophie Tucker, Ted Lewis, Dorothy Shay and the Inkspots,

all at the Riverside.

The Mapes Hotel featured Connie Boswell, the Three Suns, Beatrice Kay, Liberace, Katherine Dunham's dancers and singers, Estelle Sloan and Uncle Willie. Beatrice Kay recently bought a ranch on the outskirts of Reno.

Lake Tahoe enjoyed one of its finest tourist rushes, with a large number of resorts and casinos bringing in some well-known shows. The Cal-Vada Club featured Sally Rand, the Mills Brothers, Nat (King) Cole and trio and the Page Cavanaugh Trio. Cal-Neva Lodge had the Ritz Brothers, Ted Lewis, Arthur Simpkins and Peter Lind Hayes and Mary Healy.

Also at Lake Tahoe, Sahatis' State Line Club scheduled such attractions as the Ink Spots, Lena Horne and the Sportsmen of the Jack Benny show. Tahoe Village's program included Charlie Aaron, the Copa Girls and others, while the Cass County Boys were at the Wagon Wheel at Staneline.

The remodeled Golden Hotel in Reno had a busy summer with shows featuring the Continentals, Carrie Finnell, Tennessee Ernie, Mary Ford and Les Paul, Fifi D'Orsay, and Noonan and Marshall.

## Persian Room, Plaza Hotel, New York

(Friday, Sept. 28)

Capacity, 280. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:15. Owners, Hilton Chain. Exclusive Booker, Merriell Abbott. Publicity, Ed Seay. Estimated budget this show, \$5,000.

Kay Thompson proved a number of things here on night caught; she does business and is still one of the most imaginative performers in the trade. Back together with the Four Williams Brothers, the act remains one of the best of audio-sight groups. With the Bob Alton choreography pacing it, a highly imaginative set-up, plus some of the biting lyrics heard in a long time, the Thompson troupe came out and proceeded to fracture them after the first eight bars.

The main hitch was an overlong opener, "Jubilee," but then came a sensational (and this reviewer seldom uses this adjective) story of the gal who had a yen for the ballet and a daddy to indulge her. The implications plus sharp satire added to the exciting movements of the Williams boys and Miss Thompson drew some of the hottest applause heard here in a long time. The bunch topped even that one, however, with a pert and highly commercial caricature of various branches of showbiz, from burly to legit, and again it drew hefty mits. The finale was the "Poor Suzette" number segueing into a fast precise walk-off.

Miss Thompson works with two mikes suspended from the ceiling and also has additional brass in the Dick La Salle ork. The apt. (Continued on page 45)

## Olympia, Miami

(Wednesday, Sept. 26)

Capacity, 2,170. Four shows daily. Price range, 62c, \$1.03. Booker, Harry Levine. Show played by Les Rohde's house band.

Current bill here is on the light side, with only one act of a caliber to get the audience off their hands. The guy who does it—to the tune of resounding applause—is Chico Marx, who works in character thruout, wearing his familiar green velvet hat and jacket and making gags about blondes or any kind of females.

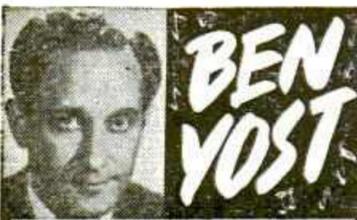
Chico starts off with a brief explanation about how he and his brothers picked up their nicknames, and then takes over the baby grand for both serious and satirical pianistics. Keeps his stint moving at a fast clip by gagging with Les Rohde's bandsmen, even employing the pianist and trumpet for semi-serious duos.

In the No. 2 spot are the (Continued on page 45)

## TOM McDERMOTT DUO



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# Night Club-Vaude Reviews

## Palace, New York

(Thursday, Sept. 27)

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.

Turning into the home stretch on the 10-act policy, Palace showed a good current bill. It opened with the snappy Speed Kings, who showed excellent co-ordination and great agility. They made for a fast opening act.

Following were Paul and Roberta Brady, a mime-acrobatic team, working on a Paris cafe set, she as a waitress, he as a drunk. Physical comedy bits got giggles to yocks.

Norman Brooks, good looking Canadian singer, did an excellent Jolson including a routine of "Smiles" and "Mammy." The resemblance was remarkable, and the crowd was definitely awake when Brooks got off.

Danny Shaw and Jack Slate, in one of their first appearances here as a team, got loads of belly (Continued on page 45)

## Le Reuban Bleu

(Wednesday, September 26)

Capacity, 130. Price policy, \$3.50-\$4.50 minimum. Shows start at 10 and grind till 2:30. Operators, Al and Tony Mele. Booking, non-exclusive. Publicity, Moore, Dreyfus, Delynn. Estimated budget, \$1,700.

This, the first show of the new season, starts the club off in a manner which should be productive of revenue. Two of the acts, the Three Riffs and Ronnie Graham, playing repeats, are unusually strong and while the third, Mary Mayo, contributed the change of pace, her talent seemed to be appreciated by the customers.

The Three Riffs, one of the cleverest choral units around, blend clever satire with smooth harmony for sock results. The boys are good looking, well-balanced vocally, and have material that East Side patrons gobble up. All their numbers were tops. Among the most appealing were "Don't Roll Those Blood-shot Eyes at Me," their satire on "Jezebel," "Clarabelle"; their spoofing of the Billy Daniels singing technique via "That Old Black Magic," and their last take-off on a gospel singer, "You Must Come Thru That Door." The boys are a class act for a class room.

Ronnie Graham seems to be better than ever. The tall comic gets slightly blue occasionally, but a nimble wit removes the sting. Standout was his inspired (Continued on page 45)

## Palladium, London

(Monday, Sept. 24)

Capacity, 2,422. Prices, 49 cents-\$2.03. Twice nightly shows. Moss Empires chain booker, Val Parnell. Chief of production department, Charles Henry. Press representative, John A. Carlsen. Show played by the Woolf Phillips Skyrockets Ork.

Continued from page 3

answer to repeated pleas, he has at last changed his act—some-what. But here and there the veteran Bygraves fan could spot an old gag re-hashed.

Here, if you like, is an example of wasted talent. After he closes at the Palladium, Max sails for the States. A year ago I thought him the greatest find British vaudeville had made since (all right, I really do know) Danny Kaye. But since then, he's been marking time on a moving staircase—going down. A pity.

One more thing about Sugar Chile. After his Palladium opening, he announced he was going to retire. "I want to be a doctor," he said.

## Carnaval Room, New York Sherry-Netherland Hotel

(Thursday, Sept. 27)

Capacity, 180. Price policy, \$1.50-\$2.50 cover. Shows at 9:30 and 12:30. Manager, Serge Obolensky. Booking, non-exclusive. Estimated talent cost, \$600.

Downstairs hotel room, a lush spot catering to the carriage trade, has just started entertainment other than dance and gypsy music, teeing it off with Helene Francois, sister of Denise Darcel. Shows here present visual problems that will almost certainly handicap any performer. Huge mirrored pillars are obstacles that force performers to work up front. Result is that customers behind them lose interest. Music also is not intended to show off any performer. Lighting is fixed and poorly placed (Continued on page 71)

## Zamboanga, Los Angeles

(Tuesday, September 25)

Capacity, 350. Price policy, no cover, minimum. Shows at 9:30 and 12:30. Owner-operator, Lou Nasif. Booking, non-exclusive. Estimated budget this show, \$1,200. Estimated budget last show, \$1,200.

Four-act layout moves fast and packs a lot of entertainment in 60 minutes. Featuring no names, show is one of the best seen lately in the small rooms.

Jacqueline Fontaine punches across the blues like nobody's business. Opens with a George M. Cohan medley and follows with a torchy "Ten Cents a Dance." Gal is easy on the eyes and does a top selling job on "I Don't Care" and "Some of These Days," latter with a Tucker-like intro. A throw-back to the "red hot mamma" days, Miss Fontaine is one of the better blues shouters.

Hooper Lois Ray continues to display both a shapely chassis and rhythmic gams. Her "Hawaiian War Chant" in taps is still her best offering. Roger Wesley pulls well with his puppet act. He gets away from the standard dummy bits by closing with his puppet doing a complete strip. Wesley uses platters to frame his act. Emcee Lenny Grayson manages to register a few yocks with the neighborhood trade. His "Old Man River" and "Always" parodies are good for some guffaws.

Billy Rose's combo (4) cuts a commendable show and plays okay dance tootling.

Joe Bleeden.

## Ciro's, Hollywood

(Sunday, September 23)

Capacity, 460. Price policy, \$1.50 cover weekdays, \$2 Saturdays. Shows at 9:30 and 12. Owner-operator, Herman D. Hover. Press, Rogers-Cowan. Estimated budget this show, \$3,500. Estimated budget last show, \$3,500.

Lisa Kirk displays a charming style, pleasing personality and stage savvy in her second Strip booking. Gal shows everything that won her fame as a music-comedy chirp with such hits as "Kiss Me Kate" and "Allegra" to her credit. A wholesome quality is reflected in seven vocal offerings.

Miss Kirk opens with "I Feel a Song Coming On" and pulls well with tuneful renditions of "Gentleman Is a Dope" and "Always True to You in My Fashion." Does a tip-top job on "If I Could Be With You." Lass uses a telephone with a built-in mike to sell "Too Marvelous," going from customer to customer in an enchanting manner. In spite of her talents and good looks, crowd wasn't as receptive as the singer's talents warranted.

Almost stealing the spot from Miss Kirk are the Romanos, three personable lads. Threesome mix clowning with rapid acro antics for sock results. Boys tumble, spin, twist and reveal breath-taking body turns. Dick Stabile's ork again comes up with a top job of cutting the show and playing for dancing. Alternating with Stabile in equally good fashion is Dante Varela's rumba crew (5). (Continued on page 71)

Joe Bleeden.

## The Boulevard, Rego Park, L. I.

(Sunday, September 9)

Capacity, 700. Price policy, \$1 cover. Shows, 9:30 and 12:30 with three on Saturday. Operator, Herman Giles. Booking, Non-exclusive.

Be on the lookout for a kid named Johnny Ray. The Cleveland youngster, at this point virtually obscure, measures up as the most exciting singing stylist to crop up in some years. In a word, he's electrifying. He was brought into this neighborhood nitery as an extra starter on a week-end bill headlining the Collins-Dane comedy-singing team for a trade look-see. Tiny Sinclair's raucous antics and songs and the Congaroots, a standard and still exciting terp act, rounded out the bill.

Ray is a slender, good-looking kid who sings in the contemporary rhythm and blues style—broken notes, bent notes and rhythmic gasps. His sound is close to that of thrush Kay Starr. He sings with tremendous intensity and immense feeling, so much so it is not odd that he will break out in tears during his performance. His extreme emotional approach is further projected with free-wheeling hand and body motions. His foot-stamping, knee bends, etc., are not figured gestures; the movements are unpredictable and the surprise and vigor of the effort adds up to great showmanship. It's inevitable that Ray will be compared to Frankie Laine, but such comparisons are actually uncalled for.

Payoff on the youngster is that he has a hearing defect and wears (Continued on page 71)

## Habibi, New York

(Tuesday, September 18)

Capacity, 246. Price policy: \$3-\$4 minimum. Shows at 9 p.m. and 12; week-ends, 8, 10:45 and 12:45. Operators, Leon and Motya Nemirov. Booking, non-exclusive. Publicity, Dave Lipsky. Estimated cost this show \$1,200.

The colorfully decorated Habibi Cafe opened its new season with a show which successfully blended Israeli and Yiddish elements. The compound should do business, since it offers amusement which appeals to the Jewish-American community in town.

Undoubtedly the strongest act was the husband and wife team of Irving Grossman and Dinah Goldberg. The former, also an emcee, started the show off with a rousing version of "Sing Israel Sing." His partner, a pint-sized bundle of energy who also vocalized, belted tunes and gags in varied dialect. The most of her material was obvious, it was geared to the audience. They finished (Continued on page 71)

## The Roadside, Brooklyn

(Tuesday, September 25)

Capacity, 600. Price policy, \$3-\$4 minimum. Shows at 9:30 and 12:30 (extra shows week-ends; closed Mondays). Operator-owner, Ben Maksik. Exclusive bookers, Roy Gerber-Norman Weiss. Estimated talent budget, \$2,250.

Way out in the Flatbush section of Brooklyn, this spot, which has grown from a hot-dog stand to a full-blown cafe, now rates as an important talent buyer, using acts on a one-week basis, with hold-overs if the business warrants. The room is a terraced affair with beamed ceilings, almost barnlike in appearance, but clever lighting gives it an intimacy that its capacity doesn't indicate. Garden umbrellas, hung strategically from ceilings over tables, help add to the intimacy.

The new show, premed Tuesday (25), has Mel Torme, Tiny Sinclair and the Spalding Twins (ex-Spalding Trio). Torme, in the closing slot, started lackadaisically but picked up and wound up a solid hit. What he'll mean at the box office is to be seen. Starting off with his peculiar styling, the boy gradually warmed up and moved ahead with an audience participation-repeat bit. When he finished after about a 40-minute (Continued on page 71)

## Highlight Reviews

The week's Highlight Reviews appear on Page 3, this issue.

## La Conga, Milwaukee

(Friday, September 21)

Capacity, 250. Price policy, no cover, admission or minimum. Owner-operators, Nino and Frank Costarella. Continuous shows starting at 9:30. Booking, non-exclusive. Estimated talent budget this show, \$1,000. Estimated budget last show, \$1,000.

The LaConga falls into the category of tumult joints. Continuous entertainment is the pattern, with no dancing or food served. The night caught was marred by rainy weather, but the place was jammed and a crowd waiting.

Blond, personable Tommy Richards has been the magnet here for many months and every act that precedes him is incidental as far as the customers are concerned. The fair haired lad has developed into the strongest nitery attraction this town has turned out locally in many years.

Most of his work is built around local color gags and zany fast patter. He uses plenty of blue material, but tosses it out in an affable and inoffensive manner. His pliable mugging and nose-picking buffoonery brings screams and belly laughs as soon as he hits the stage. A satirical bit on his personal hospital experiences won yocks, but the routine is getting shopworn and a mite automatic. He held the floor for almost an hour and then had to beg off.

Flashy harmonica offerings of Bob Allen, another fave here, succeeded in gaining attention in the opener for some sizable mits. The topper was his listenable "Dodging a Divorcee." Allen also capably handles the emcee chores. Jean Karyn's terp work met with fair reception. Gal singer Lee Porter fought a losing battle with a sore throat and a noisy, inattentive crowd.

Second billing on the show was given to a new act here—Lavender and Her Purple Cat. It boils down to an amazing amount of frantic meaningless grinds in front of a papier mache statue of a cat. It left viewers with a "so what?" reaction.

A surprisingly fine precision show cutting job was turned out by the Eddy Toby three-piecer. Ben Ollman.



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# Hocus - Pocus

By BILL SACHS

**HARRY E. CECIL**, the "world's worst magician," of Detroit, was a recent Magic Desk visitor, accompanied by Cincinnati's top magic lad, **Stewart Judah**. During his visit, Cecil regaled us with an astounding rising-card trick, so astounding, in fact, that one could readily understand how Harry comes to that "world's worst" tag. . . . **George Wright**, veteran Cincy trixster and former assistant to **Harry Keller**, is mending at his home, 2206 Fulton Avenue, Walnut Hills, Cincinnati, following a recent stroke. . . . Also the victim of a stroke recently was **Clarence Decker**, Minneapolis magicker, who is recuperating at his home, 4636 South York Street, that city. . . . **Dr. Mysto** type-writes from his native Clarksburg, W. Va.: "Dr. Silkini's 'Asylum of Horrors' spook show played Warner's Ritz here recently. **Jack Baker**, as **Dr. Silkini**, is tops in his line. **Jack Wyman's** version of **Frankenstein** adds the right amount of chills. Baker's show is not corny and he leaves the audience with the feeling that it has had its money's worth. His blackouts, too, are more than a few luminous skeletons."

**Dr. Franz Polgar**, Austrian-born hypnotist and mentalist who has made a big score in colleges and universities during the past decade, is presenting a new version of his program, termed "Fun With the Mind." Polgar's new presentation is being handled by **Larry Lawrence**, veteran promoter, recently of the Mills Bros.' Circus, who has a crew of phone men handling ducat sales for various civic groups thru Michigan. . . . **Mickie Ryder (Hazel Gallagher)**, formerly assistant with the **George Marquis** and **John Calvert** magic shows, has her own Girl Show with the C. A. Stephens carnival now playing Georgia fairs. Her husband is doing the talking on the show. . . . **Thomas the Magician (Thomas A. Henricks)** has been booked by **John Hall Jacobs**, librarian of the City of New Orleans, for a series of performances in New Orleans' libraries October 4-7. Thomas has also been set for the annual Georgia State 4-H Club Convention at the Biltmore Hotel, Atlanta, October 10.

**MCDONALD BIRCH** and Company slated to tour New York State the next two months under direction of **S. E. Patton**, of the Carolina Assemblies. . . . **Austin A. Davis**, veteran magic agent, has the **Arnold Furst** turn penciled in for a routing that will start in Iowa, working north and west and finally winding up in Paso Robles, Calif. Furst is featuring the box escape as a bally and is sporting a new line of attractive paper. . . . **The Great Morton**, hypnotist-magician, was held over a third week at the Gesu Theater, Montreal, where he's been kickin' 'em in the pants with his unusual performance, according to **Arthur Schalek**, our faithful Montreal correspondent. . . . **Mrs. Florence Lee**, widow of **Joe Lee**, former manager of **Harry Houdini**, told of her husband's association with the famous escape artist in an interview in The Sunday Detroit Times of September 23. Mrs. Lee, who resides in the Motor City, has a vast collection of Houdini material left by her late husband. . . . **Clare Cummings** is instructor for the fifth annual School of Prestidigitation sponsored in Detroit by **Roy and Daisy Hall** with a 24-week course which started last week. . . . **J. B. Bobo**, author of "Watch This One," gave a lecture on coin, card and silk work at the Barlum Hotel, Detroit, Monday (1). . . . **Robert A. Roth**, of the Southeast School Assemblies, still continues to play up magicians as part of his concert series of artist attractions. In past seasons he has booked the **Shrimplins**, the **Bobos**, the **Arnolds**, **C. Thomas Magrum** and others. . . . **W. C. Weber (Professor Maji)**, of 484 State Street, Bridgeport 3, Conn., is trying to locate **Virgil the Magician** as a possible feature for the New England Convention of Magicians to be held in Bridgeport November 9-11.

## Persian Room

pearance of the act is about the same as it was when it first hit New York's Le Directoire. Miss T wears slacks, a sash with her ash blonde hair pulled back tightly. The boys all wear identical dark suits and dark ties. The result is a sleek, well dressed act without being flashy. What flash there is comes from the routines themselves plus Miss T's darting around like a drop of water on a hot stove.

Dick La Salle's band, back here for the reopening did a deft show-cutting job as well as a fine stint for dancing. Mark Monte, also back, relieved for dance sets in highly listenable fashion. Monte is still one of the best looking frontiers around. Bill Smith.

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## Palace, N. Y.

Continued from page 44

laughs. The boys went all out and really registered, especially on their baseball routine, in which Shaw did a complete circuit of the house.

**Maria Neglie** showed fancy fiddling on a couple of favorites and a novelty with much pizzicato. She presented it with a lot of charm besides, and went over nicely. The de Santes Trio (two fellows and a girl) looked slightly nervous at first, but went on to do a neat act, blending tumbling and balancing with a well-paced tango.

**Don Rice** pulled almost everything a comic can; straight line of gags, patter song, newspaper reading, drunks, trombone playing, mimicry and political jokes. Midst it all he had a lot of funny stuff and got due yocks. He projected well with his informal manner.

The **Appletons** (two girls and a man) did their standard Apache routine, with kicks, screams, knives and guns, ending big with one of the gals thrown thru a mirror.

**Marty May** played it nonchalant. While his stories got ample yocks, his wit and manner seemed slightly beyond their audience, so that he didn't get the hands he deserved.

Show finished off with the fast-paced tumbling and balancing routine of **Alfred Landon** and the three midgets.

Pic, "The Tall Target."  
Gene Plotnik.

## Le Reuban Bleu

Continued from page 44

**Harry, the Hipster**, Gibson lecture to bop students. Another witty highlight was his "Deliver Me From Tennessee" which portrayed the life of an incestuous, Southern family. Graham, however, has a tendency to ramble, frequently losing his audience.

Exquisitely gowned, the beautiful **Mary Mayo** showed a controlled voice with small tones especially appealing in sentimental numbers. The blond vocalist scored best with "Dancing in the Dark," "Blue Moon" and "For the Love of Thee."

Backing the show, as usual, is the **Norman Paris Trio**, a superlative group whose interlude playing doesn't get the attention it deserves. Group's "Slaughter on Tenth Avenue" and "Tenderly" were just two of the toppers in a folio of outstanding numbers.

Leon Morse.

## Copa Books Ray

Continued from page 1

and Gin" on one side, with "Tell the Lady I Said Goodby" on the flip, both became territorial hits, particularly around Cleveland where a test campaign was started.

He was bought by Moe's Main Street, Cleveland, for \$500 and proceeded to break the previous record held there by **Tony Bennett**. He went back a few weeks ago for \$750, did capacity and was re-signed for two weeks in December for \$1,250 with a signed contract for later in 1952 for \$1,750.

The **Copa date** is strictly a prestige job. The chances are that the money will be less than \$1,000.

Odd thing about **Ray** is that he works with a hearing aid; is deaf and has to play his own piano. Can't hire an outside pianist because he can't hear. Boy is booked by **General Artists Corporation** and is managed by **Lang and Kessler**.

## Olympia, Miami

Continued from page 44

**Dolinoff and Raya Sisters** terp act, displaying—at the start—some expert and colorful choreography and finishing up with their entertaining black-magic routine for a heavy mitt.

Opening are **Emil and Evelyn**, teeterboard-acro act. **Singer Ann Dennis** follows with a so-so routine of pop tunes, scoring with a Kern medley. Emsee and also in the comedy spot is **George Conley**. His gags and takeoffs were fair.

Extra-added attraction on this show is a medley of tunes by **Les Rohde**, in observance of his eighth year on the **Olympia** podium. Does a four-tune specialty, including the first overture he played in the house, his own theme song, and prime examples of be-bop and Dixieland.

Pic, "Warpath." Herb Rau.

# Burlesque Bits

By UNO

**PAUL MARAKOFF**, ensemble producer at the Hudson, Union City, N. J., and who was at the Grand, St. Louis, all season, has started an innovation in spectacular descriptive numbers that replace the customary ballet. He is having scenic effects furnished thru **Charles Teichner**, Chicago. **Eva Collins** continues as costumer. . . . **Mary Lou, Jo San** and **Tiny Collins** are doing strips at Central Bar Club, St. Louis, with **Juliet's** ork. . . . **Joseph Ellul**, owner of the **Empress**, Detroit, has left for a six months' stay in Hollywood, Fla., leaving **Frank Crowe** in charge. . . . **Lillie Vetter** and **Jack Goldie**, who started in burlesque with **Bob Manchester's** "Crackerjacks" in 1911, celebrated their 41st wedding anniversary last week. Lillie is the sister of the late **Fannie, Sadie** and **Debbie Vetter**. Jack recently finished two and a half years the **Gay 90's**, Boston, and is now working clubs and TV. . . . **Deenah Prince** is now at **Eddie's**, and **Dorothy Eddy**, at **Aloha**, San Diego, Calif. . . . **George Tuttle** has left showbiz to start a jewelry store of his own in mid-Manhattan.

**JOHN QUIGG** signed two contracts when he joined the play, "Darkness At Noon," one for a speaking role and the other that called for his accordion. . . . **Jack Reid**, former owner and comic of the "Record Breakers" on the old burlesque wheels, is convalescing at the St. Louis Infirmary. . . . **Irene**, new 6-foot-5-inch strip-talker on the **Hirst Circuit**, was a show girl last season at the **Rialto**, Chicago, her first stage engagement. . . . **Bob Davis**, house singer, switched from the **Hudson**, Union City, N. J., to the **Troc**, Philadelphia, September 24. **Jack Lyons** succeeded him at the **Hudson**. . . . **Irving and Rose Selig** sponsored a party at the **Taft Hotel**, Asbury Park, N. J., to celebrate the final week of the summer run at the **Savoy** there. Among those present were **Jessica Rogers, Meggs Lexing, Grace and Guy Hevia, Pat and Sam Scarappa, Ray and Renee Botschart, Paul H. West, Nancy J. Whalen, Elaine P. Mahoney, Herbert Leighton, Ethel Hogan, Betty Peterson, Happy Boyd, Pat Rand, Ruth Henley, Tommy Moe Raft, Leonore, Al Harris, Helen Hamilton, Marion Wakefield, Eddie and Dottie Gordon, Sid DeMay, Marion Barber, Mr. and Mrs. Gene Tierney, Harold and Lillian Kimmel and Al Dow**. . . . **Pat Flannery** is at the **Sarong**, Long Beach, Calif. . . . **Yvette, Maria Dawn, Michele Stein, Melba Winslow, Patricia Duval** and **Gloria Swanson** are in the new line-up at the **Empress**, Detroit.

**BETTY HOWARD**, who closed in the headline spot at the **Hudson**, Union City, N. J., September 30, is featured with photos and a story in "Video" mag, current issue. She also was honored by one of the national Fraternities last week at **Rutgers University**, New Brunswick, N. J. . . . **Manager Eppie Oakene** of the **Hudson**, Union City, N. J., increased the pay this season of chorines, stagehands, musicians, and all employees out front. . . . **Jean Owens**, former feature strip at **Joyland Club**, Chicago, is a chorine at the **Grand**, St. Louis, where **Betty Jo Morgan** is making her first appearance after feature engagements in clubs in California, Texas and Oklahoma. . . . **Pete DeCenzie's** current cast at the **El Rey**, Oakland, Calif., in the bill tagged "Show Boat Follies," features **Carrie Finnell**, with **Elsie Monte, Neva Star, Jo Ann Lamotte, Ginger Duval, La Rey Nugent, Suzy, Betty Carroll, Tangerine, Torrid Terry Lane, Billie Collins, Bumps Wallace, Leo Leonard, Minor Reed, Frenchie, Charles Glick, The Gay Blades**, and emsee **Will Hayes, Ed DeVere**

is publicity chief; **Yvonne**, wardrobe mistress, and **Fred Miller**, stage manager. Chorines include **Betty Kellogg, Pat Lawson, M. Eberly, Madeline Romero, Peggy Hoffman, Lois Simmons** and **Jackie Lawson**. In the ork are **Moe Jackson, Ralph Evans, Stan Scott** and **Ethel Evans**. **Frances DuBois** (Lady Godiva) closed last week to go south. **Marie Voe** comes in October 12.



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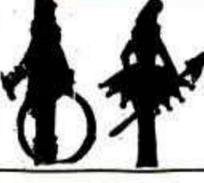
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## Sides and Asides

Still another play based on a Henry James work is in the offing. It's "Letter From Paris," derived from the novelette, "The Reverberator." The adaptation has been done by Dodie Smith, who was last represented on the Stem by "Lovers and Friends" eight years ago. The Theater Guild is on the verge of taking it. . . . Abe Burrows has been officially designated to restage and re-write "Jamie," which was known as "Three Wishes for Jamie" during its West Coast tryout. Producers Albert and Arthur Lewis are shooting for a Stem opening around the end of the year. . . . The guild has assigned Burgess Meredith to the direction of John Patrick's "Lo and Behold." . . .

## Equity Acts on Blacklist Issue

NEW YORK, Sept. 29.—Equity membership at the org's first quarterly meeting at the Hotel Astor Friday (28) came up with a recommendation to council to put more teeth in the union's previous resolution against blacklisting of performers. Just what might be accomplished along this line is a moot question, since it seem relatively impossible to prove such a charge against an individual employer. However, it is not a matter for the council to consider.

Membership, likewise, applauded a reference by Exec-secretary Louis Simon that Equity should take the lead toward a merger of all performer unions. This also presents something of a poser, since in four attempts at such a solution over the past 10 years, no one has been able to come up with an actual workable plan.

The 800 members present were addressed by James Bowles of the State Unemployment Insurance Division on the subject of obtaining actors' unemployment insurance benefits.

## Out of Town Review

### FAITHFULLY YOURS

(Opened Wednesday, September 26)

#### Shubert Theater, New Haven

A comedy by L. Bush-Fekete and Mary Helen Fay. Based on a play by Jean Bernard-Lac. Staged by Richard Whorf. Setting by Paul Morrison. General manager, Paul Vroom. Company manager, Clarence Taylor. Press representatives, Karl Bernstein, Harvey Sabinson; Sol Jacobson. Stage manager, Harry Howell. Presented by Richard W. Krakeur.

Vivian Harding . . . . . Ann Sothorn  
Thomas O. Harding . . . . . Robert Cummings  
Stokes . . . . . Victor Wood  
Susan . . . . . Marguerite Gould  
Dr. Peter Wilson . . . . . Glenn Anders  
Betty . . . . . Eileen Erskine  
Miss Parker . . . . . Doreen Lang  
Gracie . . . . . Florence Sundstrom  
Joyce . . . . . Beverly Whitney  
Vera . . . . . Barbara Baroness MacLean

● Continued from page 3

seem all too willing, and the husband completely unaware and faithful, the farcical situations are loaded with genuine laughs.

The entire cast is extremely well chosen. With Glenn Anders carrying the ball in his extremely capable manner, the entire show shapes up excellently.

Richard Whorf, who handled the staging, has done a top-drawer job, considering the rapid action and the wealth of characters involved. The opus, as it unveiled in New Haven, is not quite ready yet; but the cutting and tightening that usually follow the bow-in will bring this in as a compact piece.

Paul Morrison's single setting of a penthouse apartment is luxuriously in keeping for the style of living the main characters enjoy.

In sum: "Faithfully Yours" should easily make the grade. It offers an interesting story in adult fashion, well-played and presented. By the time this reaches the Stem, it should be in proper shape to take over for a very healthy stay.

The heavy schedule of Herman Shumlin has been further augmented by the acquisition of "The Wolf Has Eaten Grandmother," by Elizabeth McAdden Wright. Shumlin plans to start work on it next summer. To precede it are Roger MacDouglall's "To Dorothy a Son," Enid Bagnold's still untitled play and William Marchant's "Under a Cloud." All that is aside from the current "Lace on Her Petticoat."

Because of an overloaded schedule, Alfred De Liagre Jr. has had to back out on the sponsorship of "Fancy Meeting You Again," the new comedy by George Kaufman and Leueen McGrath. Hence Chandler Cowles, who last was announced as his proposed collaborator, will go it alone. Miss McGrath will have a leading role in the play herself, and Kaufman will stage it. "Fancy" is presently skedded to open on the Stem December 3, but a theater has not been pacted yet. . . . After "Fancy," Cowles will attend to the revival of "Of Thee I Sing." . . . Katherine Cornell's production of Somerset Maugham's "The Constant Wife" has been booked for the National Theater beginning December 7. Guthrie McClintic, who will stage the production, is in Europe, and will confer with Maugham while there.

Sylvia Sidney has taken over the leading role in Lesley Storm's "Black Chiffon" in the touring company sponsored by George Brandt. Mady Christians had to back out to undergo treatment for high blood pressure. . . . The Theater Guild is seriously planning to bring Christopher Fry's "Venus Observed" to the Stem later this year, and seeks Rex Harrison and

(Continued on page 74)

## Brattle "Budd" To Best N. Y.?

BOSTON, Sept. 29.—Without full-page endorsements or testimonials to the quality of the play, "Billy Budd," at the Brattle Theater, Cambridge, Mass., bids fair to rival the New York run of the production. Originally skedded for a two-week strawhat run, "Budd" is still going strong in its ninth week. Production has averaged \$4,000 weekly since taking the boards. The Broadway production lasted 11 weeks during the last season.

### BROADWAY SHOWLOG

Performances Thru September 29, 1951

#### DRAMAS

Affairs of State . . . . .	9-25, '50	423
(Music Box)		
Diamond Lil . . . . .	9-14, '51	19
(Broadway)		
Lace on Her Petticoat . . . . .	9- 4, '51	41
(Booth)		
Stalag 17 . . . . .	5- 8, '51	167
(48th Street)		
The Moon Is Blue . . . . .	3- 8, '51	235
(Henry Miller's)		
The Rose Tattoo . . . . .	2- 3, '51	273
(Martin Beck)		

#### MUSICALS

A Tree Grows in Brooklyn . . . . .	4- 8, '51	187
(Alvin)		
Bagels and Yox . . . . .	9-12, '51	25
(Holiday)		
Borscht Capades . . . . .	9-17, '51	16
(Royale)		
Call Me Madam . . . . .	10-12, '50	404
(Imperial)		
Guys and Dolls . . . . .	11-24, '50	353
(46th Street)		
Seventeen . . . . .	6-21, '51	116
(Broadhurst)		
South Pacific . . . . .	4- 7, '49	1012
(Majestic)		
The King and I . . . . .	3-19, '51	213
(St. James)		
Two on the Aisle . . . . .	7-18, '51	83
(Mark Hellinger)		

#### CLOSED

Out West of Eighth . . . . .	9-22, '51	4
(Barrymore)		
(Opened 9-20, '51)		
Twilight Walk . . . . .	9-29, '51	8
(Fulton)		
(Opened 9-24, '51)		

#### COMING UP

(Week of September 30)		
Jose Greco . . . . .	10- 1, '51	
(Shubert)		
Remains to Be Seen . . . . .	10- 3, '51	
(Morosco)		
Saint Joan . . . . .	10- 4, '51	
(Cort)		

## Former Burly Stars Shine at Hub's Howard

● Continued from page 1

and a church) was in danger of toppling off its foundations. Still top banana, Silvers retained the ad lib flavor of old-time burlesque with a clarinet-playing act, heckled from a box by Herbie Faye.

Spliced in with the regular show were the bits done by the Old Howard in other days. Joey Faye did a soft shoe carbon of Pat Rooney and others as well as a parody strip. But the highlight of a heartwarming show was the great "Flugel Street" burly classic done amid bursting straw skimmers and shrieks of dismay by Jack Albertson and Herbie Faye.

The nicest note in the evening occurred when Silvers, after fracturing the audience for 15 minutes, introduced Levine and Rosen, the comedy duo currently playing the Howard. "We fellows were luckier than they are," he said, "but no funnier—believe me."

### NYC OPERA

## Bow's Solid On Rep, With 120G In Till

NEW YORK, Sept. 29.—There was considerable management jubilation at the tee-off of the New York City Opera Company's fall rep series at the City Center Thursday (27). The opening bill, Massenet's "Manon," had the house sold out. Much more to the point, since operatic productions at the center almost without fail wind up in the red-ink column, there was close to a 120G advance in the till by certain time, a hefty 10 per cent better financial start than the fall series had a year ago.

In addition to the troupe's stand-by rep, the Center songbirds are adding two premieres and a re-staged edition of an old fave to this season's schedule. According to management reports, heavy advance interest is centered on the world bow-in of David Tam-

(Continued on page 74)

## Italy Refuses Brecht's Play

ROME, Sept. 29.—Bertold Brecht's 1937 anti-war play, "Mother Courage and Her Children," will not be presented at the Venice International Theater Festival as skedded because the Italian Government has refused visas to the East German playwright and his Berliner Ensemble troupe. The Venice showing was originally skedded for Wednesday and Thursday (26-27).

Altho no official statement has been made by Rome's Foreign Affairs Ministry, it is understood that the Italian Government considers the Brecht play "unadulterated Communist propaganda." Brecht was invited to show the drama at the Festival last spring, when Venice was governed by a

(Continued on page 49)

## "Cocktail" to Open Biltmore

HOLLYWOOD, Sept. 29.—Biltmore Theater's first legitimate fare since it shuttered August 4 will be T. S. Eliot's "Cocktail Party," bowing for three weeks November 12. Comedy will be preceded by the Ballet Theater, October 29.

"Party" cast is virtually the same as the one that played the La Jolla (Calif.) Playhouse last summer. Exception is Marsha Hunt, who steps into Patricia Neal's role. Others are Vincent Price, Estelle Winwood, Reginald Denny, Rose Hobart and Harry Ellerbe.

## Broadway Openings

### OUT WEST OF EIGHTH

(Opened Thursday, September 20)

#### Barrymore Theater

A comedy by Kenyon Nicholson. Staged by Marc Connelly and Burgess Meredith. Sets by Ralph Alswang. Costumes by Jocelyn. Business manager, Richard E. French. Stage manager, Charles Durand. Press representatives, Marian Byram and Phyllis Perlman. Presented by Courtney Burr and Malcolm Pearson.

Cecil Wulliver . . . . .	Gene Darfler
Virgil Lavendar . . . . .	Dennis Weaver
Delbert Moon . . . . .	Charles Windell
Joe Varro . . . . .	Jim Moreno
Eddie Todd . . . . .	Richard Carlyle
Horace MacNamara . . . . .	Cliff Dunstan
Everett Garner . . . . .	Al Henderson
Clovis Garrett . . . . .	Texas Jim Robertson
Lettie Vogel . . . . .	Edna Preston
Skeeter Roach . . . . .	Bill McCutcheon
Dad Offutt . . . . .	Earl Jay Gilbert
Lash Castro . . . . .	Robert Keith Jr.
Virginia Beamer . . . . .	Barbara Baxley
Booger Lowery . . . . .	Charles Thompson
Gale Rambo . . . . .	Margaret Hill
Blaine Rambo . . . . .	Tommy Allen
Ginger Hornick . . . . .	Mary Carver
Peaches Gomez . . . . .	Patricia John Carty
Tony Demopolis . . . . .	Martin Greene
Rita Crummitt . . . . .	Irene Cowan
Harry Crummitt . . . . .	Donald McClelland
Lyman Stack . . . . .	Alan Jay Schnapier
Mrs. Otis Stack . . . . .	Mary Perry
Mr. Ogilvie . . . . .	Donald Bain

Kenyon Nicholson has scripted some good plays, both solo and in collaboration—witness, "The Barker" and "Sailor Beware." However, this—his latest solo effort—is a dud. There have been, likewise, amusing farces located in a cheap hotel room, but seldom has one burgeoned that dashes thru half-a-dozen, not to mention sundry, corridors. There is one thing about "Out West of Eighth." Its actors certainly get around. Also, it has been a long time since a farceur has thought up the amiable gag of concealing a horse in a water closet. Of such comicalities is "Eighth" made up.

For the purpose of the record, let it be reported that Nicholson is concerned with the hotel life of a set of rodeo actors in a cheap flea-bag hostelry near Madison Square Garden. There are a number of Easterners also in the picture. It is hardly necessary to go into details. But, roughly, the highly involved plot centers on a scrap between a dude ranch cowpoke from Arizona and a counterpart from Pennsylvania, previously a bell-boy in the aforementioned hostelry. The bone of contention is an extraordinarily dim-witted manicurist. Things go from pretty much bad to worse, with chases thru various bedrooms and corridors interspersed with choppy dialog, and 24 actors cluttering up the premises. Of course, the ex-bell hop finally coming off top-dog. The high point of the proceedings is the discovery of the horse in the privy.

Some very good young actors make a valiant and concerted effort to make these unbelievable and mostly unfunny didoes stick together. That they don't succeed is hardly their fault considering the sort of things they are called upon to do. Richard Carlyle is the bellhop, turned dude rancher, and Robert Keith, Jr. is the genuine article. Barbara Baxley is the pretty but dumb cuticle-trimmer. All three do just the best they can.

#### Newcomer a Hit

The best of the laugh lines fall to a newcomer, Irene Cowan, who makes an auspicious first Stem bid as a wry-tongued patroness of dude ranches with a yen for cowboys. Miss Cowan starts off most promisingly in her early scenes giving the show a fine lift. But the script gets even her spirits dampened in the end. Mention,

(Continued on page 49)

## Dramatic & Musical Routes

Black Chiffon (Nixon) Pittsburgh.  
Darkness at Noon (Ford) Baltimore.  
Death of a Salesman (Erianger) Buffalo 1-3; (Shea) Erie, Pa., 4; (Auditorium) Rochester, N. Y., 5-6.  
Glad Tidings (Cass) Detroit.  
Guys and Dolls (Philharmonic) Los Angeles.  
Kiss Me, Kate (Boston O. H.) Boston.  
Love and Let Love, with Ginger Rogers (Plymouth) Boston.  
Member of the Wedding (Erianger) Chicago.  
Mr. Roberts (His Majesty's) Montreal.  
Moon Is Blue (Harris) Chicago.  
Moon Is Blue (McCarter) Princeton, N. J., 5-6.  
Oklahoma (Colonial) Boston 4-6.  
Paint Your Wagon (Shubert) Philadelphia.  
Pay Off, The (Shubert) New Haven, Conn., 4-6.  
South Pacific (Shubert) Chicago.  
Top Banana (Shubert) Boston.

### TWILIGHT WALK

(Opened Monday, September 24)

#### Fulton Theater

A drama by A. B. Shiffrin. Staged by Paul Stewart. Setting by Paul Morrison. Company manager, Harry Essex. Stage manager, Gene Perlowin. Press representatives, Karl Bernstein and Harvey Sabinson. Presented by Richard W. Krakeur.

Ronnie Brewster . . . . . Charles Proctor  
Clark Wilson . . . . . Walter Brooke  
Mrs. Kramer . . . . . Anna Berger  
First Little Girl . . . . . Pauline Hahn  
Second Little Girl . . . . . Rosemarie Sheer  
Woman . . . . . Genevieve Frizell  
First Old Man . . . . . Joseph Leberman  
Second Old Man . . . . . Nathaniel Sack  
Shoeshine Boy . . . . . Philip Hepburn  
Kate Scott . . . . . Nancy Kelly  
Mrs. Brewster . . . . . Ann Shoemaker  
Sam Dundee . . . . . Walter Matthan  
Young Man . . . . . Joseph Roman  
Rosie Callahan . . . . . Virginia Vincent  
Policeman . . . . . Leo Lucker  
Passers-by: Christopher Barbero, Edward Busko, William Camia, Ronald Cusack, Morris Kamhi, Lynne Lyons, John Paveiko, Robert Sagalyn, Nina Seamans, Carol Steers.

From the Saroyanesque fantasy of "Angel in a Pawnshop," A. B. Shiffrin has turned to psycho melodrama. "Twilight Walk," the saga of a sex-killer loose in Central Park, could have been an engrossing thriller. That it falls short of the mark is nobody's fault but Shiffrin's. It is excellently acted and directed. It has a gem of a set by Paul Morrison, and it is very evident that Richard Krakeur has given "Twilight" everything production-wise.

#### Premise Weak

It is readily admitted that Shiffrin has a fine flair for getting a street scene quality into his writing. His characters—particularly the little ones—are sharply etched. Since his play is well constructed, these vignettes hold it together for sustained interest and, while "Twilight" is in no sense a whodunit, for more than sufficient suspense. The tracking down of a psycho killer who assaults and strangles ladies to pattern in a public park could be a shocker. Unfortunately, Shiffrin has larded his tale with maudlin sentiment for his murderer. Such lads, according to the author, need a doctor more than a judge, and society in general is responsible for their cure. In sum, while Shiffrin does well dramatically in explaining what made his killer the way he is, he isn't up to making much of a case for his cure. A reporter was really pleased when a tough detective finally put a bullet thru him, and thinks most pewsitters felt the same way. Since "Twilight's" premise is that brutal cops should handle sex killers with kid gloves and turn them over to psychoanalysts, it is not likely to get much sympathy except from an over-humanitarian few.

#### Fine Cast

Nancy Kelly is a fine actress, but unfortunately for her, she becomes Shiffrin's chief mouth-  
(Continued on page 49)

## Hartford Gets Legit Theater

HARTFORD, Conn., Sept. 29.—Philip Langer and associates will take over the 1,200-seat Center Theater, downtown Hartford first-run foreign film house, on a long-term lease to operate legit attractions beginning November 1.

Maurice Greenberg, owner and operator of the Center, said that he will close the theater's motion picture policy on October 8, with the Langner group, consisting of Langner, Charles Bowden and Nancy Stern, slated to remodel and refurbish the theater for a planned November 1 opening.

It is understood that the first five plays will be pre-Broadway openings. Initial offering will be "Nina," a comedy by Andre Roussin, starring Gloria Swanson, David Niven and Alan Webb. The John C. Wilson production starts rehearsals in New York October 8 with Gregory Ratoff directing.

According to Langner, the theater, to be renamed the New Parsons Theater, will run four performances of each play.

### Highlight Reviews

The week's Highlight Reviews appear on Page 3, this issue.

## ARENAS AND AUDITORIUMS

### Des Moines Sets 16 Shows; Howard Keel Leads in Poll

By DAPHNE (DEE) POLI  
DES MOINES, Sept. 29.—Sixteen top stage attractions have been booked for the KRNT Theater this fall and winter, with "Holiday on Ice" in this week to open the season.

Duane Peterson, manager, announced other attractions for the 1951 season include Hildegard, "Candida," "Guys and Dolls," Ballet Theater; First Drama Quartet, with Charles Laughton, Charles Boyer, Cedric Hardwicke and Agnes Moorehead; Rogers and Hammerstein Night, "Member of the Wedding," "Death of a Salesman," Metropolitan Opera, Autumn Garden, U. S. Marine Band, Sadler's Wells Theater Ballet, "The Rose Tattoo," "Mister Roberts," and Ballet Russe de Monte Carlo.

Opening the 1952 season January 30 will be "Skating Vanities."

#### Baritone Tops Poll

HOLLYWOOD, Sept. 29.—While some movie tycoons believe all that can save show business is a return of stars like Valentino and Garbo, the men who manage auditoriums and own theaters tell another story.

This year's "Stars-of-Tomorrow" poll, conducted among exhibitors, has Howard Keel, booming baritone who came to Hollywood via New York after playing many auds in "Annie Get Your Gun," at the head of the list. Number two on the list is the droll Thelma Ritter, hardly a Garbo, who was in the movie, "A Letter to Three Wives," and has appeared in auds during personal appearance tours.

#### Boys Town Choir Tours

SIOUX CITY, Ia., Sept. 29.—The Boys Town Choir of Omaha will launch a six-week tour with an appearance at Memorial Auditorium here October 5. Tommy O'Loughlin, promotion manager

## Hype Promotion Plan at Toledo

TOLEDO, Sept. 29.—Toledo Sports Arena this season will make a pitch for more extensive promotion and will book more major attractions for longer stands, according to Bill Green, recently appointed promotional manager.

The arena company is operated by Virgil Gladieux, who also heads up Toledo Beach, amusement park at Monroe, Mich.

## 300 Turn Out for Portsmouth Debut

PORTRMOUTH, O., Sept. 29.—Nearly 300 attended activities Friday (14), at Portsmouth Roll Arena, marking the spot's reopening for the second year of operation.

New schedule allocates Monday and Thursday nights for private skating parties. Public sessions will be held on other nights, with Saturday and Sunday matinees, 2 to 4:30 p.m. Evening sessions are 7:30 to 10:30.

Dress regulations announced by the Portsmouth Skating Club prohibit the wearing of jeans, shorts and white tee shirts in the rink.

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for Siouxland Activities, with offices in the Auditorium, has booked the choir for two night performances.

The Rev. Francis P. Schmitt is director of the choir. Scale here will be from 92 cents to \$1.83.

Five Sunday afternoon concerts have been scheduled by the Sioux City Symphony Orchestra at the Auditorium. Guest artists will include Gladys Swarthout, vocalist, October 21; Ossy Renardy, violinist, November 18; John Sweeney, pianist, December 9, and Oscar Levant, pianist February 24. Final concert will be March 8. Season tickets are priced from \$2.50 to \$7. This will be the fourth winter series of concerts of the orchestra and its most ambitious list of guests. Leo Kucinski is director.

Religious rallies at auds are sometimes beating the gate of roadshow entertainment. A Lutheran rally at the Sioux City Auditorium September 17 filled the 4,000 seats. One thousand persons took part in the rally, including a 150-voice adult choir and a 100-voice children's choir.

## Art Wirtz Adds Figure Skater To Icer Cast

CHICAGO, Sept. 29.—Arthur M. Wirtz has added Andra McLaughlin, 18-year-old figure skater, to the cast for his 1952 "Hollywood Ice Revue." The addition will provide another name to follow that of Barbara Ann Scott in Wirtz's new policy of producing a multi-name line-up.

Meanwhile the show began rehearsals at the Chicago Stadium in preparation for its opening November 7 at Milwaukee.

Miss McLaughlin will skate the Charleston and hula numbers in the new show. These were regulars in the repertoire of Sonja Henie, who will have her own show this season. The new featured performer resigned from the United States Figure Skating Association, an amateur group, and forfeited possibility of Olympics Games participation when she joined the Wirtz extravaganza, it was reported.

Tommy King, spokesman for Wirtz, said plans for the show to tour Canada and Europe have not yet been detailed; however, both treks are in the works.

## REVIVE PHILLY MET SKATERY

PHILADELPHIA, Sept. 29.—The former Metropolitan Opera House, which was gutted by fire last year, has been rebuilt and will again offer roller skating.

Now operated as a sports center and ballroom, the Met has set up a schedule of roller skating on Tuesday, Thursday, Saturday and Sunday nights from 7 to 11 Jimmy Toppi, who operates the Met, will also supervise skating sessions.

## Skate-Dance Series Slated At Park Circle

BROOKLYN, Sept. 29.—Park Circle Rollerrome here inaugurates its 1951-'52 series of open skate-dance contests Sunday evening (30) with a 14-Step event.

According to operator Vincent Padula, a different dance will be scheduled each Sunday night thru the season. Rules and arrangements are the same as last year. All RSROA amateurs are eligible; medals and trophies are awarded each time; the dance is advertised in advance, and competition is held during the regular public session.

Padula says that last year the series attracted many spectators each week in addition to 10 to 30 teams of contestants.

## Plug Skating At Lodi Fair

STOCKTON, Calif., Sept. 29.—With the idea of selling roller skating in all its various forms, the Stockton and Lodi Rollatoriums, managed by Paul J. Gilbert, had a large exhibit at the annual Lodi Grape and Wine Festival, September 21-23.

With Gilbert on hand for explanations the exhibit offered a complete line of skates, shoes and accessories. Also on hand were members of the Stockton Skating Club to explain and demonstrate the various divisions of skating—racing, pairs, dancing and figure skating—on a special skating floor. Souvenir programs, stickers and novelties were given away, and arrangements were made to show 16mm. movies of Stockton skaters in show numbers and competition.

## "Ice Follies of 1952"

Continued from page 3

up a new edition of "Ice Follies" as if for no other purpose than to prove that they can surpass the splendor and perfection of last year's offering. Consistent with the past, the 16th annual edition soars beyond the previous peak to come thru with the best show yet. Actually the blade medium is limited to what can be staged on a rink and there's little that can be performed on skates that hasn't been seen before. But there seems to be no bottom to the Shipstads and Johnson well of imagination, and by cleverly combining routines and wrapping them in new settings and using untried props and effects, it all comes thru as a new and exciting package.

Loudest cheers were for Robert Dwyer, local youngster who joined the ice troupe last year, replacing Roy Shipstad, who had retired two years ago, in the traditional tie-and-tails number. Equal enthusiasm was expressed for the lad's sister, Dolores Dwyer. Altho some applause for Dwyer was prompted by home-town pride, the lad's showmanship, skill and poise deserved the extraordinary response.

Show's opening routine is a beautiful ice replica of the Old South complete with gracefully gliding plantation belles and chuckle spurring pickaninnies. Marlyn Ruth Take, as the number's featured performer, delivered an outstanding performance. Marlene Miller and Dwyer, co-featured in "Bonnie Highlanders," proved to be a winsome pair. Phyllis and Harris Legg backed their regular stilt-siate exhibition with a Fam-

ily Picnic setting, lending new flavor to a regular "Follies" favorite. Leduc Brothers in a "Cheer Leader" number pulled top hands with their display of acro routines on ice. "Romance at the Royal Hawaiian" provided a pineapple tang to the skating of Alice Quessy, Bill Cameron and Pat Shanahan, surrounded by hula swaying Follettes. This segued into the pre-intermission traditional "Swing Waltz."

Top effects made an undersea wedding routine a breathtaking spectacle, with suspended plastic fish, bubble-making devices and unique lighting creating the desired setting for Betty Schallow's routine as Neptune's daughter. Harris Legg becomes Clyde Beatty and the Follettes turn into leopards for a rin' version of the big cage. "Japanese Festival," utilizing lanterns and black lighting along with kimona-clad skaters, served as colorful trimmings for the skillful blade work of world champ figure skater Aja Vrzanova. While Miss Vrzanova may top the others in blade flashing, she lacks the showmanship displayed by fellow troupers. She has, however, improved considerably since last year. Wind-up is a stirring flag waver, "Yankee Doodle Day," saluting American independence, which leads into the annual precision skating ensemble.

Comedy and the kids get the usual attention in the current edition, with plenty of stuffed animal routines, ice slapstick and, of course, Frick and Frack, which continue to delight. Lee Zhito.

## AOW Race League Preps Its Kick-Off

ELIZABETH, N. J., Sept. 29.—League racing in the America on Wheels chain of rinks kicks off its sixth season October 13 at Pater-son (N. J.) Arena in the Northern division and in the Southern division the following Saturday night at National Arena, Washington, Jack Edwards, director of racing, announced this week at AOW headquarters here.

Because of the growth of the league, the job of supervising all speed activities has become too big for Edwards, who said that Doug Morton, Hyattsville, Md., has been named an assistant to supervise the Southern division.

Last year the two divisions had more than 200 contestants, and indications are that the entries will be even larger this year, said Edwards. The three top teams will vie for challenge trophies in the grand finals.

League regulations follow: (1) Open to all accepted clubs and their members to the extent of 20 active competitors who hold USARSA cards. (2) All clubs must apply for entry to the league with their entrance fee not later than October 1 of any year. Competitors must file with their \$1 entrance fee for the season in the league not later than October 10

of that year. No applications will be received after January 1 of the following year. (3) Competitors missing more than three meets per season will be dropped from the league. No reinstatements will be made. (4) Suspensions and reinstatements as to the competitors will be made by the director of the league or his assistant. (5) Racing will be in open classes except at the semi-finals and grand finals. (6) The league will consist of two divisions, North and South. (7) All seeding of competitors will be by the director of the division or his assistants. (8) The decisions of the referees will be final. (9) All amateur competitors must pay their general admission to the arenas. (10) The starting of the races will be by the elastic tape or whistle. (11) Competitors' awards will be under the point system of the league and awards will be made in each class in the first three positions in each division. (12) The three top teams of each division at the semi-finals will compete in the grand finals for the challenge trophies and the individuals so competing will carry on their points. (13) Relay racing will be in both man and woman classes or both; men, five miles; women, three miles. The leading team may not use the same contestants in a meet unless they have missed at least two successive meets. (14) All competitors must wear their own regulation uniforms and their numbers will be assigned by the league. (15) The above rules will pertain to the league and any other decisions will be referred to the USARSA hand book. New rulings will be submitted from time to time thru the league.

## First Year Big For Neschkes

PASADENA, Calif., Sept. 29.—When Moonlight Rollerway held its grand reopening here September 14, it marked a year of successful operation by Mildred and Clifford Neschke, former United States Amateur Roller Skating Association national dance champions.

Good business judgment combined with thoro knowledge of the sport and a balanced program designed to please both competitive and plain skaters have proved successful for the Neschkes, according to Laviece Gish, public relations manager.

An outstanding feature of the rink is the list of strict dress and conduct rules which prohibit wearing jeans, levis, shorts or skating skirts that are too short. No liquor is allowed and fast or rough skating is banned. These standards have met the approval of Parent-Teacher associations, Scout, civic and church leaders. The Tuesday night Church Club has a membership of more than 2,000.

The office is kept open from 9 to 5 every day for information regarding sessions, skate sales party, bookings and general public service, including bus schedules and transportation routes from other areas.

**SAVE ON RINK SUPPLIES**

Metal Skate Cases ass't colors, doz. \$34.08  
Pro-Tek-Toe Stops, doz. pr. 7.20  
Champ Toe Bumpers, doz. pr. 7.20  
Pom Poms—extra large, doz. pr. 3.75  
"Streamliner" Skate Cases, rounded corners, doz. 36.48  
Shoe Laces, all colors, 54", 72", 81", doz. pr. 1.40

L. & L. PRODUCTS  
7019 Glenwood St., Chicago 26, Ill.  
Distributors of Richardson skates and parts, Dustless Floor Powder, Heiser Products, Skating Rhythm Records, Rawson Books, Rossco Jumpers, Skaters, Jewelry, Floor Brushes, Wheels, Skate Wheel Grinders, Royal Wheels, Laces, etc.

Write for Price List

**For Sale—Portable Rink**

Good condition, \$4,000.00. New Tents—any size, flameproof or waterproof—quick delivery.

**TILLINGHAST MFG. CO.**  
4019 Lancaster Rd., Dallas, Texas  
Phone: Franklin 3592

**CURVECREST RINK-COTE**

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.  
Curvecrest, Inc., Muskegon, Michigan  
We invite you to bring your skaters to Curvecrest and see for yourself.

**Maple and Fibre Wheels**



Rock-Hard Maple—No. 87DD Dance—No. 87 Regular—No. 87 Figure—No. 86D—No. 86N—Racing—No. 86S Full Tire—All No. 86 line 1 pc. Hard Steel Bushing. No. 87SL Laminated Maple. No. 27N Rink and 34N Racing Cones—No. 45N Nuts, 60-60A-60VTX Rubbers.

Order Your Rink Repairs Now. "Hold-Fast" White Shoe Soap

**CHICAGO ROLLER SKATE CO.**  
Known for Quality Products  
4427 W. Lake Street Chicago 24, Illinois

**"Fit-Factor" REMOVED!**

EQUIP NOW WITH KINGSTON... and Eliminate Odd Size Rental Stock

ADJUSTABLE (Pos-Tiv-Lok) CLAMP TYPE RINK ROLLER SKATES



WRITE FOR COMPLETE INFORMATION

**KINGSTON PRODUCTS CORP.**, Hdw. Div., 80-21, Kokomo, Ind.

# Roadshow Rep

**ARCHIE MARSH** writes from Lakewood, Fla., that he plans to open his indoor fair promotion season soon in Eastern Louisiana. He will play the same Western territory that he has made the past four years. . . . **Florian Players** will be a three-cast unit this season. They are slated to open their winter tour in Western Indiana. . . . **Gale Players**, family group, have been in Eastern Washington of late and plan to tackle some schools in that area. This is the first time the unit has been away from the Spokane area and the school stunt is an experiment. . . . **J. W. Goss** is playing Napanee, Ont., with his museum. He's gradually working into established territory in Western Canada. He reports only fair business and adds that Quebec and Ontario have been overworked. . . . "I've been in Central Tennessee with my platform show but have found the competition rather stiff," writes **D. L. Dikes** from Nashville. "This territory is not suited to my type of show and my kind of merchan-

dise. In fact, Tennessee is taking a big dose of small show and promotion stunts which will work against units that have been doing the middle sector of the State for many years. It also is soaked thru with small carnival and honky tonk shows. I'm planning a jump to Arkansas where I was most of last winter."

**H. M. HULL** opened with a feature pic bill near Parkersburg, W. Va., October 1. He plans to play a number of Western States while en route to California. In addition to films, Hull has, in past years, offered a solo show which he will take on again after recovering from a setback in health the past summer. He also carries religious pix which he works in season. . . . **Doc Gilbert Baker**, who has been in Emporia, Kan., for the past month, will get on the move with his solo show soon. He has added some personal pix which he will work into his show. Baker has covered wide sections of the country in past seasons.

# Merchandising Plans Set

Continued from page 6

maximum of \$1,500 weekly for 13 weeks, with the service available on a proportionate basis to advertisers with smaller budgets. Merchandising operation will be perfected by WCBS here, then plans call for CBS to introduce it to their affiliates. NBC radio network has already hired Fred Dodge, formerly merchandising director for The American Weekly and one of the top men in his field, to develop merchandising plans for NBC and its affiliates. Plans are formulated to not set calling for merchandising tie-ins on retail levels for both NBC radio network sponsors and NBC affiliates. How-

ever, Jack Herbert, NBC radio network veepee in charge of sales, thinks NBC first must tackle an education job with the affiliates, so as to assure proper follow-thru, since the stations will be asked to foot part of the merchandising promotion costs. Dodge will work under Herbert.

### Mutual Plan

At this writing, it looks as the NBC will be the first network to launch a cross-country merchandising push in radio. However, Mutual Broadcasting System has been keeping a merchandising plan under wraps for some time now, and it's quite possible they may decide to move before NBC. The Mutual plan differs from the others in that the web has built the operation around its present food and household product advertisers, including Kraft, Peter Pan Peanut Butter, O Henry, Babo, Kellogg, Quaker Oats, and Dutch Cleanser.

Promotion set-up is about the same, with Mutual and affiliates tieing in with local grocers on various sales gimmicks. Mutual is building the campaign around the web's animated trademark "Mr. Plus," and the "Plus Value" theme is emphasized in all special display material and free grocer list customer cards prepared by Mutual. Since Mutual still isn't talking about the scheme, special financial arrangements, if any, with "Plus Value" advertisers, haven't been set forth.

### Du Mont in TV

In the face of all this merchandising activity in radio, Du Mont's Manhattan video outlet here, WABD, has followed thru on the idea for television. A deal was set this week between the Independent Grocers of Greater New York, Independent Grocer Publication and Product Services, Inc., for a three-way promotion job on a new variety show, "Recipe for Happiness," which bows over WABD Thursday, October 11, from 1:30 to 2 p.m. Show will be programmed on a weekly basis until the merchandising operation picks up enough food sponsors to launch the series on a regular across-the-board basis.

Program which will feature ex-"Breakfast Club" performer Alan Prescott as emcee, is packaged by Product Services, Inc., and produced by Les Persky and Nat Lorman.

# Paris Peek

By ANNE MICHAELS

Continued from page 2  
the photographers on "France Soir" got wind of the arrival and the result is Garbo is now back on the front pages here. . . . Shelley Winters, with fiancée Farley Granger in Paris, gave an impromptu recital of French songs the other day for some friends. She doesn't know the language but memorized the songs in a nightclub the night before. . . . The world competition of accordianists, sponsored by the International Confederation of Accordianists, takes place this week. Two candidates from 12 countries will compete for the world cup in a program that ranges from the usual tangos and sailors' shanties to Bach, Mozart and Chopin.

### TV Demonstrations

Excite Interest . . . France's first TV Salon opened last Friday at the Musee des Traveaux. Television programs are being shown on sets of leading French and foreign manufacturers. Programs range from interviews and music hall turns to straight dramatic shows, all cast from leaders of the entertainment field. To top the whole proceedings, two big galas, with leading film and stage stars, will be held in the Salon on October 2 and 9. This seems to be all part of a plan on the part of the "Television Nationale" to make the French public TV conscious, which it is not at the moment. . . . Jacquelin Joubert, French TV star, refused an offer to act in American color television because she would have had to dye her brown hair blond, for the TV color takes.

### Dunham In, Greco Out,

Sartre Labors On . . . Shaw's "Androcles and the Lion," translated by A. and H. Hamon, on at the Gaité Montparnasse. . . . Katherine Dunham due into Paris, where she opens at the Theatre de Champs-Elysees. . . . Jose Greco and his ballet troop leaving for New York. He is due back in Paris in a year with his new ballet "Twentieth Century Don Juan." . . . Jean-Paul Sartre's latest play, the hour-long "Le Diable et le Bon Dieu" ("The Devil and the Good God") due for a New York fall production. Sartre in the meanwhile is working on his existentialist book, "Man." So far there are 3,200 pages, and it will weigh about eight pounds by the time the book gets to press. . . . Jean de Hartog's "Death of a Rat" reopened in Paris after a successful summer run at the Jungen Theater in Stuttgart.

# London Dispatch

By LEIGH VANCE

Continued from page 2  
away to the coast or continent, there isn't the complete evacuation you get in New York or Paris. Few shows close down for the summer unless they were going to fold anyway. Biggest surprise is "My Wife's Lodger," which opened at the Comedy a couple of months back to fill in after "Storks Don't Talk" closed in three days. It's still running to pretty good houses. The West End isn't so high-hat after all, it seems. . . . Over at the Whitehall, "Reluctant Heroes," a comedy of the wartime army, is still packing them in. Last week the show celebrated its first anniversary.

### Hi Old Vic to Berlin;

Robey Carries On . . . Twenty-seven of the Old Vic Company flew to Berlin this week to give five performances of "Othello" for the Festival of Berlin. Cost to the British taxpayer—around \$7,000. . . . Veteran star, George Robey, was 82 this week. Said he: "Me, retire? I'm far too old for that. I couldn't think of starting a new career at my age." His verdict on today's vaudeville: "The youngsters won't bother with make-up, and they're too interested in the microphone to develop

# Drivin' 'Round the Drive-Ins

**JAMES DWYER** and **P. D. Weddle** have opened the Moonlight Drive-In at Fort Stockton, Tex. Spot has a 100-car capacity and held a special free two-day opening to acquaint local citizens with the drive-in. . . . A 300-car drive-in is to be constructed by **Wallace B. Blankenship** between Ralls and Crosbyton, Tex. It will be the seventh drive-in for the Wallace Circuit which he operates. Construction is to start at once. . . . **Arthur Landsman**, president of Statewide Drive-In Theaters, has announced that each Saturday night will be Free-Vue night at the five drive-ins in San Antonio. Patrons can drive in and see the regular feature film and then following the night's bill, another feature film, all at no extra cost. . . . **Childress Theaters**, Slaton, Tex., will construct a new drive-in which will cost an estimated \$18,181. . . . **D. B. Atwood** and **W. L. Ballenger**, of Fort Worth, will start on the construction there of a drive-in which will cost \$12,800. . . . **Ray L. Jennings** is expected to start work on a new drive-in at Hondo, Tex. Estimated cost is \$21,000. . . . Canada now has 68 drive-in theaters in operation with a capacity of 30,000 cars, Commerce Department announced.

and play equipment, is offered without charge to patrons. **Al Schleicher**, manager, has built a trellis-like covering in the play area for the Kiddie Korner screen, and a covered platform for the projector unit. Kiddie-size benches have been placed facing the screen. A continuous series of children's screen fare, much of it in technicolor, is shown every night. To the knowledge of Schleicher, the Atlantic Drive-In is the only theater in the country offering such a pre-show supplemental movie program for children. The Drive-In will continue operations well into the winter, weather permitting, since its draw is heavy from nearby Atlantic City and the other South Jersey resorts towns.

**THE Reading Drive-In**, Reading, Pa., celebrated its second anniversary. Free candy for children, supplied thru a tie-up with the Linette Candy Company, and a Country Store Night, thru a tie-up with a market, dairy company and bakery, with \$100 in prizes, were anniversary week events arranged by **Eugene Plank**, manager of the open-airer. . . . **Walter Schumacher**, in co-operation with **Charlie Poorman**, manager of his Pottsville Drive-In, Pottsville, Pa., has a well-organized uniformed police force, with patrol car, to handle traffic within the theater and on the boulevard at car breaks. These include **Francis Wilson**, as police chief, with officers **Arthur Trachte** and **Melvin Bertsch**. These men have been appointed thru petition to the Schuylkill County Courts. Poorman also had a color wheel used in projecting changing colors on the screen during the concession breaks, and to open and close the main feature picture.

# NBC and Affiliates Meet

Continued from page 5

reported that on such spot business the web would be willing to take as little as 25 per cent and permit the affiliated station to hold onto the other 75 per cent. New programs involved in this plan are also a closely guarded secret, with nothing forthcoming from any NBC quarters. It is presumed, however, that some of these will feature present NBC radio and/or TV name attractions. There was also no clarification forthcoming on whether such shows (and multi-spot sales plans) would be planted in network or station option time, or both.

From Denny and sales manager Jack Herbert it was learned that a new emphasis on special merchandising follow-thru for network radio advertisers (see other story this issue) will be forcefully developed on local station levels. Here too, however, this new accent on merchandising follow-thru (long practiced by the more aggressive local stations) figures to cost the affiliates considerable extra promotional money, and there will be the usual group which may balk at laying it out.

This week (Monday thru Thursday) the Stations Planning and Advisory Committee, also

chaired by Harris, will take up the matters the Economic Study group has been kicking around the past several weeks. From SPAC consideration, plans will be fed out to affiliates generally. Best informed observers still believe, however, that no finalization on major points will be reached until the NBC Affiliates Convention in Boca Raton, Fla., in November.

# Set N. Y. Hearings

Continued from page 2

(4) directors and producer-directors; (5) assistant directors, including technical directors; (6) dance directors; (7) writers; (8) song writers (both music and lyrics); (9) composers; (10) musicians; (11) art directors; (12) wardrobe designers; (13) cameramen, assistant cameramen, and operative cameramen; (14) sound engineers, and (15) film editors.

STB emphasized that all of these may not come under the board's jurisdiction and that this is one of the problems to be ironed out.

# Alumni Roster

Continued from page 3

to I. Gershman, general manager, City News Bureau, 188 West Randolph Street, Chicago. **Frank Schreiber**, WGN-TV, and **Frank Martinek**, Standard Oil Company of Indiana, board chairman, are members of a committee which is arranging a series of skits in which each newspaper will pay tribute to the City News Bureau. **Emil Hubka**, city editor of the CNB from 1913 to 1926, is Chicago copy editor of The Billboard.

Lowest Rates on 16MM. FILM Rentals. More than 700 Westerns and Features to choose from. One low price—none higher.

\$5.00 1 TO 3 DAYS \$6.50 PER WEEK

\$12.00 PER MONTH

Advertising paper loaned free.

**ACE CAMERA SUPPLY**  
462 W. Evans St. Florence, S. C.

# OPEN A DRIVE-IN THEATRE

AT LOW COST  
New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite, Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

## Subscribe Now!

ONE YEAR \$10

### 52 BIG ISSUES

Including 8 Special Issues

THE BILLBOARD  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name .....

Address .....

City ..... Zone ..... State .....

Occupation .....

**The Billboard**  
New Costume For Billboard After Historical 56-Year Run

# The Final Curtain

**AMBROSE—Joe,** 69, circus clown, in Chicago, Wednesday (26). He was with Barnum & Bailey for several years and in 1923 opened a decorating business in Dallas. After about two years he returned to clowning and was with the Hadacol Caravan this season. Surviving are three brothers and a sister.

**BARTENS—Erik,** 54, Danish trick cyclist, in Sydney, Australia, September 20. Bartens, playing an extended engagement with Wirth Bros. Circus, was taken ill in April. Remains will be brought to Copenhagen for interment.

**BLAKSTONE—Nan,** 45, prominent nitty singing pianist, September 24 in Chicago following a cerebral hemorrhage the day before. Born in Minnesota, she attended Hyde Park High School, Chicago, and the Chicago Musical College. She became known as a singing comedienne, with considerable original risque comedy material recorded by several indie labels. She appeared in England and Continental Europe on a number of occasions. Surviving is her husband-manager, Ronald A. Gerard.

**CARTER—Marvin H.,** 75, president of the Starlight Drive-In Theater, Troy, Ala., at his home there September 23 following a brief illness. Carter also was president of the Carter Cotton Company and a director in the Merchants Bank and the Standard Chemical Company. His widow and a brother survive.



In Memory of My Beloved Husband  
**J. C. (Jimmie) SIMPSON**  
Who passed away  
OCTOBER 6, 1943  
**MARIE SIMPSON**

**Good Troupers Never Die  
Just Fade Away**



**Jesse E. (Tex) Putegnaf**  
Died Oct. 5, 1947  
Forever in My Memory.  
Your Buddy,  
**BILLY LOGSDON**  
(very much alive)

**IN MEMORY OF  
"LEE"  
GORDON**  
Died October 2, 1948  
**Helen and Harry Julius**

**IN MEMORY OF MY LOVING WIFE  
LEONE**  
Who passed away Oct. 2, 1948  
**SAM GORDON**

**GAUTIER—Barney,** 84, British actor and playwright, in San Francisco September 12, after a few week's illness. He was a member of the San Francisco Theatrical Club.

**DIBBLE—REV. GEORGE,** 64, father of Mel Martin, radio performer for WLW, Cincinnati, recently on the West Coast. In addition to his son, a widow survives. Services September 24 in Los Angeles.

**DRAPER—Blanche,** 68, former music editor of The Kalamazoo (Mich.) Gazette, September 21 at Kalamazoo. A sister survives.

**FEARNOW—Mrs. Helen Yelton,** concert singer, September 22 in an auto accident near Santa Barbara, Calif. Survived by her mother, Mrs. Bess Yelton; two brothers, Elmer and Donald Yelton, and a sister, Mrs. Audrey Spellman, Morristown, N. J. Burial September 25 in Williamsport, Md.

**GILL—Stephen F.,** 88, many years a stage manager in Philadelphia theaters, September 22 in Misericordia Hospital, Philadelphia. He was associated with the Grand Opera House, Chestnut Street Opera House and the South Broad Street Theater since going to Philadelphia from Washington in 1905, and was a member of the International Alliance of Theatrical Stage Employees, Local No. 8. Surviving are two daughters and two sons. Services in Philadelphia September 25, with burial in Washington.

**GRATTON—Harry,** 84, retired British actor who made his debut at the age of four in "Uncle Tom's Cabin," September 25 in Buenos Aires. He retired in 1931 after a distinguished career in London and New York.

## Births

**BREEN—**  
A son to Mr. and Mrs. Joseph I. Breen Jr., September 26 in Hollywood. Father is assistant to Warner producer Bryan Foy.

**MARX—**  
A son to Mr. and Mrs. Herbert Marx September 24 in New York. Father is talent agent. Mother is former dancer. Iris Karyl.

**McKINNEY—**  
A son to Mr. and Mrs. Jack McKinney September 22 in Philadelphia. Father is announcer of the Irish programs on Station WTEL, that city.

**NACE—**  
A son to Mr. and Mrs. William Nace September 19 in Temple University Hospital, Philadelphia. Father is controller of Station WIP, that city.

**SIGNOR—**  
A son and a daughter, twins, to Mr. and Mrs. John Signor September 19 in Philadelphia. Father is advertising and promotion manager for Raymond Rosen & Company, distributor of RCA Victor records in that city.

## Twilight Walk

• *Continued from page 46*

piece for murderer-coddling notions as a fem mag writer of murder yarns. It is a testimonial to her ability that she makes the gal as charming as she is. Charles Proctor makes an auspicious stem bow as the unwilling strangler who got that way via an over-possessive mother. It is no easy chore, but young Proctor builds it with skillful underplaying. Ann Shoemaker contributes another fine portrait as his frighteningly selfish mother, and Virginia Vincent is outstanding in her scene as the killer's victim. Walter Brooke gets a more or less thankless assignment as the writer's reporter-fiancee, and there are good bits from Anna Berger as a gabby TV fan and little Philip Hepburn as a shoeshine boy. Best of all, however, this reporter liked the hard-boiled, harassed detective of Walter Matthau. Matthau plays a member of the homicide squad in just the right cynical, bread-and-butter fashion, squeezing full flavor out of every line. It is wonderful to see a detective on a stage who looks and sounds like the authentic article.

"Twilight" might have been a hearty melo, but Shiffrin has given it too big a dose of clinical preachment for b.o. results.  
Bob Francis.

**GRATTAN—Harry,** 84, British actor and playwright, in Buenos Aires September 25. He made his debut at the age of 4 in "Uncle Tom's Cabin" and thru the years appeared in Shakespearean plays and operettas. He wrote sketches and plays during his latter years. He retired to Argentina in 1931 to live with a son.

**HOUSMAN—Sidney,** 54, September 2 in St. Louis. For the past several years he played bass in the orchestra at the American Theater and Municipal Opera during the summer. Survived by his widow and daughter. Burial at Quincy, Ill.

**KATZMAN—Rebecca,** 75, mother of Columbia Pictures Producer Sam Katzman, September 19 in Los Angeles. Also surviving are three other sons, Lou, George and David, and four daughters, Sophie, Mrs. Lillie M. Newberg, Mrs. Bessie Grovy and Mrs. Ida King. Rites in New York.

**KING—Cyrus W.,** 65, president of Jacksonville (Fla.) Motion Picture Operators' Local 511, September 20 in Jacksonville. He had been associated with the film industry for 32 years. Surviving are his widow, a son and two daughters. Interment in St. Mary's Cemetery, Jacksonville.

**LIBSON—R. J.,** 31, president of Mid States Theaters, Inc., operator of the Capitol, Shubert, Keith's and Times theaters in Cincinnati and suburban houses in greater Cincinnati; Columbus and Dayton, O., and

## Marriages

**BURR-DOYLE—**  
George W. Burr, formerly assistant manager of the Playtime Shows and now in the U. S. Army, and Patricia Ann Doyle, Playtime concessionaire, September 17 in North Easton, Mass.

**COHEN-LOCKE—**  
Lazarus Cohen, nonpro. and Jane Locke, dancer with the Lee Henderson Models at the Celebrity Room, Philadelphia, September 21 in that city.

**HORMEL-CARON—**  
George A. Hormel II and Leslie Caron, French dancer-actress, September 23 in Las Vegas, Nev.

**KAUFMAN-GEALER—**  
Dr. Myron Kaufman and Sally Ann Gealer, only daughter of Max Gealer, former show producer and longtime supervisor of Associated Theaters, Detroit, in Detroit September 23.

**KING-ROBERTS,**  
Billy King and Puzum Roberts, of Southern Valley Shows, August 29.

## Italy Refuses

• *Continued from page 46*

Communist mayor and city council. The play has been produced in Berlin, thruout Russian-occupied Germany, and in Switzerland since the last war. It is skedded to be staged in London and Paris this winter.

### Immediate Reaction

The Government's refusal to issue visas brought immediate repercussions. Director Luchino Visconti, who is set to present two plays next week at the Festival, has threatened to withdraw his participation in the fete in protest against the ban of "Courage." The two plays Visconti is to stage at Venice are Diego Fabbri's "The Seducer" October 4 and 5 and Arthur Miller's "Death of a Salesman," October 8 and 9.

In Parliament last week, playwright Guglielmo Giannini labeled Visconti as a "Pink from Parioli" (Rome's Park Avenue) and asked that the government "adopt the most severe measures against this pseudo-artist!"

## Out West of Eighth

• *Continued from page 46*

too, should be made of the reading of her complacent husband by Donald McClelland. The latter gets more comedy out of the part than was ever written into it.

The rest of the cast is made up of various cowboys, cowgals and members of the hotel staff from house dick to chambermaid, not to mention a guest or two. They are continually barging in and out to no great effect, except the confusion of keeping up with them. Marc Connelly was responsible for the early staging of the piece, with Burgess Meredith taking over the directorial reins during the last week of rehearsals. Neither appears to have been able to do much about it.

On the good side of the ledger are Ralph Alswang's sets, which lend themselves admirably to the necessity for rapid scene changes, and Jocelyn's colorful costumes which give the show a fulsome rodeo flavor.

But if this is life west of Eighth Avenue, this reporter will stick to the east side of the street.  
Bob Francis.

Louisville and Ashland, Ky., September 22 in Jewish Hospital, Cincinnati. He was the son of the late Ike Libson, who had directed large motion picture interests in Cincinnati. He was a veteran of World War II and a member of the Variety Club. Survived by his widow, son, daughter and sister. Services September 23 at the Weil Funeral Home and burial in Adath Israel Cemetery, Cincinnati.

**MALONE—Joseph B.,** 65, father of the Malone Sisters, appearing on WTMJ-TV, Milwaukee, musical programs, September 8 in that city of a heart ailment. After retiring from the Milwaukee Police Department in 1937 he became the manager of the Malone Sisters. Services in Milwaukee and burial in Granville, Wis.

**McDANIEL—H. L.,** 33, concession agent for 16 years, September 12 in Marine Hospital, Mobile, Ala. Survived by his widow, Lorraine; a sister, Mrs. Mae Thomas, and a brother, J. R. Services September 17 and burial in U. S. National Cemetery, Mobile.

**MORAWETZ—Frank M.,** 72, musician, September 17 in Milwaukee. He had played in the band at the old Majestic Theater, Milwaukee, and previously had worked in show houses in Racine. He was a member of the Milwaukee Musicians' Association. Burial in Milwaukee. Survived by a sister, Mrs. Anna Weber, Janesville, Wis.

**PEARCE—Ferne Hickey,** 51, wife of Fred W. Pearce, owner of Excelsior Park, near Minneapolis, and of Walled Lake Park, near Detroit, September 24. Survivors also include a son, Fred W. Pearce Jr., associated with his father in the park operations, and

## Divorces

**BECKER—**  
Arabella Andre, stripper, from John A. Becker, nitty op, September 27 in Los Angeles.

**FITZPATRICK—**  
Rhoda Welch Fitzpatrick from Eddie Fitzpatrick, orkster, September 20 in Reno, Nev.

**HEIDT—**  
Adaline Heidt from Horace Heidt, orkster, September 25 in Santa Monica, Calif.

**ROONEY—**  
Martha Vickers, actress, from Mickey Rooney, actor, September 24 in Los Angeles.

**ASHLEY-KOLP,**  
Sylvin Ashley, Side Show talker with the James E. Strates Shows, and Pearl M. Kolp September 16 in Towson, Md.

three daughters, Mrs. C. H. Mac Mahon, Lake Forest, Ill., and Julie and Elizabeth, Grosse Pointe, Mich. Interment at Port Huron, Mich.

**SPENCER—G. RAYMOND,** 66, veteran circus and carnival man, September 11 at his home in Oak Park, Ill., of a heart condition. Survived by his widow, Mary, and daughter, Nancy.

**TOFT—Christian,** 62, one of Denmark's leading outdoor showmen, in Ustrup, Denmark, September 18. He broke into the carnival business under his father, and upon the latter's death expanded operations until he had an organization that had to be transported on 30 railroad cars.

**TREXLER—Elsie M.,** who with her husband, Paul R. Trexler, operated a supply house for chain store demonstrators; at her home in Cleveland September 23. Burial in that city September 26.

**WEITLAUF—George W.,** 61, president of the Shaw Record Processing, Inc., Cincinnati, September 22 in that city. With Stephen J. Shaw, vice-president, he organized the firm in 1949. Previously he had been connected with the King Record Company, Cincinnati; American Printing House for the Blind, Louisville, and earlier in life had been with the Victor Record Company, Camden, N. J., and its company in South America. Surviving are his widow, Ann; two daughters, Carol Ann, Cincinnati, and Mrs. Robert Reussville, Red Bank, N. J., and a son, an armed forces lieutenant stationed in England.

**WELLS—R. J.,** 51, concessionaire with the Lawrence Greater Shows, September 18 at Mount Airy (N. C.) Fair. Services September 21 and burial in Oakdale Cemetery, Mount Airy.

**YODER—Betty,** wife of Lloyd E. Yoder, general manager of Station KNBC, September 26 in San Francisco. Prior to her marriage she had been a violinist on the NBC staff orchestra in San Francisco. Services September 28.

**IN MEMORY OF**

**"LEE"**

**GORDON**

Died October 2, 1948

**Vona & Tommy Arger**

**In Loving Memory of Our  
Partner in Everything**

**MARGIE CETLIN**

October 5, 1947

• Still a Partnership of Memories

**Jack-WILSON-Sadie**

**In Loving Memory  
of My Wife**

**MARGIE CETLIN**

October 5, 1947

**The Winds of Time May Dry My Tears  
But Not My Memories**

**I. CETLIN**

## Mich. Gov. Asks Grand Jury Investigation of State Fair

LANSING, Mich., Sept. 29.—A grand jury investigation of the Michigan State Fair has been asked by Governor Williams. "A series of incidents has come to public attention which tend to arouse suspicion concerning the fair," the governor said in a letter to Attorney General Millard. Listing the "incidents," the governor said:

"In the summer of 1950 a long-time member of the State Fair Board resigned his office while his conduct was under investigation by the attorney general. "A short time later the death of a former employee of the fair in an airplane crash gave rise to much newspaper publicity reflecting upon the integrity of the fair's operation. "In October, 1950, Attorney General (Stephen J.) Roth stated publicly that he had turned over to the Federal Bureau of Internal Revenue certain evidence which appeared to indicate violation of federal income tax laws in connection with payments made for concessions at the fair. "On or about September 10 of this year, you (Millard) were quoted by the newspapers as saying that you had evidence leading you to suspect illegal activities in connection with the State fair. "These newspaper accounts quoted you as saying that the State fair was 'cloaked with criminal activity' but that 'we can't get proof because certain people won't talk.' "The situation should be cleared up without delay. Those public officials connected with the State fair whose conduct has been honest and faithful to their trust should be cleared of suspicion. "If, on the other hand, any person connected with the fair has been engaged in any illegal activity, he should be exposed and punished according to law, no matter who he may be."

## FBI Snatches Coin Rotaries And Diggers

Grabs Made in N. C.-N. J. Under Johnson Law

WASHINGTON, Sept. 29.—Field offices of the Federal Bureau of Investigation (FBI) last week began picking up Rotary and Digger coin-operated machines under the Johnson Law which specifically bans the interstate shipment of gaming machines, heretofore interpreted as meaning bell machines only. While confirming the picking up of the machines nationally, the Justice Department said that no itemized accounts of the seizures have been filed here. However, press dispatches quoting Di-

(Continued on page 87)

## Donaldsonville Ups Attractions For Four-Day Run

DONALDSONVILLE, La., Sept. 29.—South Louisiana State Fair will open its four-day run here Thursday (4), with one of the most ambitious attraction programs the annual has presented. In addition to Buff Hottel Shows as the midway attraction for its fourth consecutive year, the annual's night grandstand show will be one of its largest. Booked thru the Ruth Tibbler Theatrical Agency, New Orleans, acts will include Sky-High Alcidos, high act; Smetona, perch; Emil and Evelyn, teeterboard; Alfredo Landon's Midgels, Gene Schaefer at the organ, and Emile Parra, emcee. Paramount Fireworks Company will wind up each night show with pyrotechnics. Annual, which operates with a free front gate, will be opened by Gov. Earl K. Long.

## Royal Expo Preps For Milledgeville

VIDALIA, Ga., Sept. 29.—J. P. Bolt's Royal Exposition Shows open Monday (8) for a week's run at Middle Georgia Fair, Milledgeville, marking the fourth consecutive year the Bolt organization has played the annual. Special events have been arranged by Paisley Davis, fair secretary, with national, State, school and farm organizations co-operating in contests, prize drawings and other mediums to bring what fair officials hope will be record attendance. A highlight will be J. H. Ennis Day, honoring the fair's ex-president and former member of the Georgia Senate. Many improvements have been made on the fairgrounds, including free parking facilities for more than 1,000 cars.

## High Costs Close 6 Aussie Tracks

SYDNEY, Sept. 29.—A driver-demand for additional prize money on top of a 25 per cent increase made last year, plus the continuation of the 20 per cent entertainment tax, has resulted in the shuttering of six Australian speedways. Also affecting the presentation of fender-bender events are increased advertising costs and wages for maintenance and operational employees.

## Dell, Terrell Units Contract Winter Dates

CHATTANOOGA, Sept. 29.—Tom and Janette Terrell, producers of Dell Bros.' Circus under police union auspices here October 5-7, said this week that they will operate two circus units this winter. Dell Bros. will be their Southern unit, and the Northern unit will be known as Terrell Bros. Henry C. McCoy is booking dates for Dell Bros. and William H. Breese is agent for the Northern unit, they said. Edmondo Zacchini's cannon act and the Buck Steele Rodeo are among acts booked by Bob Adams, member of the Terrell staff, for the Chattanooga date.

## Oklahoma City Gate Tops Peak '47 Pace In First Six Days

Midway Dips Below '50; Night Grandstand Firm, Days Are Up

OKLAHOMA CITY, Okla., Sept. 29.—A record-breaking attendance pace was set by Oklahoma State Fair here thru Thursday (27), sixth day of its eight-day run. C. G. (Pete) Baker estimated that the gate was up about 10 per cent over last year and running ahead of 1947 attendance, the peak year, when the final count was slightly over 350,000. Given good weather thru the final two days, the fair should top 1947, Baker said. The first four days of the current run were marked by hot weather and the following two by cloudy skies. While attendance was up, business on the midway was down slightly from last year. Royal American Shows' ride and show takes for the first six days were about 5 per cent under those for the corresponding period last year. Baker ascribed this dip to the fact that money is tighter in the Oklahoma City area, and he cited the fact that more people attending the event are carrying their lunches with them.

**Grandstand Biz**  
Night grandstand business is running about even with 1950. Increased daytime grandstand business is being chalked up, with Baker crediting the horse races for the increase. The hay-burners were in for three afternoons, starting Thursday (27) and on the first of the three days raced before 6,000 for an increase over last year when a motorized attraction was presented.

Aut Swenson's Thrillcade was in for the first three afternoons and played to crowds that matched the 1950 turnouts for thrill shows. Big car auto races, staged by National Speedways (Al Sweeney and Gaylord White), were the features Tuesday and Wednesday (25-26), and also were held before good crowds that equaled the auto race throngs of last year.

A Barnes-Carruthers revue, in for six nights, ending Friday (28), played to about the same number of people as last year in the first five nights. Opening night grandstand attraction was an all-Indian variety show, a new feature that scored big. An estimated 6,000 persons

saw the performance, in which about 400 Indians participated. Fair will throw open its gates and grandstand tonight for a "Crusade for Freedom" show that will offer local talent and a speaker, with the annual knocking off the admission as its contribution to the Crusade.

## Lone Ranger Sparks N. Y. Rodeo Opener

Promoters See Panacea to Box Office Lag in Moppet Star, Tonto and Silver

By JIM McHUGH

NEW YORK, Sept. 29.—Western gents, with a liberal sprinkling of their synthetic Eastern counterparts, returned to Madison Square Garden Wednesday night (26) in a thrilling cowboy spectacle, the 26th annual World's Championship Rodeo. On tap were the usual wild horses and steers, a goodly number of variety acts and the featured and moppet-idolized Lone Ranger in a first-time role. It could be that the masked hero, his pal, Tonto, and their equally famed horses, Silver and Scout, may be the answer to the corral epic's dwindling attendance in the past several years. If so, they have only 12 days to do it in, since Vaughn Monroe and his musical range hands will be featured during the last half of the run.

**Liberal Paper**  
Tho liberally papered, the largest opening night crowd in many seasons was on hand and the reception accorded the TV-radio hero was enough to warm the cockles of the promoter's heart. Gene Autry, who had taken on perennial status as feature-partner in the extravaganza, bowed out after the 1950 edition, convinced no doubt that his presence contributed only low-voltage impact. Rodeo management wisely stimulated the juvenile enthusiasm by inviting the moppets to crowd the arena rails to shake hands with their heros. That's

## HARPO MARX SET AS NAME DRAW FOR CHI RODEO

CHICAGO, Sept. 29.—The second edition of the International Championship Rodeo will get under way in the International Amphitheater here October 11 for 11 days with Harpo Marx, movie comedian, as its name attraction. The rodeo will again be sponsored by a group of stockyards officials, and will be produced by Leo Cremer, Big Timber, Mont., promoter. Events will be under auspices of the Rodeo Cowboys' Association. Tickets are scaled at a \$3 top for boxes down to \$1.20 for balcony ducats.

As an added attraction in the west hall of the building, seven kiddie rides will be operated by Tommy Sacco, Chicago booker. Included in the line-up will be a kiddie Merry-Go-Round, jeeps, planes, train, fire engines, elephants and live ponies. Herb Pickard, of Pickard-Morrison & Associates, this city, is handling publicity for the rodeo.

## Nunis Draws Hefty Crowds At 4 Annuals

TRENTON, N. J., Sept. 29.—Sam Nunis-promoted big car races drew near-capacity crowds at four annuals in the past seven days. At the Reading (Pa.) Fair Sunday (16), officials announced a gathering of around 40,000 for the AAA races. Near record crowds were reported for the events staged at the Eastern States Exposition, Springfield, Mass., Friday (21) and the Allentown (Pa.) Fair and the Shelby (N. C.) Fair on Saturday (22).

Except for weather interference at early dates, the season would have been a banner, Nunis said. Fair dates have been exceptionally good and still dates were okay when good weather prevailed.

## Van Deusen Wins Miami Shrine Pact

Berger First Florida Org to Get 17½G Production Job

MIAMI, Sept. 29.—Burton E. Van Deusen, representing the Jerome H. Berger Agency, this week announced that he had been awarded the talent contract for the Shrine Show that will be staged in the Stadium here December 8-9. Talent and production costs have been set at \$17,500, Van Deusen said.

First attraction signed was Bobby Benson, kid star of the Mutual Broadcasting Company's (MBS) B-Bar-B stanza. The show will run two and one-half hours. Signing of the pact marks the first time that a local agency has handled the major event. Van Deusen said. Affair has been handled by the Frank Wirth Agency, New York, in recent years.

The show is the first of its type to be scheduled for the Miami Baseball Stadium.

Van Deusen, former male half of Van and Arvola, joined the Berger Agency last May. He will assume full partnership on January 1, 1952 when the title will be changed to Berger-Van Deusen and the company will move to larger quarters.

## Conn. D. A. Okays New Pyro Ruling

BRIDGEPORT, Conn., Sept. 29.—New State fireworks law will not be investigated by Atty. Gen. George C. Conway.

Gov. John D. Lodge suggested that Conway investigate the measure after manufacturers protested that the law gave a "practical monopoly" to the manufacturing firm of M. Backus Son, Inc., of Wallingford, Conn.

New law, passed by the General Assembly shortly before last July 4, limited the diameter of the two-inch salute to 7/16 inches. This made the regular two-inch salute with the ½-inch diameter illegal.

The Wallingford firm was the only one able to manufacture salutes to the new specifications, and rival manufacturers charged the firm had received advance notice of the law's provisions.

In declining to investigate the law, Conway told the governor he "presumed" the General Assembly had considered their action legal, and he "presumed," as his legal opinion, that the law was constitutional.

He stated: "As a practical matter, no find of fact or determination as to validity either by this office or any other office can have any effect upon the legislation in question, and so any investigation by this office as has been suggested is both superfluous and without legal effect and contrary to established legal procedure."

## Ohio Home Show Plans Completed

COLUMBUS, O., Sept. 29.—Plans were completed this week for this city's Home Progress Show, which gets under way here October 2 under direction of National Home Shows, Inc., Dallas, with Charles W. Moore as managing director. Sponsoring the show is the Columbus Home Builders' Association.

Talent line-up includes Willie Fischer and his Log-Jammers. WLW-C will handle remote TV shows and an estimated \$40,000 in prizes will be awarded during the event's run. Exhibits from all fields of the home building and home furnishing business will be featured.

Also on the program will be a contest for housewives to determine the winner of the Mrs. Columbus award. Grover A. Godfrey, president of National Home Shows, and Harry LeBrequer, public relations boss, will be on hand for the opening of the event.

## 3 Stock Drivers Injured at Hatfield

HATFIELD, Pa., Sept. 29.—Three stock-car race drivers were injured, one seriously, in accidents at the Hatfield Speedway here last Sunday (23). Most seriously hurt was William Brown, who sustained a head injury, crushed left arm and possible internal injuries. Robert Montgomery and Bill Smashay were slightly injured.

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## CLOSE-UPS: AL MARTIN

# 20th Century's Co-Owner At 36 Is Vet in Business

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By HERB DOTTE

AL MARTIN at 36 is one of the youngest owners in the carnival field, yet he ranks among the veterans in the midway business. In explanation, the co-owner of the up-and-coming 20th Century Show was born and reared in the business, with only little time out for some schooling.

His father, Charles, who lives in retirement in Chicago after some 45 years with carnivals, was owner of a gilly show when Al was born November 11, 1915, in Waco, Tex., where the show was playing the Cotton Palace.

Al spent his pre-school years on the lots. His formal schooling didn't cut deeply into his time away from midways. Each summer, Al was back on his father's show, the Frisco Exposition Shows, which meanwhile had developed into a 25-car railroad show. And, at the age of 14, Al figured he had had enough of school. He quit and joined the R. L. Wade Shows. That was 22 years ago, and he has been in the business ever since.

### A Concessionaire

For over 10 years, he worked as a concessionaire on the Ander-



AL MARTIN

son-Strader Shows and with the same org when H. W. Anderson acquired full ownership. The Anderson-Strader Shows played thru Kansas, Nebraska and Colorado.

During his last two years with the Anderson-owned show, Al teamed up with E. D. McCrary, now co-owner with him of the 20th Century. The two acquired a back-end interest in addition to

(Continued on page 60)

## 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 Size, 5 1/2 x 14 1/2, 10¢ ea.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

## LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers, extra, 75¢.

Set Numbered Ping Pong Balls... \$12.00  
Replacements, Numbered Balls, ea... \$3.00  
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000... 1.25  
Middleweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow... 2.00

3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50  
Scalloped Edge, Green only, M... 2.00  
Smaller Size, 3/4" diam, Red or Green Plastics, M... 1.50  
Adv. Display Posters, size 24x36, Ea... .15  
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00  
Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M... 1.00  
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M... 2.25  
Round white N. J. Cardboard Markers, 2 sizes; 3/4 inch diam, 1800 to lb. larger size, 3/4 diam, 1000 to lb. Either size, lb... .85  
Airtite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢.  
Send for illustrated circular. For 135.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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## Talent Topics

Chuck Brown and Rita, comedy bar act, sail for England October 13 on the Queen Elizabeth to play dates, including the Palladium, London. The act, which is being booked abroad by Lew and Leslie Grade, London, expects to return to the U. S. January 1. Following the Tennessee State Fair, Nashville, act headed for New York where they are skedded to play television dates before embarking for Europe.

Capt. Jimmy Jamison, high diver, was skedded to leave for New York City, following his close at the Mid-South Fair, Memphis, where he will be reunited with his wife, Kitty, and their two children, James Jr. and Jane, who recently planned to this country from Copenhagen. The two, who were married during Jamison's European tour of several years ago, have been apart for nine months. Miss Luxem, sway pole, was one of the free attractions at the Memphis fair and info she has been signed for the Kansas City Shrine Circus November 12-18.

Duina Zacchini Norman, retired member of the Zacchini cannon and aerial family, and her husband, Jack Norman Jr., former circus advance agent, now a Nashville attorney, were featured in a two-page picture spread in the Sunday (23) magazine section of The Nashville Tennessean. The couple, who were married last year, were pictured entertaining Nashville youngsters on the trapeze and trampoline they have in back yard of their home.

Elleano, French wire walker, became the first person to cross

(Continued on page 68)

## Out in the Open

After a two-and-a-half month's illness following major surgery, W. L. Beachler, president of United Fireworks Manufacturing Company, Inc., Dayton, O., has resumed his duties with the firm.

Walter B. Fox, former circus and carnival general agent, has returned to his home in Mobile, Ala., where he operates a successful mail order business, following a brief stay in Cincinnati Wednesday (19). Dolly Castle, wild animal trainer, has entered St. Francis Hospital, Miami Beach, Fla., to undergo surgery.

Ben S. Allen, Posters, Inc., representative, was a New York visitor Tuesday (25). He has been visiting a number of fairs and carnivals.

Tommy Sacco, head of the Chicago agency bearing his name, is expected to be released from a Chicago hospital Monday (1) following minor surgery.

## JOHN BUNDY

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See Page 70 ...

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## East Texas Area Produces for W&C

HICO, Tex., Sept. 29.—Wallace & Clark Circus has been doing good business in East Texas following mediocre business in the West caused by drought and intense heat. In the latter section matinees were extremely light and night houses were only fair.

Woodville, in the East, was the surprise stand of the season, producing two good afternoon houses and capacity business at night.

Manager Norman Anderson has returned from Hot Springs after completing arrangements for bringing the show into quarters October 21.

## Mills Auspices Earns \$1,000

HARTFORD, Conn., Sept. 29.—Lions Club here raised over \$1,000 in sponsoring the September 7 performances of the Mill Bros.' Circus at East Windsor Hill.

Money will be used in service work among Hartford's underprivileged children.

## Red White Hospitalized In New York After Fall

NEW YORK, Sept. 29.—George (Red) White, former Ringling Side Show staffer and last year manager of the Beatty Side Show, is at the Roosevelt Hospital here for treatment of injuries received when he fell from a ladder while working as a stage hand at a local legit house.

The injuries include a broken pelvis, fractured wrist and head injury. The accident was two weeks ago and he expects to be in the hospital for several more weeks.

## Waives Exhibit Tariff

WASHINGTON, Sept. 29.—A House committee this week approved a resolution exempting from tariffs articles imported from foreign countries for exhibition at the Chicago International Trade Fair.

## ATTENTION SHOW FOLKS

I wish to thank all my clients of the amusement field for their insurance business. Wish to state with your help alone I have been very successful, and as you know I have never made a statement of being associated with any other agency or person bearing my name. Good luck to all of these in the insurance field.

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## ALWAYS PUT IT IN YOUR SHOE

TRENTON, N. J., Sept. 29.—Auto race promoter Sam Nunis felt his valves (heart, that is) sticking last Friday (21) night in Springfield, Mass., when his brief case containing several thousand dollars, his share of the meet he staged in the afternoon at the Eastern States Exposition, turned up missing as he was about to leave for the Allentown (Pa.) Fair and a race he had scheduled there for Saturday (22). Sam had checked out of the hotel and was sitting in the lobby with the brief case on the floor beside him while waiting for some race driver passengers. Questioning of employees and a search failed to turn up the missing case or, more important, the dough. Next day at Allentown, when he had just about decided to give up hope, the Springfield police phoned to say that they had the case and money which were unintentionally lodged in another (and honest) guest's room by a bellhop.

## Lee in Quarters In Pennsylvania

CHAMBERSBURG, Pa., Sept. 29.—Lee Bros.' Circus, owned by Raymond and Lee Brison, is in quarters at Edenville, Pa., near here. Sam Dock, grandfather of the owners and a trouper since 1883, is at quarters here following end of the Lee Bros.' season in August.

The show was called the Sam Dock Circus early this year.

## Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Alabama Am. Co.; Evergreen, Ala. Alamo Expo.; (Fair) Kilgore, Tex.; (Fair) Center 2-13. American Eagle; Itta Bena, Miss. A. C. of A. (Hennies); (State Fair) Birmingham, Ala. Bernard & Barry; Kingston, Ont., Can. (Continued on page 62)

## Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde; Ponca City, Okla., 2; Enid 3; Chickasha 4; Lawton 5; Altus 6; Clinton 7. Capell Bros.; Olla, La., 3. Cole & Walters; Cassville, Mo., 1; Crane 2; Ozark 3; Ava 4; Seymour 5; Hartville 6; Cabool 7; Houston 8; Mountain View 9. Hagan-Wallace; Anniston, Ala., 1; Childersburg 2; Clanton 3; Sylacauga 4; Auburn 5; West Point, Ga., 6; Tuskegee, Ala., 8; Tallassee 9; Greensboro 10; Demopolis 11; Butler 12; Thomasville 13. Hamid-Morton; (Maple Leaf Gardens) Toronto, Ont., Can., 1-6; (Arena) Philadelphia, Pa., 8-13. Jacobs & Kayda; Boulder, Colo., 2; Greeley 3; Fort Collins 4; Cheyenne, Wyo., 5; Scottsbluff, Neb., 6; Grand Island 8; Hastings 9; Omaha 10; Atlantic, Ia., 11; Des Moines 12. Kelly-Miller; Winchester, Tenn., 1; Shelbyville 2; Lewisburg 3; Columbia 4; Franklin 5; Dickson 6. Kelly-Morris; Cullman, Ala., 3. Mills Bros.; Lancaster, Pa., 2; York 3; Carlisle 4; Hanover 5; Chambersburg 6; Hagerstown, Md., 8; Thurmont 9; Frederick 10; Overlea 11; Glen Burnie 12; Rockville 13. Polack Bros.; Eastern; (Ball Park) Mobile, Ala., 1-4; (Ball Park) Anniston 8-9; (Ball Park) Oak Ridge, Tenn., 11-13. Polack Bros.; Western; (Civic Auditorium) Denver, Colo., 1-7. Ringling Bros. and Barnum & Bailey; Waco, Tex., 1; Austin 2; San Antonio 3; Corpus Christi 4; Houston 5-7; Beaumont 8; Lake Charles, La., 9; Lafayette 10; Baton Rouge 11-12; New Orleans 13-14. Rogers Bros.; Rossville, Ga., 4; Rockmart 5; LaGrange 6; Bainbridge 8.

## Misc. Routes

Ice Capades of 1952; (The Arena) Cleveland, O., 1-14. Noel's Ark Gorilla Show; Calypso, N. C., 4-6; Hope Mills 8-10; Lumber Bridge 11-13. Skating Vanities of 1952; (Civic Auditorium) Rochester, Minn., 3-7; (Auditorium) St. Paul 9-14.

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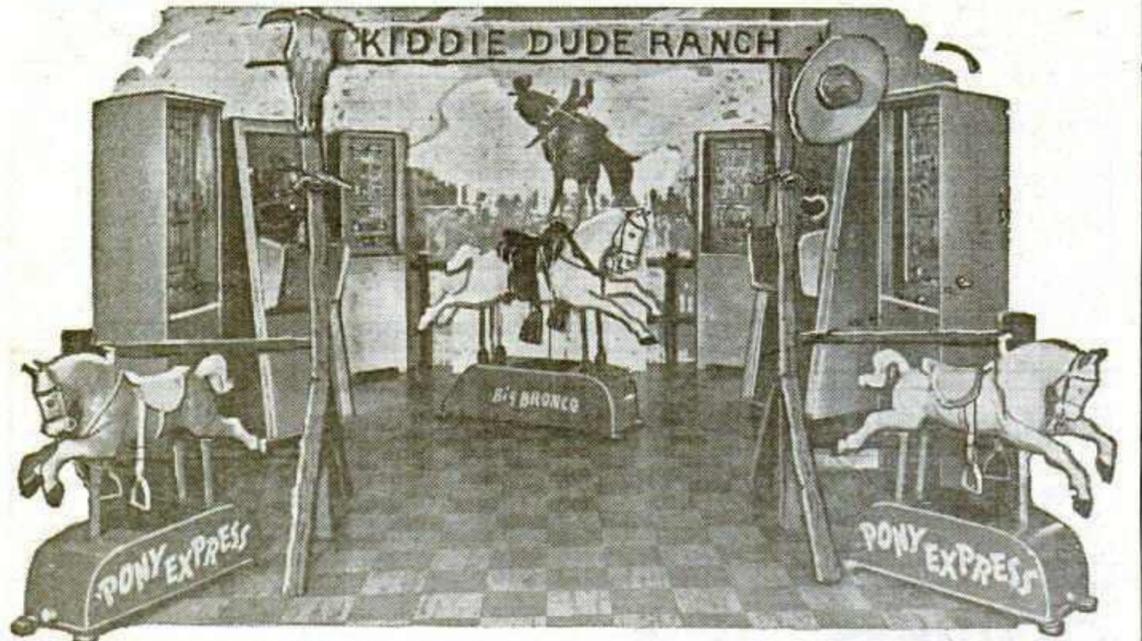
## SHOW TENTS

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Phone: Harrison 3026

**HARRY SOMMERVILLE**



CHICAGO, October 6.—30 million Television sets are promoting the Western appeal of Exhibit Supply's Kiddie Dude Ranch. Shipments can still be made for the big holiday season ahead. For complete details write to EXHIBIT SUPPLY CO., 4218-30 W. Lake St., Chicago, Illinois. (Adv.)

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Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up to from your Last Number

## Gross Zooms 40% Over '50 At White City

NEW YORK, Sept. 29.—Business at White City Park, Worcester, Mass., topped last year's figures by 40 per cent, Sam Hamid, manager, reported here this week. Earnings reflected a fast start at the beginning of the season when weather was more favorable than a year ago. Pace continued right thru the Labor Day closing.

All units shared in the winnings, Hamid said. Promotions, resulting in the attendance of special groups on weekdays, aided considerably.

Funspot again has been placed on the market by George A. Hamid, owner, despite reported continuing good business. Sam Hamid has had to curtail his activities while convalescing from a major operation which took place early in the season. George Hamid is unable to give the funspot much personal attention because of the demands of his booking office and other show business endeavors.

## Grosses Top '50 Earnings At Oceanside

NEW YORK, Sept. 29.—Business at Oceanside Park, Long Beach kiddie spot, was slightly ahead of last season, Al McKee, manager, reported this week. Spot did all right from the start and prospects for the future are bright, McKee said.

Week-end operations are continuing and the earnings, on Sundays especially, are about on a par with mid-season grosses. McKee said that the spot would continue to operate on Sundays thru-out the winter.

He added that limited space made it impossible to add new features this summer. However, adjacent land has become available and there now is room for the addition of other units in the future.

## Luxury Tax Levy Mulled At Ocean City

OCEAN CITY, N. J., Sept. 29.—An ordinance similar to the luxury tax in near-by Atlantic City was approved at a first reading this week by the city commission. The tax measure calls for a 3 per cent levy on hotel room rentals, all amusements, beach chairs and rolling chairs, plus a sales tax on tobacco products. The tax, which would become effective after next May 1, is subject to the ratification by the voters

(Continued on page 69)

## NEVER LET THEM FORGET

NEW YORK, Sept. 29.—The brothers Rosenthal, Jack and Irving, operators of Palisades Amusement Park across the river in Jersey, have long been known for their astute promotion-publicity in connection with the funspot. But their present effort perhaps tops them all. Even before the ink had dried on the ledgers covering the past season, which ended September 9, the Rosentals acquired three 24-sheet boards directly across the street from Madison Square Garden to ballyhoo the opening of their spot April 12, 1952. The pitch, of course, is aimed primarily at the hordes of moppets expected to jam the Garden to view their idol, the Lone Ranger, who is featured in the current World's Championship Rodeo.

## BETTER ADD STEAM HEAT

NEW YORK, Sept. 29.—Proving that Rockaways' Playland management was serious in its intention to operate on Sundays thruout the winter, Dick Geist this week announced that the funspot had purchased a small motorized snowplow and had stored away an adequate supply of rock salt to assure safe footing for patrons. Geist described the planned venture as "Operation Snowball" and said management was confident that it could cope with almost any fall of snow. If it can not, presumably, the hoped-for moppet patronage will be invited to build snow men within the confines of the park. No charge, of course!

## WEATHER NO BUGABOO

# Kiddieland Ops Find Extra \$\$ in Year-Round Activity

NEW YORK, Sept. 29.—Kiddieland operators in the temperate climes have thrown away their calendars in scheduling operations, despite the fact that the cozy zone can sometimes be as cold and deep in snow as the bordering Arctic region. For most, it's a 12-month-a-year business, albeit that patronage is not sufficient to warrant more than week-end, or perhaps Sunday only, operation during the late fall, winter and early spring months.

One operator, discussing year-

round operations, even disregarded the nemesis of snow. "Just give 'em shovelled walks and room to move around and they'll come out," he said. Psychology involved has little to do with addition on the part of the moppets. It is simply a matter of parents taking advantage of available recreational units after their offsprings have totally disrupted the pleasantness of a drowsy Sunday afternoon.

The possibilities of year-round operation were discovered more or less accidentally by small fry unit operators who sprang up in great numbers immediately following the war. Since many had no prior experience in the amusement park or stationary unit field, there was no mental bloc which decreed that business at funspots was all out and over come Labor Day. On balmy week-

ends they opened up and business was invariably satisfactory. Moppet spots have a distinct advantage over the major installations in that they are mostly located in thickly populated zones. In addition, putting a kiddieland into operation usually requires little more than the lifting of tarpaulins and the throwing of switches. Operating personnel offers few problems, unlike the major installations where the sketchiest type of operation would require just about a full crew.

While earnings of record pro-

(Continued on page 69)

## Rocks' Spot Plugs Extra Days in Ads

NEW YORK, Sept. 29.—Extended operation of Rockaways' Playland is being plugged in newspaper ads beginning this week. Plans call for operation of part of the funspot on Sundays thruout the winter. Experiences garnered since the end of the regular season on Labor Day indicate that the operation can be profitable, Dick Geist said.

Weather this month has been exceptionally good and patronage has been heavy as a result. Operational emphasis is on the nine-unit kiddie section. Also operating at this time are the major Skooter, Cuddle-Up, Rocket, Pretzel, Bubble Bounce and live goats, all of which are adjacent to the moppet section.

An NBC-Playland-Robert Hall (chain clothiers) tie-up has resulted in additional air plugs for the funspot which, in turn, plugs the clothing firm each Sunday on its public address system. Tie-in with NBC will continue thru-out the winter, Geist said. Plans are already in the making to provide for the appearance of Howdy Doody characters and personages from other children's shows at the

funspot. Additional plug for the playground is coming up in the form of a four-page picture layout in "People Today."

Concessionaires in operation, including the Penny Arcade, report good business. Patronage arrives almost entirely by automobile.

## Maumee Kidspot Business Fair In 1st Season

TOLEDO, Sept. 29.—Balaban & Katz's Maumee Kiddieland near here switched to a week-end-only operating schedule when schools opened and will remain open as long as weather permits.

The B. & K. office, Chicago reported the kidspot's season was fair in view of bad weather breaks. This was the movie and television chain's first venture into outdoor business and the kiddieland's initial season.

Plans are being discussed for adding more track to the National Miniature train layout, and other additions for 1952 may be decided upon before next spring.

No decision has been reached on the possibility of building kiddielands elsewhere in the B. & K. empire, it was reported.

## Mabel Reid Opens Spot

JACKSONVILLE BEACH, Fla., Sept. 29.—Mabel K. Reid, owner of Playland Park here, has acquired a cottage and trailer camp near Tampa and will operate it as a winter headquarters for showfolk. She said that space is available for setting up rigging or other show property.

## Ferne Pearce Dies in Detroit

DETROIT, Sept. 29.—Mrs. Ferne Hickey Pearce, wife of Fred W. Pearce, one of the nation's best known park men, died Monday (24) after a lengthy illness. Funeral services were conducted Thursday (27) at Grosse Point, Mich., and burial was at Port Huron, Mich.

Survivors in addition to her husband are two daughters, Elizabeth and Julie Pearce; a stepdaughter, Mrs. Ethel MacMahon Jr., Lake Forest, Ill., and a stepson, Fred W. Pearce Jr. of Detroit.

## Memphis Spot Continues Big As Part of Mid-South Fair

MEMPHIS, Sept. 29.—Fairgrounds Amusement Park closed one of its biggest weeks of the year today after its annual 10-day run in conjunction with the Mid-South Fair, September 20-29. The big play given rides and games, however, was a continuation of business during the regular season, when grosses consistently outpaced those of 1950, according to Edward Toulon, who is winding up his first year as park manager.

Hot summer helped hypo business at the city-owned spot which opened in April for week-end operation and ran daily from May 1 thru Labor Day. Previous year's business was hurt by rain.

Plans for 1952 include the possible addition of three or four major rides to augment the present line-up of 13 major and 4 kiddie rides, according to Toulon. More free acts, particularly hill-billy bands and entertainers, which

proved popular this year, also may be introduced in 1952.

Kiddie Park, operated this year by J. C. Levy, was popular and Cars, Boats, Ferris Wheel and Bucking Horse got good play. Frank Benn's Penny Arcade also finished a winner.

Popcorn and candy floss stands were operated by the park but the privilege on 10 games and four at concessions was sold.

Major rides operated this season included a Roller Coaster Merry-Go-Round, Whip, Bug, Space Ship, Scenic Railway, Old Mill Rocket, Twin Ferris Wheels, Orbit, Dodgem and Curlicue.

Toulon, formerly associated with the Memphis baseball team of the Southern Association League and new to outdoor show business, made several trips to other parks this season, including one to Harry Batt's Ponchartrain Beach in New Orleans.

## Bank Deposits Indicate Top A. C. Season

ATLANTIC CITY, Sept. 29.—The banner Labor Day week-end this year represented a 10 million holiday bonanza to cap the season, it was revealed this week. Figures released by the resort's banks this week showed that the \$9,136,024 in deposits reflecting business done over the three-day holiday period ended one of the most successful seasons in the resort's 97-year-old history.

That was \$1,623,989 more than the total of \$7,512,035 deposited over Labor Day of last year or an increase of approximately 22 per cent. That boost is more impressive when it is considered that 1950 was an exceptionally good year for seasonal business.

The increased resort prosperity is also borne out by recently announced Luxury Tax collections

(Continued on page 69)

## A. C. Group Plans Winter Indoor Expo

ATLANTIC CITY, Sept. 29.—Plans for holding a tri-State farm show in Convention Hall in December, 1952, are in the process of formation. A delegation of local businessmen last week went to West Springfield, Mass., to attend the Eastern States Exposition in order to "get some ideas for the contemplated farm show here," according to Frank W. Amstutz, secretary of the Chamber of Commerce and executive director of the Hotel Association.

Tentatively named Middle-At-

(Continued on page 68)

## FOR SALE MAJOR RIDES

- 1—Merry-Go-Round 36 Horse Three abreast 48' with or without organ.
  - 1—10 Car Heyday.
  - 1—Boomerang, 1947 Model.
- KIDDIE RIDES**
- 1—14 Seat Goose Ride.
  - 1—16 Seat Crosley Fire Truck.
- OTHERS**
- 1—Shooting Gallery, 4 Automatics and Loader.
  - 1—Revolving Room for Funhouse.
  - 1—Bowling Machine, Strikes and Spares.
  - 8—Skeeball Machines in good order.

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(1) Kiddie Boat Ride, Pony and Cart Ride and Fire Engine Ride; these Rides have been used less than three months.  
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**KIDDIELAND**  
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GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island 24, N. Y.**



**67,549 Cash-With-Order**  
**Xmas Buyers ...**  
**Ready and Eager to**  
**Do Business With YOU!**  
**See Page 70 . . .**

## RB Hums Thru West With Top Turnouts, Speedy Rail Moves

### Capacity Business Scored Daily; Series of Long Jumps Nears End

AMARILLO, Tex., Sept. 29.—A turnaway here Wednesday (26) put another winning day on the score Ringling Bros. and Barnum & Bailey Circus has marked up in the Southwest. Top business has been scored all along the line.

After three big houses in Phoenix, Ariz., Ringling moved to Tucson for a three-quarter matinee and capacity night house on Thursday (20). El Paso, Tex., had no matinee scheduled on the first of the two days (21-22) and wind hampered erection of tops in the afternoon. Then the show chalked up three straight capacity houses. A football game each night failed to dent business.

Hot and windy weather marked the Clovis, N. M., stand Monday (24), but Ringling drew a three-quarter matinee and near-capacity at night. Brunks Comedians day and dated.

## Hagan-Wallace Clicks; Plans Nov. Closing

FORT PAINE, Ala., Sept. 29.—Hagan-Wallace Circus has been playing to strong business in the agricultural areas of the Carolinas, Georgia and Alabama, Business Manager Al Porter said this week.

Dub Duggan, owner-manager, announced the new show will return to DeLand, Fla., winter quarters in November and begin an enlargement program for 1952. Advance contracting for next season starts immediately after January 1, he said.

Opposition encountered from the King, Rogers and Campa shows in the tobacco, cotton and peanuts regions was friendly, Porter said, with no paper being covered.

Hagan-Wallace won straw night houses and capacity matinees at Gadsden and Albertville, Ala., and Bridgeport, Ala., gave a fair matinee and strong night house in cloudy weather.

## Barker Stock Sold; Beatty Buys Ponies

ALEXANDRIA, La., Sept. 29.—Most of the stock and equipment of Barker Bros.' Circus, formerly operated by the late Bill Blomberg, has been sold or leased, Jimmy Thompson reported here.

Clyde Beatty Circus purchased the pony drill of eight small animals. Dick Lawrence purchased the eight black and white pony drill. Chief Little Wolf, of Southern Valley Shows, bought most of the monkeys. Noble Hamiter leased one dog-act, and Texas J. Davis purchased one Liberty horse act, Thompson stated.

Still at the show's former winter quarters here are two Liberty acts, a trained mule and two dancing horses, he said. Thompson, former partner in Barker Bros.' Circus, said the trucks have been put on cattle runs.

## Titles Confused

ATLANTA, Sept. 29.—Radio news copy writers hereabouts confused Hagan-Wallace Circus with the old Hagenbeck-Wallace show last week when news programs told about erection of a marble elephant monument at the grave of the late W. F. Duggan, father of the Hagan-Wallace owner. Several newscasts linked Duggan with the Hagenbeck aggregation.

## R-B CUBAN RUN STARTS DEC. 14

AMARILLO, Tex., Sept. 29.—Ringling Bros. and Barnum & Bailey Circus will open in Havana, Cuba, December 14. The date was announced this week by Arthur M. Concello, general manager of the show. This will be Ringling's third annual winter trek to the island capital.

## Fernandez Unit Sets Hawaiian Circus, Fairs

LOS ANGELES, Sept. 29.—E. K. Fernandez will leave here Thursday (4) with personnel for two Hawaiian fairs and his Go For Broke Circus. Equipment and animals will leave earlier by boat.

Among those going for the island dates are Dick Clemens, animal act; Flying Hartzells, flying return; Homer Snow, seals; Nellie Dutton, bareback riding; the Escalantes; Noble Hamits; Herbert Weber; Mildred Welbes; The Cephers; Craig's Chimpanzees; Raymond Aguilier; Penny Parker; Mark Anthony; Dick Lewis; Abe Goldstein; Bobbie Kay Smiley, and Everett Hart. Anthony will be producing clown.

The show will open October 11 in Maui for the fair and move to Oahu for the circus. Hilo Fair on the island of Hawaii will follow.

Fernandez has played the Maui fair for 29 years. This will be his first season as producer for the circus, sponsored by the 442d Veterans Club. Circus will open in Honolulu on October 19. It is scheduled to run three weeks and may be extended to four.

Lubbock, Tex., brought more 90-degree weather, and more business. At the matinee all seats except for two rows in the blues were filled. The night show was capacity. The Black Hills Passion Play also was in the city and Hagen Bros.' Circus is scheduled for October 10.

### Jumps Long, Fast

While several long jumps were made by the show, rail moves were completed in good time. At Wichita Falls Thursday (27), the matinee was scheduled for 3:30 p.m. because of the expected delay in making the 222 miles from Amarillo. However, the first section arrived at 8:30 a.m., the second at 10:30 and the third at 10:42, allowing ample time.

A 148-mile jump to Dallas, where the circus plays this weekend (28-30), was completed by the first section at 5:25 a.m., by the second section at 8:30 and by the third section at 9:05. Show had a two-mile haul from runs to lot in Dallas.

The 463-mile jump to Clovis, N. M., was made over Sunday. Last of the long Western jumps will be Friday (5) when the aggregation hops 239 miles from Corpus Christi to Houston.

Meridian, Miss., where the show was scheduled to play October 18, was canceled this week. Columbia, S. C., which had been set for October 22, was postponed until November 8 because of a clash in dates with a football game at the State Fair there.

## Kelly-Miller Sings Tennessee \$\$ Waltz

GALLATIN, Tenn., Sept. 29.—Al G. Kelly & Miller Bros.' Circus, making its first trip into Tennessee, played to powerful night crowds and fair-to-good matinees this week despite poor weather.

Night show here Wednesday (26) was strawed and the matinee was better than a half house. Highly publicized trial at the courthouse here amounted to opposition. Showers in the afternoon and two earlier days of rain failed to damage the lot seriously.

In Springfield, Tenn., Tuesday (25), the Kelly-Miller show had a three-quarter matinee and capacity-plus at night. Rain stopped before the night show.

Clarksville, Tenn., the Monday (24) stand, was hampered by more rain and a muddy lot. Matinee was a one-quarter house and the night show drew three-quarters.

A cage trailer containing bears overturned en route from Clarksville to Springfield when the

driver, Jimmy Elmo, lost control of the truck and it went over a 20-foot embankment. Elephants started the job of righting the truck, but highway patrolmen decided the animals were blocking traffic and asked that a wrecker be called. The accident got publicity at several near-by towns. There were no injuries.

Winding up its Kentucky trek at Elkton on Sunday (23), K-M played to a capacity matinee-only crowd. Attendance was estimated at 3,000 in the town of 1,500. Show was said to have been the largest since John Robinson made it in 1901.

Hopkinsville, Ky., came up with a three-quarter matinee and near-capacity night house on Saturday (22). Princeton, Ky. (19), gave similar business, with K-M playing one of its rare auspices dates. Greenville, Ky. (18), was credited with a near-capacity matinee and straw at night.

## Packs' St. Louis Annual Set For Arenas; New Acts Signed

ST. LOUIS, Sept. 29.—Tom Packs this week announced the line-up of acts and staff for the St. Louis Firemen's Thrill Circus, which opens a five-day run at the St. Louis Arena October 10.

The show will return to the Arena after an absence of three years. Larger seating capacity, better facilities for animals and props and adequate parking were cited as major reasons for the change. In 1948 the event was at the Packs-controlled Walsh Stadium and for the past two years was at Kiel Auditorium.

Headliners will include the Loyal-Repensky Family, riders. Jim Bannon, who has played the role of Red Ryder in most of the Western movie series, and the Buckeye Four, Missouri musical group, will be added attractions. Three of the acts, the Kentons, Clerans and Myrons, are recent

arrivals from Europe, booked thru Lew and Leslie Grade, Ltd. The Four Kentons, aerial, and the Spectacular Clerans, aerial hand voltige, will make their first American appearances at St. Louis. The Myrons, ladder and perch, have appeared at Radio City Music Hall, New York.

Also in the line-up are the Arriolas, trampoline-casting, who were brought here from Spain in 1946 by Robert Ringling for the Ringling-Barnum show. For the past four years they have had their own show in Central and South America.

Talent line-up includes: The Madwills and the Lagebenys, comedy acrobats; Williams' Dogs; Guy Mullen's Ponies, worked by John McGraw; Joe Lemke's Chimpanzees; the Four Kentons, aerial; Ajax Trio, knockabout acrobats; Franklin and Astrid, (Continued on page 64)

## King Gives Extras At Carolina Stands

### 4 Shows at Columbia, 3 at Charleston Set Pace; Walterboro, Sumter Strong

COLUMBIA, S. C., Sept. 29.—King Bros.' Circus did two matinees and two evening shows here Friday (21) behind a hefty advance sale and a strong gate sale at night.

Matinees were a pair of three-quarter houses, and the extra one had been scheduled for a week. First night house was a turnaway and the final performance drew slightly more than a one-quarter crowd.

Ringling-Barnum had used wait ads in newspapers but prior to the King appearance R-B canceled its date (25) because of a conflict with a football game at the State fair. Junior Chamber of Commerce auspices in Columbia said that the R-B opposition had started after about 7,000 King tickets had been sold in the city.

King had good weather, liberal publicity, strong sponsorship and a large lot. Second matinee was slightly late and second night show delayed departure.

Another extra-performance day was registered at Charleston, S. C., Monday (24), where King gave two night shows. The first was strawed and the second drew an adequate crowd. Matinee was okay.

At Walterboro, S. C., Tuesday (25), the Cristiani aggregation won a near-capacity matinee and capacity at night. About 100 persons were standing during the evening show. The street march of calliope and elephants was delayed and followed a revised route thru town, with some observers along the advertised route failing to glimpse it.

Sumter, S. C., brought another near-capacity matinee and full night house.

## Durant Windy; Beatty Moves Toward Finale

DURANT, Okla., Sept. 29.—Clyde Beatty Circus trimmed the night performance here Tuesday (25) 45 minutes because of a high wind which displaced some quarter and side poles. A near-capacity house was on hand for the night show and matinee drew a half house. Fire department was auspices.

At Ardmore, Okla., on Monday (24), Beatty played to a pair of three-quarter houses. Ardmore was the show's first stop in Oklahoma. It will dip back into Texas on the home stretch to Gallup, N. M., where the show will close its season October 14.

Earlier, the show played to a half house at night in Longview, Tex., despite competition from seven football games within a 12-mile radius. Beatty was away from the show for a few days, and Joe Walsh handled the cat act during that time.

## STAGEHANDS

### Circus Men Congregate In New York

NEW YORK, Sept. 29.—Stagehands' union here has become a mecca for former circus staffers, with many of them working in television, radio, legit and movie houses. Eddie Mader, formerly of Ringling and Cole, is business agent for the union.

Among those working are Ray Huttick, ticket boss on Beatty last year; Richard Mader, Big Barney, Dick Begin, Frank Attardi, and Eddie Callahan.

Mickey Gradis, former downtown ticket seller on Ringling, is working in box offices of legit theaters here. Edward (Shaky-Leg) Murphy is negotiating with a legit company in regard to a road company. Roy Traynor, boss lithographer on Cole last year, is with a major liquor company in charge of window displays.

Billy Walsh, former Cole 24-hour man, is in town. Eddie Howe, Beatty press chief this season, also is here. Jack Tavlin, former manager of Cole Bros., has completed his new "Guide to New York" booklet, fashioned after the Ringling programs he produced.

## Schumann Unit Starts Road Tour

COPENHAGEN, Sept. 29.—Circus Schumann winds up its long indoor season this week-end and leaves for a 30-day road tour in Denmark. Schumann opened here in the Schumann arena on May 11, after a pre-season tour in Sweden, and has played to capacity, or near-capacity, houses during the entire run.

Circus Schumann starts its post-season tour with a 10-day stand in Aalborg, followed by 10-day runs in Aarhus and Odense. Ringmaster Knipschild left for Aalborg last Sunday (23) to handle preliminary arrangements and publicity.

## Mills Turnouts Hyped in Pa., Jersey Spots

CONSHOHOCKEN, Pa., Sept. 29.—Mills Bros.' matinee drew 1,800 persons and the night house had 800 here Wednesday (26) under Chamber of Commerce auspices. School kids attended under a ticket deal which returned a percentage to the schools. Organizations which aided in the UPC sales shared an estimated \$600.

Mount Holly, N. J., on Saturday (22) was another good date for the Mills show. Veterans of Foreign Wars' advance sale and show promotion put an overflow crowd in for the matinee and a near-capacity on hand at night.

South River, N. J. (20), also came thru with good business. At the matinee, blues were full but reserved seats were only one-quarter filled. Night house was three-quarters of capacity. Schools were dismissed in the afternoon.

## Syracuse Sets Two New Dates

SYRACUSE, Sept. 29.—Syracuse took a prominent position as a source for new circus business this week as the Hamid-Morton Circus prepared to start promotion of a circus at Municipal Auditorium November 21-24 under firemen's auspices.

Another new circus date here was announced recently by Orrin Davenport, who will bring his show in under Shrine auspices for the week starting April 21.

Vernon L. McReavy was scheduled to arrive here from Chicago this week to start Hamid-Morton promotion. H-M will be the first circus to use city's recently completed \$4,000,000 auditorium.

## Barbette, Hunt Complete TV Film

NEW YORK, Sept. 29.—Vander Barbette has completed production of a television film on the circus. The pictures were shot on Hunt Bros. and the show's equipment and personnel together with several ballet girls formerly on Cole Bros. appear in it.

Barbette expects to make a trip to France soon to do a circus production. He also is considering offers from U. S. circuses for 1952.

# ACTS WANTED

Am now contracting New Feature Acts for my 1952 Fairs, Television and Circuses  
**ERNIE YOUNG**  
203 N. Wabash  
Chicago, Ill.

# WANTED

Two Clowns, Team for Concert on P.C. Out all winter Wire, don't write, Utica, Ohio.  
**CAPT. EDDIE KUHN**

**FOR SALE**  
TELEPHONE ADVERTISING OFFICE  
3 OUTSTANDING DEALS—3  
Complete Card System  
351 Loeb Arcade Minneapolis, Minn.

**1951 Clyde Beatty Circus**  
**ROUTE BOOKS**  
Route, Personnel and Statistics mailed anywhere in U. S. postpaid one dollar.  
**ALVA JOHNSON**  
634 Bryan St. Sarasota, Fla.

**18 PHONEMEN—18**  
Mills Bros. Circus date—Building the Arlington Boys' Club. Pay every night. Wire or come on in.  
**JIMMY SMITH**  
Optimist Club Office  
3rd Floor, 3150 Wilson Blvd.  
Arlington, Va.

**BUTCHERS—BUTCHERS**  
Also Standmen for Indoor Circus dates and all winter's work. Start at Chattanooga, Tennessee, Police Circus, October 5-6-7. Must be clean, reliable and sober at all times. Come now—apply Concession Department.  
**DELL BROS.' CIRCUS**  
P.S.: Little Willie Smith, come on.

**METAL SPANGLES**  
ALL SIZES  
Metal will be scarce. Order now. Free folder.  
**C. GUYETTE**  
346 W. 45th St. N. Y. C. 19, N. Y.

**PHONEMEN**  
Circus Deal. Good sponsor. Four weeks' work, others to follow. Banners, UPC. Pay every day. Phores ready.  
**L. O. WILLOWS**  
311 West Duval Jacksonville, Florida  
Phone 4-6215

**WANTED**  
Telephone Salesmen who are permanently situated to sell advertising for a local magazine to be established in their area. Some 36% commission on a "natural." Must know how to sell and lay out copy for ads. Write  
**HENRY L. GEDDIE**  
356 Majestic Bldg. Fort Worth, Texas

**6 PHONEMEN—6**  
Sell U.P. Tickets. Sponsored by Orphan Home; Police and Fire deals to follow. John G. Williams, Mr. Sutherland, Jim Frendgast, Mr. Brooks, Joe Ullman, answer.  
**JACK SCHENCK**  
Crosby Hotel Beaumont, Texas

**PHONEMEN**  
Steady for the right men—pay daily. Mills Bros. Circus date. City of Portsmouth, Va. UPC, banners, block tickets. Phone: Portsmouth, Va., 9-3793. Wires to 720 Court St.  
**EDDIE DeBOLD**  
Ed Tripp—others know me, come in.

**PHONEMEN WANTED**  
Pay every day, best of treatment, well established newspaper. We've got the leads. You sell it, we get it in for you.  
**DANNY HOGAN**  
704 Market Street Camden, N. J.  
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**PHONEMEN NOW**  
No drinking on job. Pay as you want it. Book, banners, UPC's. 25%—no advances. Show Nov. 11. Pay your own calls and wires.  
**AL KORAN**  
Shrine Hospital Benefit Show  
705 Austin St. San Antonio, Texas  
Tel.: Cathedral 7121

**GIVE TO THE RUNYON CANCER FUND**

# Dressing Room Gossip

## Ringling-Barnum

The heat which we escaped for so long caught up with us this past week. Phoenix and Tucson gave us the hottest days, with temperatures in the 100's. A straw house turned out for our opening night in Phoenix and the following day also was big. Tucson was good and El Paso big for the three shows scheduled. During the El Paso stand most of the showfolk went to Juarez, Mex., and bought their share of souvenirs. Trains were located next to the border. Long run into Clovis, N. M., was made in fast time, with all sections arriving before dark. The personnel of Brunk's Comedians were guests of Merle Evans during the matinee in Clovis, when they day and dated us. A number of showfolk from the Big Show repaid the visit. Joe Ward visited and clowned in several spots. Ernie Burch stayed in L. A. to have an operation on his injured leg. Buzzie Potts is also on the inactive list.

Mrs. Ruth White, formerly with the zoo at Colorado Springs, Colo., has replaced Martha Hunter as the nurse to the two baby gorillas. Martha Hunter is with the Baltimore Zoo. Curtis Genders, accompanied by his mother, Grace Genders, returned to Sarasota to enter school. Albertino Zoppe celebrated his first birthday with a party for the small fry. Billy Snyder was serenaded by Merle Evans and the band on his birthday when he finished the flying act. Rose Alexander celebrated her birthday with a dressing room party, as did Harold Alzana. Marvin Kreiger, CHS, made a trip from Albuquerque to Clovis to catch the show. Other visitors were Vivian Reeh, daughter and sister; Mr. and Mrs. Ferris Brown, Col. and Mrs. Jim Maddox. Ernestine and Parley Baer and Elizabeth Clarke.—MARY JANE MILLER.

## Clyde Beatty

The closing date has been posted in the dressing room. It is October 14 in Gallup, N. M. With the closing date so near, most everyone has brought on their car and trailer. The back yard has begun to look like a motorized show. The Caudillos and the Ivanovs have brought on their trailers and are making the jumps overland. Joe Walch is showing pictures of his new twin daughters. Herbie Taylor Jr. is a new member of the transportation department. Hugh Hart, of Natchez, Miss., spent the day with us in Alexandria. That being the home of Jimmy Thompson, he spent the day on the lot and sold the show an eight-pony drill and some ring curb. Raymond Maxwell finally decided to shave off his mustache.

Johnny Cline, Ted Hausman and George Davis celebrated birthdays. Harry Golub made a business trip to the West Coast. Frank Walters and R. W. Beaseley spent two days visiting on the show. Frank is fast recovering from his recent illness. Charles Cox purchased a ringtail monkey and is breaking it for an act. Al Florenz and the writer are low owners of Chihuahua dogs. Charles Hilderra has been on the sick list. The Caudillo Sisters are working out daily on some new routines, as is the DeWayne Troupe. Sig and Ollie Bonhomme and children visited in Marshall, Tex. — LAURENCE CROSS.

## Under the Marquee

Hi Lo Merk, Jasper, Tenn., clown, plans to catch the Polack Eastern unit at Chattanooga October 16-19. He caught Hagan-Wallace and also expected to see Rogers and Campa at nearby towns. He clowned a Shrine convention in Atlanta early in September.

An illustrated story of E. W. Adams, Atlanta, former trouper, appeared in The Farmville Herald and Farmer-Leader, Farmville, Va., September 14. He had been in show business 29 years. . . . Ringling-Barnum is contracted to show at Lakewood Park, Atlanta, October 25. . . . Andy Thumser, clown, has closed his season at Gwynn Oak Park, Baltimore, it (Continued on page 64)

## Polack Eastern

Tuscaloosa, Ala., was handled by Ben Yearly for the police and the date turned out well. Willy Clark and family were visitors; also Mrs. Lum Clark. Since getting South the siege of hay fever has abated on the show. Lots of fishing tackle being readied for Florida dates. Courtney Lewis had some swell pictures taken in color of her work with the Aussies on the trampoline. The Kitchens' new coffee percolater comes in handy at the back end of the show on cool evenings. We all say thanks a lot, Josh and Lil.

Jimmy and Nella Troy have a new Yankee Doodle Dandy outfit made of silk that is colorful and enhances the act. Arturo's dog has joined the act at the conclusion, rushing out with them to take a bow. The St. Leon Troupe is practicing new routines between shows. Miss Phillips joined with her contortion act at Tuscaloosa. Rudy Docky's small boxer pup, recently injured, is better. Bobby Harrison's trailer has been sent to the factory for repairs. Bob Lorraine recently saw himself in two pictures at a double feature.

Kriss Krenkel was made a member of the Grotto recently. Recent visitors included H. J. Wills, Sunny Moore, Bennie Sweitzer, Mr. and Mrs. Don Howland, Bill Meinhardt, Mr. Underhill, Ruth B. Christenson, Jan Rappatons, Mrs. James Hanson, Georgia and John Farrell and Joyce Jarowski. Frenchie Durant and Slivers Madison are assisting on concessions in their spare time. Edith Boyd now has a driving permit. The "Cocktail Trios" has some new pasco dobles from Mexico.—HENRY KYES.

## Rogers Bros.

Celebrating birthdays were Penny Wilson, Joan Wilson, Mrs. George Barton, Mrs. George (Pauline) Penny, Mrs. Pat Maynard, Jackie Tolliver and the writer. Mrs. Felix Morales was visited by her sister, and Frank Webb, by his daughter and son-in-law. Penny Wilson is now acting as the Statue of Liberty. The Grotto band played the overture at Evansville, Ind. Joe Shourn, of the office, lost his trailer as he was pulling off the lot in Paducah, Ky. It dropped in a ditch and the hitch broke. Members recently visited the Kelly-Miller and Clyde Beatty orgs.

Bob Mason visited in Middletown, O. All in the dressing room joined the Triple A Motor Club in Little Rock. Felix Morales has bought a jeep. Connie Wilson has been on the sick list. Shorty and Peggy Sylvester were visited by Mr. and Mrs. Harry Walters. Other visitors were Dr. Fisher and family, E. R. Gray, Ollie and Betty Heerdink, Billy Kelly, Skating Rockets, Red Lunsford and family, Tommy Marvin, George Hubler, Adolph Margolis, Bernice and Williams.—HARRY VILLEPONTEAUX.

## Polack Western

Roseburg, Ore., our last outdoor date, was big. Men's dressing room featured a juke box for between-the-acts entertainment. Jack Joyce's baby camel, Eureka, was flown to the Eureka (Calif.) Zoo in a special plane. Recent birthdays: Somay Huang, Walter Long and Emil Goetschi Jr. Bob and Ann Porter have a new paint job on their trailer. Claude Crumley and Jeanne McConnell are doing a new finish trick for their act with Boots, the white poodle.—HARRY DANN.

**4 PHONEMEN 4**  
Tickets. 25%. All winter's work. Phonemen for Steubenville, Ohio; Fairmont, W. Va., and Morgantown, W. Va.  
**DOC TATE**  
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**CIRCUS RIGGINGS**  
Complete Flying Act, Casting Act and Spiral Tower Riggings on hand. Will teach Acts, Seamless Webs, Chromed Swinging Ladders, Teeterboards, Trampolines, Traps, Bar Riggings, Tight Wire, Swivels, Ratchets, Mats and Nets, Hub-Gore Shock Cord, Pumps, One Ring Curb. 100 Seat-Jacks cheap. One new 30' Steel Arena. Carl "Williams" Sahlen, W.&B. Apparatus, 727 Sweetser Ave., Evansville, Indiana.

## Kelly-Miller

Billie Burke has joined clown alley. Bear cage Number 14 should be numbered 13. It turned over for the fourth time this season while on its way to Springfield, Tenn. Freddie Logan keeps busy hanging the numerous banners sold by Dick Scatterday, assisted by Charley Cuthbert, Jack Evans and John Grady. When we played clown Billy Griffin's home town, Princeton, Ind., his parents spent the day on the lot. Recent visitors included Eddie and Helaine Hendricks, Naomi Haag, Frank Cain, John Toy, E. Page, Cal and Torchy Townsend, Wenester, Percy and Lynn Townsend, Hedy Jo Starr and Company, Mr. and Mrs. Paul Pittman, Mr. and Mrs. Tom Tell, Bobbie Hodson and family, all from the Page carnival.—EDDIE DULLUM.

## Hagan-Wallace

Joining recently were the Wilsons, Swede and Mabel Johnson, Hoot and Willa Black and Tobie and Ruth Ayers. Kit Noble has replaced Billy Sheets as equestrian director. Zeb Teeter flew to his Florida home on a weekend business trip. Bev and John Stykes are the parents of an 8-pound boy. Ann Teeter has new wardrobe and is doing an Annie Oakley act in the concert. June Kofron is working menage along with Mat Laurish. Dorothy Hill has added a jump thru a flaming hoop to her riding act.—FRANK BRADLEY.

**WANTED PHONE MEN WANTED**  
**WANTED QUEEN CONTEST PROMOTER**  
**FIREMEN'S XMAS CHARITY CIRCUS**  
CARNIVAL—BAZAAR—AND HOME SHOW  
CHARLESTON, S. C., CITY AUDITORIUM, DEC. 11-12-13-14 INC.  
Want Concessions: Bingo, Stock Wheels, Hanky Panks, Food and Confections, Candy Pitch, and what have you? Space, 100x300.  
Want Arcade, Glass Blowers, Kiddy Rides, American Palmistry.  
Want Circus and Novelty Acts, work on stage only. Spartan Family, Labard Bros. and others, answer. Skating Act, anything that can work stage.  
Want two good exhibit space Salesmen. Heel and Toe only.  
Want all types of straight sales Concessions. Demonstrators. Promoters and Phonemen start Oct. 22. 20% and 5% bonus.  
**Address TERRELL & TERRELL**  
Circus Office, County Hall, Charleston, S. C., after Oct. 20.  
Can reach us to Oct. 9, 13 1/2 E. 9th St., Chattanooga, Tenn. Phone 6-1814.

**CLYDE BEATTY**  
**CIRCUS SIDE SHOW**  
GOING TO HONOLULU  
LEAVING OCTOBER 16  
**WANT IMMEDIATELY**  
Outstanding acts that have not played the Islands  
**WADE JOHNSON (GIANT)**, if not with Pete Cortes, contact me immediately. Need Thin Man, Midgets.  
**PETE CORTES**, if you have any acts that I can use let me hear from you. (In wiring give telephone number where you can be contacted.)  
**Wire HARRY G. GOLUB**  
Clyde Beatty Circus Side Show as per route.

**WANT SIX EXPERIENCED PHONEMEN WANTED**  
**PROGRAM—BANNERS—TICKETS**  
We are the first circus to exhibit in the new Four Million Dollar War Memorial Auditorium, Syracuse, N. Y., November 21 thru 24. Offices at 307 Syracuse Trust Company Building.  
**Address Inquiries: VERNON L. McREAVY,**  
**Promotional Director**  
HAMID-MORTON CIRCUS, HOTEL ONONDAGA, SYRACUSE, NEW YORK  
No Collect Wires or Phone Calls Accepted.  
If You Wish and Require Daily Draws, Please Don't Answer.

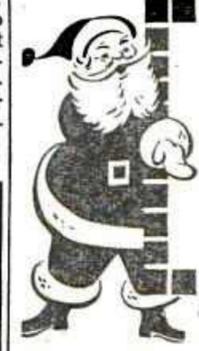
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**WANTED CIRCUS ACTS WANTED**  
**For 4th Annual "Fire Fighters' Assn." Circus**  
Week Feb. 16, 1952, Coliseum, Evansville, Indiana  
Following Acts contact: Loyal Repensky Troupe, Kelly-Millers, Henry Vonderheid for Bulls and Dressage, Peneto Del Oro, Eiby Ardely, Ada Ming, The Haslevs, Caudillo Sisters, Ricci, Alfonso, Frank DeRiske or any similar Acts as above. Also Chimp Acts, Comedy Acts, Troupes that double, Corriell, Jaqueline Hurley, Jeanie Kriel Contortionists. Need Clowns who can do a number; nothing but the best. Contact **HAROLD BERGES** or **CARL "WILLIAMS" SAHLEN**, 727 Sweetser Ave., Evansville, Ind.

Will Purchase  
**TRUCK CIRCUS**  
Complete  
Please describe fully trucks and condition, light plant, animals and ring stock. Not interested in show title. Cash Deal. Principals only.  
Write in confidence to—  
**BOX 685**  
The Billboard  
1564 Broadway New York 19, N. Y.

**ACTS WANTED**  
**For Our 1952 Fairs**  
Singles, Doubles, Troupes. Long season. Small jumps. This is a Unit Show. Prices must be right. Acts must do at least two acts. Like to hear from good Revue Producer. Mail photos, full descriptions. Closing contracts right now for 1952.  
**D. E. WALDO'S ATTRACTIONS**  
417 First St., S. W. Crosby, Minn.

**Al G. King & Miller Bros.**  
**WANT**  
**SEAT AND STAND MEN.**  
Bonnie and Tommie Chamberlain, Al Goodyear, Earl Green, wire Oct. 1, Winchester; 2, Shelbyville; 3, Lewisburg; 4, Columbia; 5, Franklin; all Tennessee.



## Pomona Beats '50 Attendance Pace Despite Rain, Cold

**Pari-Mutuel Play of \$5,246,102 Eclipses \$4,609,434 Bet Last Year**

LOS ANGELES, Sept. 29.—Los Angeles County Fair was running ahead of '50 attendance this week, and was doing it despite a heat wave its first week and cool evenings this week. Thru Wednesday (26), 13th day of a 17-day run, total front-gate patronage was 827,256, compared with 825,448 to the same point a year ago.

During the first six days of this year, the fair pulled 327,131 turnstile clickers as against 303,671 for a like period a year ago. In the second seven days the fair was attended by 500,127 as compared with 521,777 for a similar 1950 stanza. However, its first six days pulled the total to 827,256 to beat the last event by 1808. If fair patronage holds its own, this event will equal and more than likely beat its predecessor.

Comparative figures follow.

	1950	1951
First six days	303,671	327,131
Thursday (20)	49,319	42,307
Friday (21)	51,633	51,816
Saturday (22)	129,874	132,999
Sunday (23)	149,199	133,696
Monday (24)	39,996	39,149
Tuesday (25)	46,647	46,309
Wednesday (26)	50,989	50,768
Total	825,448	827,256

While attendance has been running, on a daily basis, equal if not slightly behind last year, pari-mutuel wagering this year has exceeded each day of 1950. Eleven days of horse racing has turned in \$5,246,102 as against \$4,609,434 for a like period in 1950. Pari-mutuel marks for the full runs amounted to \$6,915,644 in 1948; \$5,609,574, 1949, and \$6,053,286 in '50. Pari-mutuel racing ends today (29) for there is no betting on Sunday.

### Special Day Bills

Accounting for some of the attendances was the all-out special days program conducted by Tevis Paine, on loan from the Western Fairs Association where he is field manager. He started to work on the project late in July and was successful in arranging for special days for many of the communities and some of the organizations. One of the biggest days was Tuesday (25) which honored the city of Lynwood. All of the city offices and about half the stores closed for the event.

The fair this year used a diversified program in front of the grandstand. Starting for three days September 14, the attraction was Blackstone, the Magician, a show that failed to pull as expected. Opening on Monday (17) for six days was a schedule of wrestling that was more brutal on the box office than on the mat. The Barnes-Carruthers show opened Sunday (23) for eight days and was, as in the past, pulling well. Formerly the program featured horse shows but, because of the cost, was delegated to another section of the fair. However, the wrestling made no money but did

## Fredericton Boosts Gate With Cut Fee

FREDERICTON, N. B., Sept. 29.—Total attendance of 50,000, a gain of 25 per cent, and a \$5,000 increase in gross revenue was reported by Ray Crewdson, secretary-manager of Fredericton Exhibition.

As in 1950, Labor Day again was lost to rain but weather was okay the remainder of the week. Main gate was set back from the 75-cent fee, which created some resistance last year, to the time-honored 50 cents.

Grandstand seats for harness racing Tuesday thru Saturday went at \$1. Seats for the night grandstand show, provided by George A. Hamid & Son, New York, went at 75 cents. Closing Saturday provided the usual big night crowd for which the fair

not cost the fair as much as the hackneys.

### Midway Holds Up

Business on the carnival midway, this year played by Crafts 20 Big Shows, was holding up in the rides and shows departments. No wheels being allowed, takes for the games was reported off with concessionaires switching "devices" as many as seven times in a frantic effort to continue operation.

Line-up in the Barnes-Carruthers night grandstand revue included Lester Cole and his Chansonettes, songs; Nagle and Hilga, cat act; Johnny Burke, comedy; Willie West and McGinty, comedy; Antaleks, perch; Ming and Ling, Chinese hillbillies; Aida, high act, and a 12 gal line. Emil Vandas and ork accompanied.

## ESE TABS RECORD 423,155 CROWD

**All-Time Gate Figure Stems From New Marks on 6 Out of 7 Days**

SPRINGFIELD, Mass., Sept. 22.—All-time gate records on six out of seven days skyrocketed attendance at Eastern States Exposition here last week to an all-time high of 423,155. Mark is 37,543 above the 1947 previous high of 385,612. The pre-opening hoped-for high was 400,000, which the annual has been aiming at for the past several years.

This year's attendance and business were aided by fine weather, the first the event has had in several years.

Daily marks were established from opening Sunday (16). On only one day, closing Saturday (22), did the annual fail to set a new record. The final turnout, 59,565, was about 9,000 under the 68,510 record for the day chalked up in 1947, but still well above the 1950 figure of 52,871.

### Record 1-Day Crowd

Biggest one-day crowd in the annual's history was registered Monday (17) when final tabulations showed a gate count of 91,375. Day's crowd topped the previous high for one session by over 6,000.

Comparative figures follow:

	1950	1951
Sunday	84,129	85,694
Monday	75,025	91,373
Tuesday	30,159	37,871
Wednesday	51,938	57,605
Thursday	45,638	48,936
Friday	34,925	42,599
Saturday	52,821	59,565

374,685 423,155  
Attendance for 1949 was 359,287; 1948 drew 352,152.

### Show Events Click

Grandstand events, with Kochman and Chitwood thrill units sharing dates and a program of George A. Hamid & Son acts, scored heavily. Sam Nunis, pro-

## Talent Highlighted At Stafford Springs

STAFFORD SPRINGS, Conn., Sept. 29.—An extra strong entertainment package is featured at the 32d annual Great Stafford Fair. Deals, set thru Clarence D. Benton, general manager, include Irish Horan's Lucky Hell Drivers.

Featured acts include the Silver Condors, aerialists; Landon's Midgets; Pape and Renee, balancing; Royal Chimpanzees, and Pete Carr and Eva, comedy.

has long been noted. Improved support in industrial and commercial exhibits was noted this year.

## Polio, Weather Hit Attendance At Nashville

NASHVILLE, Sept. 29.—Tennessee State Fair, hit by an outbreak of polio and rain on several days, closed its six-day run here Saturday (22) after an estimated 130,000 had come thru the front gate, down 31,000 from last year's 161,210.

Biggest day of the week was Saturday, when an estimated 40,000 poured onto the grounds despite morning rain. Day's main attraction, big car auto races by National Speedways (Al Sweeney-Gaylord White), played to overflow stands altho a muddy track made the going tough.

Good crowds turned out all week for the Ernie Young night grandstand show and the evening horse show pulled their usual throngs. Afternoon harness races ran to packed stands all week.

Al Wagner's Cavalcade of Amusements, midway attraction for its fourth straight year, was hurt by the lower attendance and grosses were below those of a year earlier.

## Records Set At Rochester

ROCHESTER, N. H., Sept. 29.—The biggest crowds in a number of years were reported at the Rochester Fair here last week. Records were set in all departments, with the night show, "Fantasies," staged by Joe Hughes, of the George A. Hamid & Son office, showing to capacity houses.

Irish Horan reported that his Lucky Hell Drivers scored one of their best dates at the event.

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Irish Horan reported that his Lucky Hell Drivers scored one of their best dates at the event.

## New Marks Likely At Bloomsburg, Pa.

**Annual Prospers Despite Rain, Counts 38,000 Paid on One Day**

BLOOMSBURG, Pa., Sept. 29.—Despite the loss of attendance to rain on Thursday (27) and the further curtailment of crowds on Tuesday (25) as the result of threatening weather, the Bloomsburg Fair today was well on its way to chalking up a record run. Crowds have been tremendous, weather notwithstanding, with a record one-day paid gate of 38,000 registered on Wednesday (26).

While all departments are benefiting, the night grandstand offerings scored perhaps the biggest successes. A George A. Hamid & Son revue had to be staged twice on Monday night (24), an unprecedented feat, to care for the crowds. The first show was reportedly capacity while the second drew about a half house in the 5,300-seat stand.

An ice show presentation produced by Voorhees and Fleckles and titled "Varieties of 1951" did equally well with three sell-outs reported. Daphne Walker is starred in the icer. Overflow crowds had to be cared for with

## BIG DAYS BOOST TRENTON GATE

**All-Time Record Crowds on Two Days Aid; All Units Score Success**

TRENTON, N. J., Sept. 22.—Only a continuation of good weather today and tomorrow is needed for the New Jersey State Fair to chalk up records all-around. President George A. Hamid and Manager Norman Marshall reported crowds on opening Sunday (23) and Monday (24), Children's Day, the biggest in the history of the annual.

Attendance has held up thru-out the week, except for Tuesday (25) when rain curtailed early crowds. However the weather cleared and the parking lots filled up early in the afternoon. Today and tomorrow are vitally important to the success of the event, since the attendance on these two days can easily equal or surpass the Tuesday thru Friday turnout. Cool air began moving in from the west yesterday, but advance reports say the weather will be clear.

Grandstand attendance has been better each day of the event so far. Records were set on Sunday and Monday with the appearance of Jack Kochman's hell drivers, as usual, despite Hamid's utilization of his top-flight revue, "Grandstand Follies of 1951," plus a large number of supplementary acts.

### Night Attendance Weak

Actually, patrons here prefer the daylight hours to enjoy all of the fair's facilities. Ever since acquiring the annual Hamid has attempted to build night show crowds. His features, which have scored sock successes at many other annuals, got only casual attention here.

Similarly, the World of Mirth Shows on the midway registered its best business during the days rather than nights. The lateness of the season and likely cool nights may have some effect.

All of the annual's numerous buildings are jammed with commercial, livestock and farm exhibits. Marshall reported that space was exhausted well in advance of opening.

### Space Sales Up

The sale of exhibit and concession space on the several midways is greater than ever, involving several thousand feet. Concessions manager Jack McCormick reported the greatest income for his department in the history of the event.

The event, as usual, was well advertised. New York papers gave it generous and frequent mention. The presence of Gov. Driscoll on Thursday (27) resulted in wide coverage since he is con-

sidered a dark horse possibility for the presidential nomination in the upcoming Republican convention.

Bert Nevins office, handling special promotions, again saw to the awarding of blue ribbons to virtually every radio and TV stanza emanating from New York. Acceptance of the mementos usually resulted in numerous air plugs for the fair.

Show features remaining include Irish Horan and his Lucky Hell Drivers and AAA big car races promoted by Sam Nunis.

## Ft. Smith Expo Eclipses 1950 With Free Gate

FORT SMITH, Ark., Sept. 29.—Hyped by a free gate for the first time, the Arkansas-Oklahoma Livestock Exposition is romping ahead of '50 attendance-wise, and thru Friday (28), fifth of its six days, averaged 30,000 a day, according to Jim Krone Jr., who is in his first year as manager of the annual.

Ideal weather prevailed all week and the Eddie Arnold grandstand show was racking up big crowds at \$1.50 and \$1.20, including tax. In addition to Arnold, line-up includes the Oklahoma Wranglers, Guy Willis, Jamup and Honey, Dickens Sisters, and George Dunn.

Eddie Young's Royal Crown Shows, helped by the free front gate, were racking up good grosses and kid's day, Friday, was a particularly busy one for the rides and shows.

Other attractions on the grounds this year include the Anheuser Busch six-horse team, a military display from near-by Camp Chaffee and a new fish and game exhibit from the Arkansas Fish and Game Department.

Annual's horse show was dropped this year.

## Weather Aids Banner Week At Hagerstown

HAGERSTOWN, Md., Sept. 29.—Good weather thruout the week resulted in top-flight business for all departments at Hagerstown Fair which closed here Saturday (22). Dr. Robert Snavely, fair exec, reported the run as one of the most successful in the event's history.

With a new grandstand providing adequate and comfortable accommodations, "On the Town" revue, produced by Frank Wirth, head of the New York talent agency bearing his name, scored solidly. Show featured 20 girls in five production numbers with Sanger, Ross and Andrea, Doris Bay, Bobby Byron, Dietrich and Diane and Russell and Joy.

Acts included the George Hanford Family, equestrians; Two Kays, trampoline; Great Walenda Troupe, high wire; 10 Karrells, aerial ballet; Ivanovs, bar act; Tony Ridow and Company, comedy acrobats, and Kayos Family, equilibrists.

Mickey Sullivan and his band provided the music. John Loneragan directed production. Wirth, on hand for the first part of the run, said the talent line-up was one of the largest ever used by the event.

Cetlin & Wilson Shows on the midway had an excellent week. Irish Horan and his Lucky Hell Drivers presented afternoon and night performances on the closing Saturday to good crowds.

# Tulsa Gate, Receipts Eclipse '50 Figures

TULSA, Okla., Sept. 29.—Tulsa State Fair drew the curtain on its eight-day run here Saturday (22) after racking up new attendance records and romping well ahead of a year ago on cash receipts.

Front gate count for the eight days was placed at 250,000 by Robert W. Adams, fair board president, compared with last year's 175,000 in five days.

Gate receipts soared 12½ per cent over last year; parking receipts were up 50 per cent; Royal Crown Shows' midway takes were up 25 per cent and the Barnes-Carruthers night grandstand revue took in 25 per cent more than in 1950.

It was a record breaker in more departments than attendance and attractions according to Adams. Record premiums of \$60,500 were paid out and new highs were established on entries in the women's division, livestock departments and youth departments. Commercial displays doubled 1950 figures.

Plant improvements for next year will include expansion of livestock quarters, paving the agricultural building and moving the

women's department to the big pavilion now under consideration. Officials hope to have barn space next year to accommodate 1,500 head of beef and dairy cattle and 1,200 swine and sheep.

# Charlie Nash Ends 28-Year ESE Reign

SPRINGFIELD, Mass., Sept. 29.—Charlie Nash bowed out today as general manager of the Eastern States Exposition to the accompaniment of the merry and record clicking of turnstiles.

About to retire after 28 years as general manager, the veteran director of the ESE is taking his departure after the most successful year in history, to become a permanent member of the board of directors.

Only 32,000 admissions were necessary to surpass the old record of 385,612 established in 1947. More than that many people entered the grounds before noon as long lines of traffic reached back almost to Memorial Bridge.

It was poetic justice that the entire seven-day showing should have been marked by perfect weather. For in 1923, the year Nash directed his first show, weather conditions were ideal on every day.

But he is unable to recall any year between 1923 and 1951 that Exposition week enjoyed weather completely favorable.

Jack Reynolds, retiring manager of the Wisconsin State Fair, will succeed Nash.

# Attendance Off At Hillsdale, Receipts Grow

HILLSDALE, Mich., Sept. 29.—Hillsdale County Fair, thru Thursday (27), its fifth day, was off at the front gate due to cold weather, but receipts were several hundred dollars above the average for the past five years, Harry B. Kelley, secretary, announced.

Receipts at the close on Thursday aggregated \$33,927 against a five-year average to the same point of \$33,320, he said.

All attractions were sharing in the upped grosses. The "Gertrude Avery Revue," night grandstand show booked thru Barnes-Carruthers. (Continued on page 68)

# One Day Mark At Rocky Mt.

ROCKY MOUNT, N. C., Sept. 29.—Rocky Mount Agricultural Fair broke all attendance records Friday (28) with more than 21,000 people on the grounds, and gates closed at 9 p.m. for parking cars. Highway department estimated that 2,000 cars were unable to get in that night. The midway did heavy business.

Manager Norman Y. Chambliss stuck to his policy of legitimate concessions, and only games of skill were permitted. The veteran manager has received praise for his stand on concessions.

Attendance has gone beyond 65,000. Harness horse races went over big. Capacity grandstand attendance has been the rule for local talent and Hamid acts. Three Joie Chitwood shows have been well attended. Captain Allan's balloon act pleased.

# Puyallup Tops 1950 With 347,178 Gate

### Crowds Best Since '49, Spending Dips But Grandstand, Douglas Shows Click

PUYALLUP, Wash., Sept. 29.—The Western Washington Fair closed its 48th season, held September 15 thru 23, with a total attendance of 347,178 for the nine days and nights, slightly higher than the total 1950 attendance.

Weather was the most ideal of the fair's history, with no rain and nothing but bright sunshine every day. Attendance was the best since 1949. Opening day's attendance of 41,289 was a new record. Week ends and mid-week crowds were the heaviest of the season.

Officials, performers and concessionaires declared the fair the most successful and best balanced in the exposition's history.

Douglas Greater Shows, one of the operators in the Fairway, reported one of the best years they've ever had at Puyallup. Food, soft drink and tobacco concessionaires reported a decrease from 1950. Grandstand attendance was slightly less than 1950, but revenue was up, due to the increase in reserved seats from \$1.25 to \$1.50.

### Talent Listed

Two performances were presented daily, including the following acts: Exposition Band led by Max Frolic, master of ceremonies Cy Taillon, trick riding and roping by Bugs and Pat Torrence of Pueblo and Nancy Sheperd; Mel Lambert, rodeo announcer; Christiansen Brothers of Eugene, Ore., rodeo producers; fireworks nightly by Pacific International Fireworks Company of Tacoma.

Bill Markley and Sammy Reynoso, rodeo clowns; horse races announced by Harry Henson, racing secretary, of Seattle; Miss Musetta,

aerialist; the Myrons, foot ladder novelty; Sensational Kays, comedy high wire.

Boliana Ivanko Four, adagio; the Great Barton, balancing novelty; the Kimris, high aerial act; Happy Kellems, clown; Paul Remos and Toy Boys; the Tong Brothers and the Asia Boys, acrobats; the Tsilaks, juggling novelty, and the Song Brokers, male quartet used as background music and (Continued on page 68)

# Fort Worth Offers Record 153G Prizes

FORT WORTH, Sept. 29.—Southwestern Exposition and Fat Stock Show will offer premiums of \$153,000 in 1952, highest in the expo's history. Premium is an increase of about \$7,000 over 1951.

Livestock will compete for \$103,000, which includes \$25,000 for horse show. Main increases are for polled Herefords, dairy cattle, junior dairy calves.

Total premiums include awards for contestants in rodeo in Will Rogers Memorial Coliseum. Dates of 1952 show are January 25-February 3.

Chairman of the board is Amon G. Carter. President-manager is W. R. Watt and Assistant Manager W. A. (Bill) King is livestock superintendent. Assistant Manager Douglas B. Mitchell is horse show superintendent.

# N. Ala. Gate 9% Over '50

FLORENCE, Ala., Sept. 29.—North Alabama State Fair here, September 17-22, recorded attendance 9 per cent above 1950 figures despite rain on the last two days which cut attendance, said Secretary-Manager C. H. Jackson.

Crowds were well distributed thru the week with Gem City Shows, midway attraction, grossing about 5 per cent more than the 1950 take. Attendance was at an all-time high on Thursday.

Matinee and night grandstand shows by the Braly Circus were well attended. Featured were Princess Whitecloud, Hammond organ; the Duttons, Wollcott's Pets; Merrill Brothers, perch pole; Fay and Ray's riding act; Ramon aerialist; Schmitt's chimps; Ruben Brothers, gymnasts; La Blonde Trio, Skating Carters, and George Marquis, emcee.

# Allegan, Mich., Tabs 73,000 Gate Despite Weather

ALLEGAN, Mich., Sept. 29.—The 99th edition of Allegan County Fair here September 10-15, drew close to 73,000 during its six-day run, James Snow, secretary, announced. Paid attendance during the week was over 56,000, including membership and season tickets, with children making up the balance.

Rain Monday, Wednesday and Saturday hurt attendance somewhat. Buildings and tents were filled to capacity with livestock and other agricultural exhibits, while the Industrial Hall was jammed with commercial displays.

Profit estimates were difficult to make but fair board members were looking to earn enough this year to build cement bleachers in front of the grandstand for the 1952 centennial fair.

# Memphis Matches '50 Despite Rainy Days

MEMPHIS, Sept. 29.—Mid-South Fair, thru Friday (28), its ninth day, was matching its 1950 attendance pace despite rain on several days. Given good weather today, last of its 10-day run, officials looked for the final count to equal last year's tabulation.

Despite losing four shows to rain, the Homer Todd-produced rodeo, featured attraction here, is running equal to last year's mark and pulled strong crowds during the week. A contest rodeo, the unit was skedded for 19 performances in the open-air arena.

The Monte Blue Sports Show, which is in for two performances a day during the fair's run, started slow but built this week and played to several capacity bleachers. The sports show is being presented at the fairground swimming pool, which has been equipped with bleacher seats.

Lucky Lott's Auto Thrill Show, which held forth in the Speed Bowl the first four days of the fair, lost five of its eight skedded shows to rain. Sunday (23) two shows were presented, pulling a two-thirds stand in the afternoon and a half grandstand crowd at night.

Gooding Amusement Company, which provides the midway attractions in addition to the regular permanent amusement park here, racked up good takes all week and was expected to end up about equal to 1950 business when the spot was played by a railroad org.

For the first time, the fair had a professional usher service on the grounds, provided thru B. K. Brantley's Crowd Engineering, Louisville. Unit here, which handled parking, and all other types of ushering, was headed by B. M. Smithers.

# Salt Lake's 200,000 Count Beats '50 Gate by 50,000

SALT LAKE CITY, Sept. 29.—An all-time record attendance at Utah's State Fair smashed last week's most optimistic estimates as close to 200,000 pushed thru the main gate turnstiles to better last year's attendance figure by nearly 50,000. The nine-day show closed Sunday (23).

Total attendance was estimated Sunday night in excess of 193,000 pending a special audit. Last year's attendance figure was reported at 149,000.

J. A. Theobald, secretary-manager credited fine weather as a primary factor in making this year's fair an outstanding success. "Holiday on Ice," with an advance sale of \$52,000 in tickets, 60 per cent of them from outside Salt Lake City and 30 per cent from outside the State, was another outstanding factor in establishing this year's record, Theobald said. Another top attraction was a series of military displays which attracted thousands who didn't hurry thru the area, but studied each exhibit carefully and inquired about various items.

Saturday Gate Doubled Saturday's gate was reported at 26,194, a figure more than double that of the corresponding day in

1950. Saturday night the aggregate attendance to that point stood at 166,756, some 18,000 higher than the total attendance record last year.

A spectacular fair finale was provided by the U. S. Army and representatives of Deseret Chemical Depot. The military display featured a miniature war in which chemical weapons—some never before shown publicly—were displayed.

In addition to Utah's Mayor J. Bracken Lee, one of the fair's top honor guests was Colleen Kay Hutchins, Miss America 1951, who took her first big step to the nation's No. 1 glamor spot when she was named Miss Utah 1951 at Utah's State Fair last year. Utah's contestant for next year's Miss America contest, crowned by this year's Atlantic City contest winner Saturday night, is Bunny Reese, Brigham City beauty. Neighboring Wyoming's beauty queen, Pat Seabeck, was a visitor at the fair thruout the week.

The fair's closing day was marked by a livestock "Parade of Champions" which included all prize winning horses, sheep, goats and beef declared top ribbon winners in the nine judging days.

# Detroit College May Move Campus To Fairgrounds

DETROIT, Sept. 29.—Latest addition to the plant of the Michigan State Fair here may be a full-fledged college. Under legislation adopted two years ago, Lawrence Institute of Technology, this city, has been okayed by Charles J. Figy, State Director of Agriculture, as a tenant of the fairgrounds and is making plans for the construction of adequate buildings.

The legislation permits private organizations to put up their own buildings on the grounds, allowing them to be converted for fair use during the fair's two-week run. Terms of the agreement allow the private owners to retain possession for 20 years, after which the buildings are taken over by the State.

The legislation was designed largely to encourage commercial exhibitors, such as the automobile manufacturers here, to build more permanent type buildings.

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## REID ORG CLICKS AT BLOOMSBURG

Motorized Unit Marshals 55 Paid Attractions to Blanket Fun Zone

BLOOMSBURG, Pa., Sept. 29.—King Reid Shows, first motorized unit to play the Bloomsburg Fair, jammed the several midways with 55 paid attractions, including 31 rides and 24 shows, to give the major annual a fun zone comparable to some of its railroading predecessors. With the marshaling of so much earning power, the midway was bagging a sizable gross, Owner King Reid reported. Still to be counted were the final days, considered the most lucrative of the run. Largely lost was Thursday (27) when heavy rains held

down attendance. Reid won the midway contract at the annual, one of Pennsylvania's top four, only a few weeks ago, and after fair officials had given up hope of having the Endy Bros.' Shows, a defunct railroad org at the time it was contracted last winter. The date is sold flat. With an idle week to prepare, the Reid organization looked its best. All of the show's extra equipment was brought on from its winter quarters in Vermont. Other units were booked in. Of the total, Reid reported that he owned 21 of the ride units and 14 of the shows.

Tuesday (25), opening day set aside for youngsters, all ride units operated for 9 cents thru out the day. Reid said this was the first time cut prices were used here, and reported that the reception and resultant grosses were excellent. The battery of five Ferris Wheels earned top money among rides with the Caterpillar second. Leading shows were Reid's Broadway Revue, featuring Sally King, Dale Barron's Burlesque unit with Roxie Lee, and Capt. Guernsey's Monkey Speedway.

Weather was threatening during (Continued on page 60)

## Wagner Injured In Car Crash, Rejoins Show

ATLANTA, Sept. 29.—Al Wagner, owner-manager of the Cavalcade of Amusements, is back on the show here after an automobile accident early Sunday morning (23) at Nashville, when the car he was driving struck a telephone pole just outside the gates of the Tennessee State Fair.

Wagner sustained severe cuts on the forehead and several fractured ribs. Eight stitches were required to close the cuts on his forehead.

The accident occurred at 5:30 a.m., with Wagner explaining that, dog-tired after a long day and night on the lot, he apparently fell asleep at the wheel. Only his dog was with him at the time. Wagner remained overnight in a Nashville hospital following the accident, then came on here.

His car was badly damaged in the crash and is to be replaced by a new one here.

The Cavalcade opened at the Southeastern Fair here Friday (28) and was given a brisk daytime play.

## Crafts' Pomona Dip Is Whittled to 5%

POMONA, Calif., Sept. 29.—Getting in two week-ends, the second always the biggest of the three week-end run, Crafts 20 Big Shows at the Los Angeles County Fair cut its loss from 20 to 25 to approximately 5 per cent. The 17-day annual event ends tomorrow.

The revenue reported by Orville N. Crafts, who brought in his three units—20 Big, Exposition, and

Fiesta—to play the State's largest fair, covered the rides and shows.

Game concessionaires, on the whole, were fighting a tough proposition with some of the stands changing as many as five times during the first 12 days in order to operate. Louis Cecchini and Levaggi, who have 31 stands, said that the take for the entire run would be "almost equal" to that of 1950. Some agents declared that they (Continued on page 64)

## \$3,000 Blaze Damages Wade Drome, M-G-R

KALAMAZOO, Mich., Sept. 29.—Damage estimated at \$3,000 was caused by a fire on the W. G. Wade Shows at the Kalamazoo County Fair here Tuesday (25). The fire broke out in the Motor-drome and spread to the Merry-Go-Round, burning tops on both units and destroying two sections of the drome wall.

The blaze was caused by a broken fuel line on one of the motorcycles and sparks were carried to the Merry-Go-Round, burned the latter's top and damaged the wiring. Operators of shows and concessions in the area helped to get the crowds away from the fire and at the same time swept their tops to prevent spread of the blaze. No one was injured, altho an estimated 10,000 were on the midway.

The ride was back in service the same day, minus its top, while the drome was skedded to go back into operation the following day.

### RAIN BLAMED

## Magic Empire's Tour Termed Worst of Five

BOLIVAR, Tenn., Sept. 29.—Magic Empire Shows, which are showing here this week, have been dogged by rain since their March 1 opening, with business to date "the worst for the shows in five years," according to Owner Andrew Spheeris.

Shows, which are playing here this week, have yet to get a full week of clear weather, Spheeris said. In Illinois and Alabama, it was hurt by flood conditions, he added.

Org, which will stay out into December, carries eight office-owned rides, four shows, a Diesel light plant, and free act, Penny Milletti on the high pole.

Staff besides Spheeris consists of Eddie Steele, business manager; Mrs. Spheeris, secretary-treasurer, and Frank Carr, lot superintendent.

## Prell to Open 1952 Season At Sarasota

CLINTON, N. C., Sept. 29.—With six fairs still remaining on the 1951 schedule, Sam E. Prell, owner-manager of Prell's Broadway Shows, this week announced that the shows would open their 1952 season on January 21 at Sarasota.

Winter dates in Florida consist of nine fairs and will bring the shows right up to its early trek north in the spring. By virtue of its winter dates, the org has perhaps the longest season of any unit.

Business at Southern annuals has been good. Annuals remaining to be played promise top earnings since all are located in farm areas where income is reported high.

## Grand Saline, Tex., Okay for Burdick

GRAND SALINE, Tex., Sept. 29.—Burdick's Greater Shows came up with good earnings at the second annual Van Zandt Fall Fair and Home-Coming here Saturday and Sunday (22-23).

Org had a Merry-Go-Round, Ferris Wheel, three kid rides, bingo and a dozen other concessions on the midway. Fun zone was set up near a large warehouse that was used for exhibit purposes while the fair's horse show was held in the rodeo arena across town.

Possibility of a permanent fairgrounds for next year was discussed by the fair committee.

## Top Earnings Noted By WOM at Trenton

Record Kid's Day Gets All Units Off to Fast Start; New Midway Layout Aids

TRENTON, N. J., Sept. 29.—A banner kid's day on Monday (24) counted heavily in favor of the World of Mirth Shows chalking up a better-than-average, if not record gross at the New Jersey State Fair. Bulk of the play comes on the week-ends and operations today and tomorrow should add greatly to the over-all gross if the prevailing good weather continues.

The Sunday (23) opening here following a Saturday closing at the Allentown (Pa.) Fair makes it impossible to get all show units here on time for the opening day crowds which are invariably among the biggest of the 8-day run. Frank Bergen, show manager, had as many units as possible trucked in to make the day. Those fortunate enough to get into operation in time reported excellent business.

The midway, which was changed radically last year, has been rearranged. While the fun features occupy the same ground space, the new layout is much better than the one used a year ago when many of the principal features were virtually hidden from view. This year all features are able to take full advantage of whatever flash or features they have.

### Concessions Okay

Bernard (Bucky) Allen has concession units in choice locations adjacent to the grandstand. Flashers, bingo and cigarette stores are predominant. Shows bingo, and the corn game unit operated by Benny Weiss, are both working under local auspices.

The show last week supervised all games at the Allentown (Pa.) Fair. Fair secretary Rheba Schall reported not a single complaint for the first time in the many years that she has been associated with the event. As a result, Bergen and Allen were again awarded the concessions contract.

## Va. Greater Spring Hope Takes Dive

SPRING HOPE, N. C., Sept. 29.—Business at Nash County Fair last week nosedived for Virginia Greater Shows, which also showed the annual a year ago. Hurting the gross considerably were a late arrival, following a 200-mile jump from West Point, Va., and rain and cold weather on the first two days. Breakdowns and other minor troubles en route slowed the move here.

Visitors were numerous and included Norman Y. Chambliss, Rocky Mount (N. C.) Fair; Dr. and Mrs. A. H. Fleming, Louisburg (N. C.) Fair, and Wiley W. Tomlinson, Wilson (N. C.) Fair.

### EVERYTHING UP BUT PROFIT

## Increased Costs Offset Higher Grosses for William T. Collins

MINNEAPOLIS, Sept. 29.—Higher grosses than 1950 but a smaller profit were returned by the William T. Collins Shows during the recent season, Owner Billy Collins reported at the organization's winter quarters here.

Increased costs more than offset the higher grosses, Collins said. Much of the increase in outgo stemmed from vastly greater labor costs.

The show, which played thru Minnesota, North Dakota and Wisconsin, was beset by a tight help situation thru the greater part of its tour. Collins himself had to pitch in on numerous occasions to either set up or tear down.

"But we never missed making an opening on time," Collins declared in reviewing the help problems he encountered. Discussing the year's business,

Collins said, "We got good to excellent grosses whenever we were given weather."

He placed the total gross at fairs at 15 per cent higher than last year despite much rain, particularly at Wilmar, Bird Island and Owatonna, all in Minnesota, and at Marshfield, Wis. Hot weather, which kept farmers in the field, plus the fact that the show was predated by another show, cut into business at the fair at Grand Forks, N. D.

The show carried 16 rides, having left two office-owned units in quarters and two office-owned shows which were supplemented by two shows that were booked on.

### Kiddieland Pays

Considerable emphasis was placed on the Kiddieland and the emphasis paid off, Collins said.

Seven kiddie devices were placed behind a 24 by 30-foot canopy that was included in the regular midway line-up. Comfortable benches were placed beneath the canopy, and one ticket box was used to handle sales for all the rides.

Collins announced that Art Signor will be back next year as assistant manager and that Joe (Dago) Shoido will return as ride superintendent.

A new, large home of his own design is being built by Collins on his five-acre winter-quarters site.

His plans for next year include opening a permanent Kiddieland on his winter quarters. This year the show opened May 6 on the winter-quarters lot and remained there for three weeks to get excellent business.

together with the one covering shows and rides, for 1952.

Concession space sold by the fair thru department manager John McCormick runs into several thousand feet, making independent line-up of operators among the largest found at an Eastern annual. McCormick reported his space sales at a record high.

### Greensboro Next

Since the next annual to be played by the World of Mirth, Greensboro, N. C., is not scheduled to open until next Tuesday (2), the World of Mirth will be able to remain here thru tomorrow, thus getting a first-time crack at one of the biggest crowds of the event.

Principal earnings at this event are registered during the day with crowds and interest slackening off considerably at night. Unlike most Eastern annuals, night business has been elusive, despite the constant effort of the fair management to build crowds thru the presentation of stellar attractions.

Shows end their Northern dates here. Bergen reported that business at annuals to date has been highly satisfactory and usually well ahead of last year when the weather was clear.

Howard Y. Barry was in here with his three-car railroad zoo. He reported very good business.

## Johnny's United Tops 1950 Biz By 25 Per Cent

HUNTINGDON, Tenn., Sept. 29.—Business for Johnny's United Shows has been consistently 25 per cent ahead of a year ago, John Portemont Sr., owner, said this week at the Carroll County Fair where his org holds down the midway.

Org, which is in the midst of playing some 14 fairs and four street celebrations, did well even on the still dates, he said. Route this year took the rides and shows into Tennessee, Indiana, Alabama and Illinois, and the season will end at the Athens, Ala., fair where the show will establish winter quarters.

Ride line-up here included five major and three kid devices, and four shows made up the back end. Shows included Robert King's snakes, Eddie Hall's gal revue, Al Alfredo and his Side Show and Doc Thomas with his Minstrel unit. Captain Shin Songers, high diver, is the free attraction.

Staff here included the senior Portemont and John Portemont Jr., co-managers; Kathleen Bush, (Continued on page 64)

## Fredericton Pays Off for Model of Can.

FREDERICTON, N. B., Sept. 29.—Model Shows of Canada counted a good week at the Fredericton Exhibition here. Fair gate ran around 50,000, an increase of about 25 per cent. Cut in admission charges from 75 to 50 cents left customers with more money to be spent on entertainment units.

The Joe Harris-owned organization presented a Moon Rocket, Tilt-a-Whirl, Ridee-o, Caterpillar, Ferris Wheel, Merry-Go-Round, Chairplane, Rolloplane and a couple of kiddie units owned by Glen Libby, local showman. Shows included Side Show, Girl Show, Fat Girl and Wild Life.

Unit owns its own wagons and travels on eight 40-foot trailers, nine 52-foot flatcars and two coaches, all railway-owned; one additional trailer, one privilege car and one Pullman owned by the shows.

Shows jumped out of here for Timmins, Ont.

# Midway Confab

Gypsy Pete Schuch and wife have rejoined 20th Century Shows following a successful tour of Wisconsin with Bodart Shows. . . . Homer R. Sharar, who closed with Gold Medal Shows recently, is working the front of Hank Sylow's Snake Show on Cavalcade of Amusements. . . . Mr. and Mrs. R. C. (Bob) Hunt and daughter, Mary, spent the season at Craterville Park, Okla., where he had the high striker and novelty stands. . . . E. H. Rucker reports from Jesup, Ga., that he was beat up and robbed after leaving a cafe there Sunday night (16). He says his two assailants relieved him of his watch and \$65.

While Royal American Shows were in Minneapolis, Jean Porter, costumer for Leon Miller's Moulin Rouge Revue, renewed acquaintances with Jean Evol, who was appearing at Curlee's Club; Chick Schloss, former talker with Johnny J. Jones Exposition; Sandra Lee, annex attraction on Prell's Broadway Shows. . . . Joseph Lehr, spot-the-spot worker, pens from Philadelphia that when the Sam Tassell Shows played Drexel Hill, Mr. and Mrs. Bill Garratt visited the Allentown, Pa., Fair. Lehr adds that Morris Torn, concessionaire, left Tassell to visit his wife and two children in New York.

Kitty (Dianna) Martin, who has operated the Girl Show on Viona Bros. Shows for the past two years, has returned to her Columbus, Ga., home to undergo an operation. She hopes to be back on the shows in a few weeks, however, and would like to read letters from friends. . . . Fay Marcus and Eddy Casey, former cookhouse owners and concessionaires with Lawrence Greater, Cetlin & Wilson and Crescent Amusement Shows, have entered the diner business in Worcester, Mass. Spot is known as Saxie's Diner. . . . Leon Long visited Jimmy and Ethel Simpson on the Cavalcade of Amusements at the Jackson, Tenn., fairgrounds recently.

Ralph R. Miller reports he bought the Heart of Texas Shows from Mrs. Harry Craig, Brownwood, Tex., equipment consisting of Ferris Wheel, Tilt-a-Whirl, Spitfire, transformer truck, office trailer, light towers and several van trailers and trucks. Equipment was moved to Louisiana for an October 1 opening as the Ralph R. Miller Shows. . . . When B & C shows closed in New York State recently some of its personnel joined the Dumont Shows in North Carolina. They included Jim and Margaret Baccinni, Jack Williams, Jim Whitley, Albert Sleeping, Ray Sanford and Mr. and Mrs. Dick Killinger.

Mrs. Bill Geren, wife of the owner of the Mighty Hoosier State Shows, is convalescing from a recent operation and would like to hear from her friends at 330 Vine Street, Paris, Ky. . . . A. Lon Dale, former show owner, now a concession operator, and his son were recent visitors to the Mighty Hoosier State Shows. . . . Little Joe Miller, concessionaire for 40 years, will play the Anderson, S. C., fair for the 30th year as the only independent concessionaire on the grounds.

Sailor Joe Simmons reports he has opened a modern tattoo studio in front of Silver's Palace of Amusements, Montreal. . . . Walter Stevens reports that when Mrs. Stevens recently suffered a broken hip on the Adrian (Mich.) Fairgrounds many show people donated cash for her care. Mrs. Stevens is now in the Wauseon (O.) Hospital.

Joe Wallace, of the old Wallace Exposition Shows, was a visitor at The Billboard last week while in Cincinnati for a visit with

relatives and to look over some real estate holdings. Wallace, now retired in Atlanta, made the trip to Cincy with Mrs. Wallace. . . . Ed (Snakes) Wardwell pencils that he's now in charge of the Hamilton Apartments at 520 Van Patton Street in Truth-Or-Consequences, N. M., which, he says, was formerly known as Hot Springs.

Bill Lites joined the Peck Amusement Company at Winona, Miss., with Coke bottles. . . . Phil Miller, who started in outdoor show business in 1907 with the 101 Ranch Rodeo and was later with the Beckman & Gerety Shows and others, now heads Miller Creations, Chicago supplier of bracelets and other products to carnival engraving stands. Miller recently returned to Chicago from a Southern road trip with his son-in-law, Daniel Sawyer.

George (Slim) Gillespie rejoined the Feris Wheel crew on Virginia Greater Shows at Spring Hope, N. C. . . . W. H. (Buck) McClanahan, ride operator, who has been seriously ill for the past seven months in St. Mary's Hospital, Rochester, Minn., after undergoing surgery twice, is on the road to recovery. Mrs. McClanahan, who has been at her husband's bedside during his confinement, advises that he will be dismissed in a few days. They will go to North Little Rock, Ark., where McClanahan will convalesce at the home of his daughter. Mrs. McClanahan reports that McClanahan received numerous floral bouquet and get-well cards during his hospitalization.

George Mort, with his Octopus ride, closed with Virginia Greater Shows at Spring Hope, N. C. . . . After purchasing a new car, Jimmie Hilyard and his sister, Mrs. Edward Poirier, went to Southern California on a vacation trip. While in Los Angeles, both purchased new wardrobe and were guests of Hank Heesche, vaude performer, in that city. . . . J. Angelo and Larry B. Burns, with novelties and jewelry stand, joined Virginia Greater Shows in Spring Hope, N. C. . . . Zora Blaire has booked her Girl Show on Eddie Moran's Southern Valley Shows, joining the org in DeRidder, La. George M. Murphy is in charge of the front and canvas.

Buddy Bernstel's Girl Show, managed by Richard Gordon, which closed with Pioneer Shows recently, is on Interstate Shows. . . . Betty Dean closed after six weeks with the Girl Show on Gem City Shows and is now working at the Palace Club, Monongahela City, Pa. . . . Charlie Wheeler, show announcer, moved to Dallas after working the free acts at Memphis Fair.

Andrew Spheeris, owner of the Magic Empire Shows, is driving a new '51 Cadillac, having traded in his '50 model. His show boasts one of the most attractive front gates of any show.

Olivia and Alex Freedman added to the ante for playing the recent California State Fair, Sacramento, by increasing the \$10,700 flat privilege by \$50. The extra '50 came on the cost list near the end of the fair's run September 30 when Freedman offered a prize of that amount to the agent having the cleanest and flashiest stand. He was aided in the selection of Sam Wexler, the winner, by State fair officials who acted as judges.

Phil Cook and frau visited The Billboard New York offices Thursday (27). A Bob Parker unit manager, Phil reported a highly successful season to date with the World of Mirth Shows. While in the Big Town Phil conferred with Ethel Weinberg, exec secretary of the National Showmen's Association on his standing in pursuit of a gold life membership card. He is well on his way to having signed up the required 50 new members.

Jack Fowler, Trenton, N. J., restaurant op, noted a highly successful week in his first try at running a mammoth semi-permanent eatery at the New Jersey State Fair. World of Mirth Shows' personnel gave the eatery a big play since the org's regular cookhouse operator, Tommy Riggins, has made his customary early closing to operate independent units at annuals.

## PRELL'S BROADWAY SHOWS INC.

**50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR**

**WANT FOR balance of season 6 MORE FAIRS**

Chase City, Va., Oct. 8-13

Hamlet, N. C., Oct. 15-20

Athens, Ga., Oct. 22-27

Columbia, S. C. (Colored Fair), Oct. 29-Nov. 3

Glynn County Agr. Fair Brunswick, Ga., Nov. 5-10

Valdosta, Ga., Nov. 12-17

- COOKHOUSE that will cater to Show Folks.
- CONCESSIONS: All kinds of Hanky Panks, Photo, Novelties, Age and Scales, Eat and Drink Stands.
- SHOWS: Unborn, Snake, Wildlife, Mechanical Shows, all Shows with merit.
- RIDES: Whip, Spitfire, Rocket, Dark Ride, Fun House, Glass House.
- HELP: Caterpillar Foreman. All kinds of Ride Help, semi-drivers preferred. Bring your wives for jobs as Ticket Sellers.

Opens Jan. 21, 1952, Sarasota, Fla. 9 more Fairs to follow until March 29, all in Florida. Those booking now will have preference.

• All kinds of Rides, Shows, Concessions. Wanted: High Class Girl Revue. Also Posing Show. Frank Tezana wants Musicians and Talent for Jig Show.

**All Answer**  
**SAM E. PRELL, Frederick, Maryland**

# BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

**WANTED**

FOR LAWRENCE COUNTY FAIR, MOULTON, ALA. 6 BIG DAYS STARTING OCTOBER 8, AND FOLLOWED BY A CONTINUOUS ROUTE OF BONA FIDE FAIRS UNTIL ARMISTICE DAY

Concessions of all kinds and Hanky Panks that work for stock: Buckets, Six Cats, String Game, Basketball, Fish and Duck Ponds, Short Range, Pan Game and any other concessions. Age-Scales wanted.

SHOWS—Shows with own equipment. Girl Show, Wild Life, Snake, Fat People, Midget, Glass House or any Grind or Bally Show with own transportation.

HELP—First class Front Man for organized Single-O-Show: must know his business. Can place experienced Cotton Candy Operator.

**All Address C. C. GROSCURTH, Vicksburg, Miss.**

**WANTED**

Concessions of all kinds and Hanky Panks that work for stock: Buckets, Six Cats, String Game, Basketball, Fish and Duck Ponds, Short Range, Pan Game and any other concessions. Age-Scales wanted.

SHOWS—Shows with own equipment. Girl Show, Wild Life, Snake, Fat People, Midget, Glass House or any Grind or Bally Show with own transportation.

HELP—First class Front Man for organized Single-O-Show: must know his business. Can place experienced Cotton Candy Operator.

**All Address C. C. GROSCURTH, Vicksburg, Miss.**

# MAGIC EMPIRE

Shows

**WANT**

Hanky Panks of all kinds including BINGO, CANDY FLOSS, PHOTO GALLERY, LEAD GALLERY. No Gypsies or Skillos.

**WANT**

**FOR THE FOLLOWING FAIRS**

HEYWOOD COUNTY COLORED FAIR Brownsville, Tennessee, Oct. 8th to 14th
TRI-COUNTY FAIR Tallahassee, Alabama, Oct. 15th to 20th
SHRINE FAIR Troy, Alabama, Oct. 22nd to 27th
DALE COUNTY FAIR Ozark, Alabama, Oct. 29th to Nov. 3rd (Soldiers' Pay Day)
GENEVA COUNTY FAIR Geneva, Alabama, Nov. 5th to 10th
AMERICAN LEGION FAIR Jay, Florida, Nov. 12th to 17th
FLORALA, ALABAMA, FAIR Nov. 19th to 24th
SAMSON, ALABAMA Nov. 26th to Dec. 1st
ENTERPRISE, ALABAMA (Soldiers' Pay Day; this is a Big One) Dec. 3rd to 8th

**WANT**

**SHOWS**

With own Equipment. Will book for committee money.

---

**RIDE HELP**

Here's Your Winter Work: Foreman for Tilt. Foreman for Fly-plane, Foreman for Merry-Go-Round. Can always use any good reliable help. Come on—out all winter.

---

**RIDES**

Will book any Rides not conflicting with 8 office-owned Rides.

CONTACT: MAGIC EMPIRE SHOWS

EDDIE STEELE, Business Mgr., per route or American Legion Fair, Alamo, Tenn., this week.

## 21 Rides, 15 Shows For Tupelo Midway

TUPELO, Miss., Sept. 29.—Gooding Amusement Company plans to bring in a total of 21 rides for the Mississippi-Alabama Fair and Dairy Show here October 2-6, it was announced this week.

In addition, the midway is expected to boast 15 shows, 9 light towers and a searchlight. James M. Savery is secretary of the annual.

DOLLARS ARE WAITING FOR YOU AT THE

# BIG ONES!!!

WANT

COOKHOUSES GRAB STANDS HANKY PANKS for FAIRS at

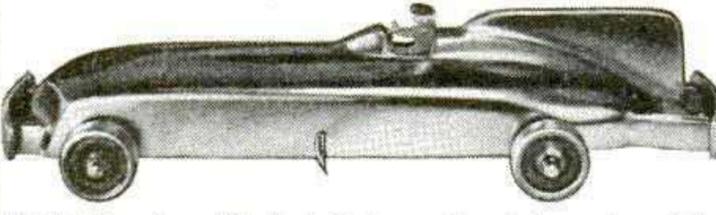
- WINSTON-SALEM
- ANDERSON
- COLUMBIA
- AUGUSTA
- SAVANNAH

All communications to FRANK BERGEN, General Manager

# World of Mirth Shows

The Greensboro (N. C.) Fair this week . . . then as per route.

**EVANS'**  
**Streamlined Thunderbolt Bump Racer**



Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

**WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES**

**H. C. EVANS & CO.** 1556 W. CARROLL AVE., CHICAGO 7, ILL.

**WANTED WANTED WANTED**

**CAN PLACE FOR TWO OF THE BEST FAIRS IN THE SOUTH. CENTER, TEX., FAIR, OCT. 8 TO 13; THEN THE BIG ONE—EUNICE, LA., OCT. 16 TO 21.**

Want Rides: Little Dipper, Boat Ride or any other that does not conflict. Shows: Motor Drome, Illusion or any grind shows with own equipment. Concessions: Custard, Chocolate Dip, Penny Arcade, Diggers, all Merchandise Concessions. Want: Special Agent who can handle details and put up paper; we furnish bill posting truck. Have for sale, Twelve (12) Car Rideee Ride.

EXTRA Now booking Attractions for 1952 Charro Days next week at Brownsville, Texas, and the Battle of Flowers at San Antonio, EXTRA Texas, next April.

All contact Jack Ruback, manager.

**ALAMO EXPOSITION SHOWS**  
Kilgore Hotel, Kilgore, Texas., Oct. 1st to 6th.

**WANT WANT WANT**

**UPSON COUNTY FAIR**  
THOMASTON, GA., WEEK OCTOBER 8-13

Followed by a Route of Class "A" Alabama Fairs Through Armistice Day

Fun House, Glass House. One more high-class show. Will book one more modern Major Ride. Hanky Panks, High Striker, Hats, etc. Address

**JOHNNY T. TINSLEY SHOWS**  
Hogansville, Ga., this week.

**Emanuel County Fair, Swainsboro, Ga., Oct. 8 to 13**  
**Candler County Fair, Metter, Ga., Oct. 15 to 20**

EXHIBITS • PRIZES • PROGRAMS • BANDS • BIG CHILDREN DAYS, ETC.

Will place Concessions of every description, must be legitimate; Science and Skill, Ball Games, outright sales, etc. Will place Train, Little Dipper and Dark Ride at all Fairs until the middle of November. Address:

**JAMES H. DREW SHOWS**  
Lavonia, Georgia, Fair, this week; Swainsboro, Georgia, Oct. 8 to 13, inclusive.

**GRAND AMERICAN SHOWS**

Want for Poplar Bluff, Mo., Oct. 3-13; Pocahontas, Ark., Oct. 15-20; Jonesboro, Ark., Oct. 22-27; Cotton Festivals to follow.

Want Shows with own equipment; will furnish tops. Want Arcade, Photo, Want Cook House, Floss, Age, Scales, Hanky Panks that work for stock. Will stay out thru November. Ride Help who drive semi.

L. O. WEAVER, MGR.

**SAMMY LANE SHOWS**

Want for Cotton Spots—Hanky Panks, High Striker, small Grab, Bingo, Novelties, Diggers, Candy Floss and Apples, Basket Ball, Grind Snows. We stay out until Dec. 1. Winter rates.

Morehouse, Mo., Oct. 4 to 6; Canalou, Mo., Oct. 8 to 13.

**SHOWMEN—FREE ACTS—CONCESSIONAIRES**  
**WINTER AT TAMPA, FLORIDA, THIS WINTER**

SHOW CAPITAL OF THE NATION

Trailer Space, \$10 per month with plenty of room included to set up rigging, build concessions, paint rides or whatever your requirements. Cabins if desired. This is a winter quarters operated by show people for show people. Write, wire, or just come on.

**CAMP NEBRASKA** 10314 Nebraska Ave. (Highway 41)  
Tampa, Fla.

**FLOYD O. KILE SHOWS**  
WANT FOR PITKIN COMMUNITY FAIR, PITKIN, LA., OCT. 8-13

Ball Games, Pitch-to-Win, Fish Pond, Rat Game, Custard, Nickel Roll, Apples, String Game, Hucky Buck, Hoop-La, Blower, etc. Stock Concessions of all kind, come on to Pitkin, will try to place you. Two good Men for Bingo, Second Man for Merry-Go-Round who drives. Out till Xmas. We play Kentwood, La., Colored Fair, Oct. 23-28, and Mamou, La., Armistice Day. Verda, La., Fair now. All replies:

**FLOYD O. KILE, MGR., AS PER ROUTE.**



**67,549 Cash-With-Order**  
**Xmas Buyers ...**  
**Ready and Eager to**  
**Do Business With YOU!**

See Page 70 . . .

**20th Century's Co-Owner**  
**At 36 Is Vet in Business**

● Continued from page 51

their concessions and they prospered.

In 1946 Al and McCrary bought out Anderson. The show they acquired was anything but large, and when they started out in the spring of '47 as the 20th Century it consisted of three shows, four major rides and two kiddie rides. This season, four years later, the 20th Century had 14 major rides, 6 kiddie rides and no fewer than 10 shows under its banner at its biggest fairs.

**Strong Fair Route**

Meanwhile, its route underwent sweeping changes. At the outset, its fair route was weak, but this season's was strong, embracing four fairs which the previous year had been played by railroad shows. Those four fairs were Austin, Minn.; Fargo, N. D.; Huron, S. D., and Spencer, Ia.

Moreover, at three of those four fairs the 20th Century came up with grosses that topped those of a railroad show in 1950.

One of the reasons for the 20th Century's rise is the mild-mannered, hard-working Martin. Physically, Al is the rangy type, powerfully framed and seemingly slow-moving. Unlike not a few show owners, he doesn't give a hoot for personal flash. Usually he can be found with the 5 o'clock shadow on his face, sans tie, with collar open at the neck and his sleeves rolled up, thus giving the impression that single-handed, he had just tugged a piece of heavy equipment into place. And, more than likely, that's precisely what he had been doing.

**Retiring Nature**

By nature, Al is shy almost retiring. But he has a winning sense of humor, and can find humor in the hard knocks that he has encountered on the way up.

Typically, he comes up with stories of incidents in which he was involved that might well have floored some showmen but which only brings out his sense of humor.

Back in prohibition days, he recalls, the show he was with in the South had its lot turned into a shooting gallery by two rival bootleg factions, and by the time the smoke cleared there were nine dead and 10 injured, none of them showfolk. The gun battle was one of the biggest of the prohibition era, but Al, looking back, says, "The only tragedy was that it broke up our night's business."

Once, Al recalls, he and all the personnel of the show he was with were awakened in the wee hours of the morning at Morton, Kan., and told that near-by dikes were

about to break and that within four hours the lot would be under eight feet of water.

**Fights Flood**

Everyone pitched in, Al says, and most of the equipment was moved to high ground while the concession supplies were carried to the fair's grandstand.

Fair execs and show officials quickly obtained a site in a different part of the town, and the fair, complete with temporary bleachers and a show, was opened two days behind its scheduled date.

The loss of the two days didn't trouble Al. Recalling the incident, he chuckles because an older man who stood guard over the concession material piled high in the grandstand remained for two days 'til the water subsided. He had his meals paddled to him.

Al manages to relax in the most trying of situations. And he finds great delight in his son, Leonard, now 16, who is 6 feet 2½ inches tall, and a crack athlete in Ottawa, Kan., where the Martins make their home.

**Delights in Son**

Al has ample reason to take delight in his son, for the boy has not only lettered in basketball, track and football but has been rated one of the best basketball players to come out of his school and is rated one of the best high school cagemen in Kansas. Moreover, his fellow students have picked him to represent the school at Kansas Boys' State.

Modest himself, Al has passed on this modesty to his son, and a warm, almost brother-like relationship exists between the two. During the summer school vacation, Leonard is on the show, working novelties and otherwise assisting his dad. In the winter, Al's biggest pleasure is to watch his son play basketball.

Al's brother, Johnny, is on the 20th Century. He has the floss and candy apples. And Al's wife, the former Velma Brown, a non-pro of Ottawa, also travels with it, serving as office secretary.

Several men long associated with Al and his partner, dating back to their years as concessionaires, are on the show. Included among these old-time associates are Fred Hamilton, head mechanic; Bill Clark, head electrician, and Harry Bauer, painter-carpenter.

Al is a member of the Showmen's League of America, the International Showmen's Association and the Hot Springs Showmen's Club. He also is a Shriner.

**Bloomsburg Red for Reid**

● Continued from page 58

the early days, and attendance was affected. Show was completely set up and viewed by the largest Sunday crowd in the history of the fair. Operation of units, except for eateries, was suspended on that day, however.

At the request of the fair, a number of units were opened on Saturday (23), two days in advance of the scheduled opening, and business was reported good. Units were also operated on Monday.

Officials reported that the midway was ready this year for the first time on Sunday for viewing by the tremendous preview crowds.

**All Space Sold**

Reid reported that all available concession space was sold, without a foot remaining. While some operators reported business down slightly, others who have played the event in the past, reported takes about on par.

Joining the Reid organization here were M. D. Rides, Hazelton, Pa., with five kiddie units; O'Brien's Mechanical City, DeBaul's Circus and Dale Barron with three shows, including two Wild Life units.

Show's presence has been well publicized here with two one-half hour radio programs aired each day from the top of one of the Ferris Wheels.

Reid will close the season here and return to his Vermont home. Tour has been the best enjoyed by the org in some four years, he said, and particularly welcome since it comes on the heels of two rather discouraging years. Current stand marks the unit's first try at territory other than its usual New England-New York routing, and is expected to add considerably to the personnel's holdings.

Earnings have come chiefly from fairs, as expected. However, the still dates were also good with all stands paying off when good weather prevailed.

A few of the units affiliated with the shows will head south for late dates, but most will close out the season here, Reid said.

**American**  
**Carnival Ass'n, Inc.**

— By MAX COHEN —

ROCHESTER, N. Y., Sept. 29.—Arrangements for the 18th annual convention of the association have been completed and the conclave will be held November 26-29 in Hotel Sherman, Chicago.

The meeting, to be held in conjunction with conventions of the International Association of Fairs and Expositions and the National Association of Parks, Pools and Beaches, will follow the pattern of last year when all night sessions were eliminated. The association counsel will get together Monday afternoon, followed by a board of directors' meeting. General membership will meet Tuesday afternoon and if need be, Wednesday and Thursday. Railroad show owners and managers will attend a special confab on Tuesday morning.

America's Finest Show Canvas

**TENTS—SIDESHOW BANNERS**  
**USED CONCESSION TENTS**  
10x16, 10x18, 10x20, in stock for  
**IMMEDIATE DELIVERY**  
Flameproof Material.  
All Excellent Condition.  
Bernie Mendelson—Charles Driver

**O. Henry Tent & Awning Co.**  
4862 N. CLARK ST. CHICAGO 40

**IT'S TIME TO TALK**  
**TURKEY**

And We're Ready With  
**120 Number Wheels...\$30.00 Ea.**  
**180 Number Wheels...\$35.00 Ea.**  
Both types ready for immediate delivery.

Large Push Toys and Dolls now being used at Turkey Raffles and proving to be big winners. We have RAFFLE TICKETS. Singles, Twos, Threes and Fours.  
25% with order, balance C.O.D  
**WRITE FOR OUR COMPLETE CATALOG.**

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**LARGE ASSORTMENT**  
**OF**  
**PLASTER**  
**25 CENTS AT SHOP**

**COSIMINI CO., Cary, N. C.**

**Mimic World Shows**  
**WANT**

For Ringgold Fair, October 8 thru 13

Ferris Wheel, Tilt-a-Whirl, Caterpillar, Kiddie Rides, Pony, etc. Also Corn Game, Cookhouse, Grab, Ball Games, Rat Game, Short Range, Custard Popcorn, Peanut, Photos, Hot Dogs, Snow, Bumper, Novelties, Candy Floss Diggers. Positively no graft. Address:

**L. E. DOYLE**  
Ringgold, La.

**FOR SALE**  
**COMPLETE CARNIVAL**

Merry-Go-Round, #5 El Wheel, Tilt-A-Whirl, Kiddie Airplanes and Train, 7 Semis, Light Towers, Cable, Junction Boxes, complete in every detail. Set up here. Sell all or part. Will sacrifice for quick sale.

**ROGER WARD**  
2116 B Avenue Lawton, Okla.

**WANTED**  
Address of  
**TONY GRANETTI**  
**ELECTRIC MACHINERY CO.**  
2311 Broad St. Chattanooga 8, Tenn.

**WANTED**

RIDES, FREE ACTS, LEGITIMATE CONCESSIONS FOR GLADIOLI FAIR, Delray Beach, Florida, February 18-23 inclusive.

**R. C. LAWSON**

**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.

**LESLIE'S TRAILER**  
**PARTS and ACCESSORIES**

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 4, going south Atlanta, Georgia. Fairfax 2626

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228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**PLASTER**

Load your trucks here for Fairs. Bright colored, heavily tinned plaster. Cash and carry. Large, 30¢; medium, 12¢.

Phone: Gainesville, Georgia, 584-R-20  
Wire or Write  
**FLETCHER SHIRLEY**  
Route #1 Alto, Georgia

**DETROIT'S STILL AT IT! CELEBRATING ITS 250TH ANNIVERSARY!**

This Time It's the EAST SIDE HOME OWNERS' FESTIVAL. 13 Days and Nights—October 9-21, Van Dyke at Davison avenues.

**CAN PLACE CONCESSIONS**

- Photos
- Jewelry
- Crab
- Age & Scale
- Basketball
- Duck Pond
- Air Ball
- Ice Cream
- Ball Games
- Cork Gallery
- Glass Pitch
- Waffles
- Fish Pond
- What Have You?

All Replies by Western Union Now through October 6 Chelsea, Mich., Fair

**W.G. WADE SHOWS**

**RIDE MEN ATTENTION**

If you can really handle Tilt, Wheel and Jenny, and can drive semis (not wreck them) and absolutely don't drink, a good salary is waiting for you. Always use Concession Agents for Stock Stores. Reply Mgr.

**FAIRWAY SHOWS KOPP TRAILER PARK**  
Fairgrounds, Attalla, Ala.

**PALMER SHOWS WANTS**

For the following Fairs: October 8-13, Minton Colored Fair, Dillon, S. C.; October 15-20, Lancaster Colored Fair, Lancaster, S. C.; October 22-27, Rock Hill Colored Fair, Rock Hill, S. C. All Southern Spots thru November. Can place Legitimate Concessions of all kind, open Midway, Frank Johnson wants Agents for Percentage; Woody, come on. Have good proposition for small MINSTREL SHOW. Can furnish top and equipment. Want several Colored Girls for Girl Show. Can place sober Wheel Foreman for balance of season. PALMER SHOWS This week Pilot Mountain, N. C., then as per route. P. S.: Due to disappointment can place BINGO for balance of season.

**RALPH R. MILLER WANTS**

Immediately for Simmsport, Louisiana, and all winter's work: Wheel Foreman and Country Store, Wheel Help, Place Bingo, Cook House, Six Cats, Buckets, Palmistry, exclusives \$25.00 week. All other Concessions \$15.00. Have for sale: No. 5 Eli Wheel complete loaded on Trailer Dodge Tractor, \$3,500.00. Super Rolleplane and Trailer, \$2,000.00. 8,000 lb. Elephant, Chevrolet 47 Tractor, Special Trailer, \$3,500.00. Ralph R. Miller, Simmsport, Louisiana, from Oct. 3 to 14.

**3 LEGITIMATE CONCESSIONS WANTED**

for good indoor location in Chicago. Prefer Hand-Writing Fortune Telling, Dart Game or similar. Stay as long as you want. Straight rental basis. Highly populated section. Start immediately. BOX 472, THE BILLBOARD 188 W. Randolph Chicago 1, Ill.

**Grand American Shows WANTS**

AGENTS FOR GRIND STORES. Pins, Roll-down, Skillos. CAN PLACE SHOWS OF ANY KIND. Opening Poplar Bluff, Mo., Wed., Oct. 3 Will be out until the snow flies. H. N. (FOOTS) REEVES, Mgr.

**PADDLE SMITH'S PITCHMEN'S CASE AND STAND FOR SALE**

Also would like to sell his liniment business. Stewart 3-6159, Chicago. Call after 4.

**WANTED BURDICK'S GREATER SHOWS**

Wheel Foreman, book Grind Shows for committee money, complete frameup for Girl Show Place Concessions, any Major Ride not conflicting, Auto Ride and Train. Place Cook House or Grab. Navasota week Oct. 1-6; Bellville, Tex., Austin County Fair, Oct. 8-13th.

**RIDES FOR SALE**

'47 Spitfire with Trailer, good condition; Sky Fighter and Boat Ride, used three months in park; Chairplane, cheap. M. L. BRODBECK Kinsley Kan.

**Oklahoma City Off Slightly For Royal Am.**

Rides and Shows Dip 8% Under '50 in 1st Six of Eight Days

OKLAHOMA CITY, Sept. 29.—Noticeably tighter spending thru Thursday (27), sixth day of the eight-day Oklahoma State Fair here, caused Royal American Shows' gross to dip about 8 per cent under last year.

The drop in spending was general on the grounds, except for grandstand attractions, tho attendance was up from last year by about 10 per cent.

Inasmuch as 1950 was a whopping year for midway business here, Royal American's take was viewed as good. Fair has two kids' days, Monday (23) for city children and Friday (28) for rural children. First of these yielded a bumper midway throng and the second loomed big, as all of the rural schools closed that day.

Visitors to the midway included Bill Preston, secretary of Missouri State Fair, Sedalia. Mrs. Sam Gordon, wife of the RAS concession manager, planed to Beaumont, Tex., where she had been called by her mother's illness.

**Gooding Takes Match '50 Run At Memphis Fair**

MEMPHIS, Sept. 29.—Gooding Amusement Company, hampered by bad weather in its early days at the Mid-South Fair, picked up momentum this week and thru Thursday (27) was matching grosses earned by last year's railroad show, Hal Eifort, manager, announced.

Girl Show, featuring Denise Darnell, was top winner with the Colored Revue running second. Scooter and Tilt-a-Whirl were the top rides. Arnold Raybuck's two-headed bull unit also was a consistent money winner.

Number of independent concessions here hit a record, according to J. C. Wehrle, fair concession manager, and Dave Fineman, his assistant.

Concessionaires here include John Gallagan, Charles Napolitano, Chuck Magid, Eddie Fisher, Max Tarbas, Johnny Campi, Eddie Gambol, Nate Golden and Benny Gross.

**Drago Amusements Top '50 by 30%**

KOKOMO, Ind., Sept. 29.—Drago Amusements, which have been out since May 12, are in their final stand of the season here on their winter quarters lot after a successful road tour. Owner Drago said that his business on the road this season was 30 per cent higher than last year.

Shows operate with six major rides and three kiddie rides. They used two shows while playing seven Indiana fairs.

**Nat'l Orange Show Again Signs Crafts**

SAN BERNARDINO, Calif., Sept. 29.—Crafts 20 Big Shows, owned and operated by Orville N. Crafts, has been signed to play the midway at the National Orange Show in 1952. The show opens March 6 for 11 days.

Crafts played the event last year and also in 1948. For the 1950 date he combined his three shows, 20 Big, Exposition, and Fiesta.

Signing of the contract at this time marks the first setting of the midway attraction at the Orange Show this far in advance. Deal was set while Crafts was on the lot at the Los Angeles County Fair in Pomona.

**WANTED**

FOR CREAM OF COTTON COUNTRY Popcorn, Bingo, Grab, Lead Gallery, Stock Concessions of all kinds, Agents for Hanky Panks, Ball Game, McCoy wants Agents for Nail Store, Count, Roll Down, Pin Store Ride Help on all Rides, top wages. CENTRAL AMERICAN SHOWS GORDON, ARK.

**Royal Exposition SHOWS**

MIDDLE GEORGIA FAIR, MILLEDGEVILLE, GA., OCT. 8-13  
BULLOCH COUNTY FAIR, STATESBORO, GA., OCT. 15-20  
WAYNESBORO, GA., FAIR, OCT. 22-27

THEN GEORGIA STATE COLORED FAIR, MACON, GA., OCT. 29-NOV. 3  
FINAL AND LAST WEEK OF SEASON, TELHAM, GA., HEART OF TOWN

Can use Tilt-a-Whirl, Caterpillar and Kiddie Automobile Rides—Shows of merit with own outfits—Concessions of all kinds. Contact this week,

J. P. BOLT, ROYAL EXPOSITION SHOWS, LOUISVILLE, GA.

**THE MIGHTY GEM CITY SHOWS**

**WANT FAIRS**

ANNISTON, ALA., FAIR AND INDUSTRIAL EXPOSITION, NEXT WEEK—THE FIRST ONE IN 5 YEARS With Three Others Contracted

SHOWS—Want Shows of all types. Especially want Mechanical City, Animal Show and Glass House. RIDE HELP—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.

Meridian, Miss., this week; Anniston, Ala. (Fair), next week, followed by Alexander City, Ala., Fair, and Covington County Fair, Andulsia, Ala.

THE DIAMOND of the SHOW WORLD



THE BEST IN THE MIDDLE WEST

**TIVOLI EXPOSITION SHOWS CAN PLACE**

Hanky Pank Concessions of all kinds. "Boots" Cutler wants Agents for Pin Store and Grind Stores. Can place Shows of any description except 10-in-1, Side Show and Girl Show. Can place Ride Help on all Rides. Also Agents and General Help on midway. Contact H. V. Petersen, Mgr.

Nashville, Ark. (Fair), this week; Danville, Ark. (Fair), next; then per route.

**VIVONA BROS.' SHOWS AGENTS WANTED**

For Pin Store, Alley, Count Store and Candy Floss. Those joining now given preference at soldiers' pay day at Augusta, Ga. Open every month. Wire or Call

BEN BRAUNSTEIN Vivona Bros.' Shows Union, S. C.; then per route

**AMERICAN MIDWAY SHOWS CAN PLACE FOR FAIRS**

Fun House, Little Dipper, C-Cruise Stock Concessions of all kinds. Address Caldwell, this week; Giddings, Sequin, Waco, Harlingen, Brownsville follows: all Texas.

**WANT AT ONCE**

Merry-Go-Round Man, Glass Pitch, Men with P.C. who can get some money. Also Stock Concessions, etc. Want to buy late model Tilt; have the cash.

BURKHART SHOWS Crawfordville, Ark. this week; Kaiser, Ark., next.

**I. K. WALLACE SHOWS**

Cumberland County Fair, Cumberland, Va., Oct. 9-13. Want Penny and Glass Pitches, Darts, Long and Short Range Galleries. Big Cats, work for stock, Clothes Pin Pitch, Guess Your Age, Milk Bottles or any Legitimate Concessions. Want Ride Help for Chairplane, Ferris Wheel and Kiddie Auto. I. K. Wallace, Powhatan, Va., this week.

**WANTED TO BUY POPCORN TRAILER**

Kindly send picture and location. BOX D-95 BILLBOARD, CINCINNATI 22, OHIO

**WANT CONCESSIONS OF ALL KINDS For WILSON, N. C., and ORANGEBURG, S. C., FAIRS**

WILSON, N. C. Oct. 8-13

ORANGEBURG, S. C. Oct. 15-20

EVERYTHING OPEN EXCEPT BINCO AT BOTH THESE FAIRS. Frozen Custard, Photos, Long Range Gallery, Eating Stands, etc. Hanky Panks of all kinds. Will sell Age and Scales exclusive. All address:

AL WAGNER, c/o CAVALCADE OF AMUSEMENTS ATLANTA, GA., This Week; Then WILSON, N. CAR.

**L. J. HETH SHOWS**

WANT—FOR FOLLOWING FAIRS—WANT MONROE, COVINGTON, CORDELE, DUBLIN (ALL GEORGIA) AND BRUNDIDGE, ALABAMA

CAN PLACE GIRLS FOR GIRL SHOW. WANT RIDE HELP WHO CAN DRIVE SEMI TRAILERS. CONCESSIONS—POPCORN, CANDY APPLES, FRENCH FRIES, ARCADE, DERBY RACER, AGE AND SCALES, OTHER HANKY PANKS.

All Replies: CARROLLTON, GA., Now; MONROE, GA., Next Week.

**FOR SALE D. REX BARNES MONKEYLAND SHOW**

NOTHING LIKE IT ON THE ROAD TODAY This beautiful Show complete in every detail. Interested parties contact me personally for price which will surprise you. Show consists of two 24x36 Tops and Side Wall, one new; one 1946 Ford Van Truck in A-1 shape, rubber A-1; whole show transported on same, 20 of the finest Mixed Monkeys and Wardrobes for same. This show is going to be sold as a whole or piecemeal, as we are quitting the Monkey Show business. If you are interested in the show business, this is a sure enough solid investment, proven by eleven years of booking with the Gooding Amusement Co., Columbus, O. Route: Altmore, Ala., Oct. 1st-6th; Robertsdale, Ala., Oct. 9-13; Quincy, Fla., Oct. 16-20; Port St. Joe, Fla., Oct. 22-27; Tallahassee, Fla., Oct. 29-Nov. 3. One more week following. Mr. Murphy will stay with show until owner has it under control. Show is with the Lee Amusement.

**NEW MERIDIAN FAIR & CATTLE SHOW**

OCTOBER 15-20—MERIDIAN, MISS. Two Children's Days, City Schools close on Tuesday and County on Friday. Free Gate until 5 p.m. every day. Car given away Saturday. Gooding's No 1 Show on the Midway. Ernie Young's State Fair Revue in Grandstand. WANT CONCESSIONS—Hanky Panks, French Fries, Juice and Grab, Foot Long and Pronto Pups. Exclusive open on Ice Cream, Custard and Candy Apples. All reply to

JOHN GALLAGAN Phone and Wires—c/o Fairgrounds, Donaldsonville, La., after Oct. 6. Mail to—918 21st Ave., Meridian, Miss.

Used Everywhere for Over 35 Years

**ROLL TICKETS** 100,000 \$29.00

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

10,000 \$ 9.50  
20,000 11.75  
50,000 18.25

Send Cash With Order. Stock Tickets, \$21.50 per 100,000.

# Flashbacks

## 25 YEARS AGO

Rubin Gruberg, president of Rubin & Cherry Shows, announced he would tour a 20-car winter show following close of the big show at the State Fair of Alabama, Montgomery. . . . Joe S. Scholibo was general press rep on the Morris and Castle Shows. . . . Harry E. Tudor, manager of Thompson's Park, Rockaway Beach, N. Y., sailed from New York for a two weeks' tour to Bermuda. . . . Frank and Maud Cromwell were recuperating from injuries suffered in a 40-foot fall from their rigging while with the Ringling show in New York. Zack Terrell was general manager of the Sells-Floto Circus. . . . Ray Thompson, Billy Konop and Barnum Smiletta joined Sparks Circus. . . . Kelly Farmer, boss canvasman on the Al G. Barnes Circus, joined the Tom Atkinson

show. . . . Charles Piercy, formerly with Lee Bros.' and Heritage Bros.' circuses, joined Gentry Bros.' organization. . . . Cecil B. DeMille used several of the Al G. Barnes lions in his film, "King of Kings." . . . Initiated into the Barnum & Bailey Lodge of the Moose were Philip Herlihy, Melvin Kneibbe, John J. Patterson, B. F. Lowe, C. W. Hall, Alfred Toggler, Harry C. Fleet and Raymond Mullen. . . . Joe Ori, calliope manufacturer, visited Downie Bros.' Circus in Lakewood, N. J., where he was hosted by Manager James Heron. Doc Waddell addressed the Rotary Club at Rogers, Ark. . . . Namy Salih began construction of new fronts for his three shows at New York's Coney Island. . . . Free acts at the Eastern States Exposition, Springfield, Mass., included Haverman's animals;

Asaws' elephants; Riding Reeds; Four Gaertners; Three Melfords; Long Tack Sam and his athletes; Nathol, mystery man; Fred's pigs; Miller La Role and La France, slack wire; Swan Ringen and her diving girls; Peejay Ringens, high dive; Petleys, trampoline; Flying Millers; Rosco Flyers; Lester and Allen; Bill Lorette, clown cop, and Prof. T. H. Flowers, balloon ascensions. Williams and Lee played Forreston, Ill.; Northfield, Minn., and Marshall, Mo. . . . Hugh P. Donnelly was appointed head of the California State Exhibitors Association. . . . Karl L. King, composer and band leader, wrote a new song, "Attaboy," dedicated to Dan V. Moore, manager of the Interstate Fair, Sioux City, Ia. . . . Tom Howard, manager of the Wild West unit on the Brown and Dyer Shows, suffered a fractured ankle when his horse fell on him during his riding act.

Deaths: Darius Alden, midget; Percy Garrow, carnival electrician; John Kelly, circus man; Geraldine Pubilliones, Cuban circus performer; John C. (Spot) Snyder, carnival operator; Charles Theorowicz, acrobat.

## TEN YEARS AGO

Noble C. Fairley was re-signed as business manager of Dee Lang's Famous Shows. . . . Clyde Beatty show was the top money winner on the Johnny J. Jones Exposition midway at the Tennessee State Fair, Nashville. . . . Midway visitors at the Spencer, Ia., fair included Mr. and Mrs. Charles T. Goss, Andrew Hansen, Mr. and Mrs. Call Hansen, H. A. Derenthal, Fred H. Kressmann, Nate Gellman, Bill Grund, Elma Obermark, Charlie Lenz, Ben O. Roodhouse, Jimmy Morrissey, Charlie Utley and John White.

The Crawfords, free act, signed for eight weeks of fairs with Tom's Amusement Company. . . . Colonel Argyle Poindexter closed a successful season as special agent for the World of Pleasure Shows. . . . Zacchini cannon act was the free attraction on the James E. Strates Shows. . . . J. T. Hutchens Modern Museum joined Snapp Greater Shows for several fair dates. . . . Rubin Gruberg, Clark Queer and Elmer O'Rear were visitors on the Cetlin & Wilson midway at Chester, Pa. . . . E. E. (Ernie) Farrow Jr. took a week-end off from school in Murray, Ky., to visit his father's show at Jackson, Tenn. . . . Jack Ruback and Brownie Miller, of Llamo Exposition Shows, were speakers at the businessmen's luncheon in Dodge City, Kan.

Talent line-up at Frank Wirth's Wilmington, Del., circus included Flying Meteors, trapeze; Great Arturo, high wire; Noval Troupe, perch; Alf Loyal's dogs; Dobas Family, teeterboard; Welby Cook and his pony; Emerald Sisters, acro; Harry Ritzley, clown, and Don Tranger, emcee. . . . Ernie Young was awarded contract for the St. Louis Police Circus. . . . Noble Hamiter, of the Polack Show, was mauled by a cat, necessitating 23 stitches in his arm. . . . Cole Bros.' Circus visitors included Ken and Bertha Maynard, Rex Allen; Dave, Bessie and Edith Costello, and Joe Siegrist.

Ernest W. Baker was named secretary-manager of the Missouri State Fair, Sedalia, succeeding Charles W. Green. . . . Harold F. DePue, secretary of the North Montana State Fair, Great Falls, was appointed general manager of the Grand National Livestock Exposition, San Francisco. . . . Nat Rodgers was named planning commissioner at Playland Park, Houston. . . . George Hanneford Family played the Leamington, Ont., fair, and Tom and Betty Waters were at the Salem, O., Apple Festival. . . . Mrs. Bertha Melville and Nate Miller booked their attractions at Playland Park, Houston, for the winter. . . . Taylor Brothers, aerial, and Daisy, high diving dog, were free acts at the Blackstone, Va., fair.

Deaths: Anna Goudron, trapeze performer; Roman Debes, park operator; James (Jimmie) DuBois, circus man; Lewis (Doc) Hurley, outdoor showman; Jess M. Shoat, minstrel show manager; Clarence Smiley, concessionaire.

# Carnival Routes

Continued from page 52

- B. & H. Am. Co.: (Fair) Salley, S. C.; (Fair) Orangeburg 8-13.
- Big Four Am.: Leachville, Ark.; (Fair) Wardell, Mo., 8-13.
- Big State: Crossett, Ark.
- Blue Grass: Vicksburg, Miss.; Moulton, Ala., 8-13.
- Bluff City: Gideon, Mo.; (Fair) Hornersville 8-13.
- Borderland: Sinton, Tex.
- Brewer's United: Houston, Tex.; Branham 8-13.
- Buck, O. C.: (Fair) Danbury, Conn.
- Burke, Harry: (Fair) Amite, La.
- Burkhart: Crawfordville, Ark.; Kelsor 8-13.
- Capital City: (Fair) Eastman, Ga.; (Fair) Montezuma 8-13.
- Cavalcade of Amusements: (Fair) Atlanta, Ga.; Wilson, N. C., 8-13.
- Central American: Gurdon, Ark.
- Central Am. Co.: (Fair) Jackson, N. C.; (Fair) Pembroke 8-13.
- Cetlin & Wilson: (Fair) Richmond, Va.; (Fair) Spartanburg, S. C., 8-13.
- Chanos, Jimmie: New Carlisle, O.
- Cherokee Am. Co.: Moran, Kan., 2-3; Fredonia 5-6; Broken Arrow, Okla., 12-13.
- Coleman Bros.: Middletown, Conn.
- Coleman, C.: Port Barre, La.; Alexandria 8-13.
- Coney Island: Dallas, Ga.; Macon 8-13.
- Crafts Expo.: (Fair) Fresno, Calif., 5-14.
- Crafts Fiesta: Corona, Calif., 2-7.
- Cumberland Valley: (Fair) Dalton, Ga.; (Fair) Summerville 8-13.
- Dickson, H. B.: Colbert, Okla.
- Dixie Midway: Bailey, N. C.
- Drago: Kokomo, Ind.
- Drew, James H.: (Fair) Lavonia, Ga.; (Fair) Swainsboro 8-13.
- Dudley, D. S.: Lamesa, Tex.
- Dumont: (Fair) Littleton, N. C.
- Dyer's Greater: Tunica, Miss.; Marianna, Ark., 8-13.
- Dyer's Lotta Hooy: (Ball Park) Helena, Ark.
- Eddie's Expo.: Jackson, N. C.
- Evans United: Lincoln, Mo.
- Ferris, Carl D.: (Fair) Chester, S. C.; (Fair) Roanoke Rapids, N. C., 8-13.
- Fidler's United: Dardanelle, Ark.
- Flaming, Mad Cody: (Fair) McDonough, Ga.
- Franklin, Don: (Fair) Rosenberg, Tex.; (Fair) Angleton 8-13.
- Gem City: (Fair) Meridian, Miss.; (Fair) Anniston, Ala., 8-13.
- Gentsch, J. A.: McComb, Miss.
- Georgia Am. Co.: (Fair) Springfield, Ga.; Monticello 8-13.
- Gladstone Expo.: Philadelphia, Miss.
- Gold Medal: Cherokee, N. C.
- Gooding Am. Co., No. 1: (Fair) Loudonville, O.
- Gooding Am. Co., No. 2: Newton Falls, O.
- Gooding Am. Co., No. 3: Mitchell, Ind.
- Gooding Am. Co., No. 4: Utica, O.
- Gooding Am. Co., No. 5: Cincinnati, O.
- Gooding American Expo.: (Fair) Georgetown, O.
- Gooding Greater: (Int'l Dairy Expo.) Indianapolis, Ind.
- Gooding Park Attrs.: (Fair) Tupelo, Miss.
- Grand American: Poplar Bluff, Mo., 3-13.
- Great Lakes: Scott's Hill, Tenn., 3-6; Water Valley, Miss., 9-13.
- Greater Dixieland: (Fair) Winfield, La.; (Fair) Mansfield 8-12.
- Greater Midway: Bailey, N. C.; Dillon, S. C., 8-13.
- Groves Greater: (Fair) Marksville, La.; (Fair) Ruston 8-13.
- Hames, Bill: Lubbock, Tex.
- Hammond, Bob: (Fair) Huntsville, Tex.
- Hannum, Morris: New Holland, Pa.
- Happy Attrs.: (Fair) Coshocton, O.
- Harrison Greater: Pinetops, N. C.; (Fair) Smithfield 8-13.
- Heller's Acme: Clayton, N. C.; Farmville 8-13.
- Heller's, George: Gobler, Mo.
- Hennes (A. C. of A.): (State Fair) Birmingham, Ala.
- Heth, L. J.: (Fair) Carrollton, Ga.; (Fair) Monroe 8-13.
- Hiawatha: West Alexander, O.
- Hill's Greater: (Fair) Pecos, Tex.
- Hottle, Buff: (Fair) Donaldsonville, La.
- Howard Bros.: (Fair) Ottawa, O.; Quaker City 9-13.
- Inland: Bernie, Mo.
- Interstate: Canton, Ga.; Hartwell 8-13.
- Johnny's United: (Colored Fair) Athens, Ala.; (Fair) Scottsboro 8-13.
- Jollytime: Lewiston, N. C.
- Keystone Expo.: Kershaw, S. C.
- Klie, Floyd O.: (Fair) Verda, La.; (Fair) Pitkin 9-13.
- Lane, Leo: Hinesville, Ga.; Blackshear 8-13.
- Lane, Sammy: Morehouse, Mo., 4-6.
- Lawrence Greater: Greenville, N. C.; Petersburg, Va., 8-13.
- Lee Am.: Atmore, Ala.; Robertsdale 8-13.
- Lone Star Shows: Mount Olive, N. C.
- Magic Empire: Alamo, Tenn.; (Colored Fair) Brownsville 8-13.
- Manning, Ross: (Fair) Lexington, N. C.; Nashville 8-13.
- Marion Greater: (Fair) Shelby, N. C.; (Fair) York, S. C., 8-13.
- Marks, John H.: (Fair) Fayetteville, N. C.; (Fair) South Boston, Va., 8-13.
- Merry Midway: Trezevant, Tenn.
- Midway of Mirth: Marvel, Ark.
- Mighty Hammontree: (Fair) Cedartown, Ga.
- Mighty Hoosier State: Aurora, Ind., 4-8.
- Migrothy, Curly: North Carrollton, Miss.
- Miller, Ralph E.: Simmesport, La., 6-14.
- Mimic World: Ringgold, La., 8-13.
- Moore's Southwestern: (Fair) Harrisburg, Ark.; Seary 8-13.
- Nessler: Cardwell, Mo.
- Oklahoma Expo.: Sulphur, Okla.
- Orange Bowl: Newton, Ga.
- Page Bros.: (Fair) Savannah, Tenn.
- Page Bros., No. 2: Trenton, Tenn.; Humboldt 8-13.
- Palmer: Pilot Mountain, N. C.; (Fair) Dillon, S. C., 8-13.
- Palmetto Expo.: Elmore, S. C.; Moncks Corner 8-13.
- Pan-American: San Bernardino, Calif., 3-7; North Long Beach 10-14.
- Peck Am. Co.: (Fair) Waynesboro, Miss.; Charleston 8-13.
- Pee Dee: (Fair) King, N. C.
- Penn Premier: (Fair) Henderson, N. C.; (Fair) Lancaster, S. C., 8-13.
- Playtime: (Fair) Fryeburg, Me.
- Powelson Greater: Cardington, O.; Columbus 8-13.
- Prell's Broadway: (Fair) Frederick, Md.
- Rockwell: (Fair) Boise City, Okla.
- Royal American: (State Fair) Little Rock, Ark.; (State Fair) Jackson, Miss., 8-13.
- Royal Crown: (Fair) Muskogee, Okla.
- Royal Expo.: (Fair) Louisville, Ga.; (Fair) Milledgeville 8-13.
- Royal Midwest: Vanceburg, Ky., 3-6.
- Royal United: Waterloo, Ia.; season closes.
- Schafer's Just for Fun: (Fair) Longview, Tex.
- Siebrand Bros.: Albuquerque, N. M.
- Smith, George Clyde: (Fair) Rocky Mount, Va.; (Colored Fair) Henderson, N. C., 8-13.
- Snapp Greater: Haynesville, La.
- Southern Superior: Augusta, Ga.
- Starlight: LaGrange, Tex.
- Stephens, C. A.: (Fair) Sparta, Ga.
- Strates, James E.: (Fair) Charlotte, N. C.; (Fair) Rock Hill, S. C., 8-13.
- Sunset Am. Co.: Excelsior Springs, Mo.
- Sunshine: Fitzgerald, Ga.; Macon 8-13.
- Tassel, Barney: Brookneal, Va.
- Thomas Joyland: Elkins, W. Va.
- Tidwell, T. J.: Haskell, Tex.; Snyder 8-13.
- Tinsley, Johnny T.: (Fair) Hogansville, Ga.; (Fair) Thomaston 8-13.

# ECLIPSES 1950

## Mighty Hoosier Averages 40% Higher Grosses

FRANKLIN, Ind., Sept. 29.—Mighty Hoosier State Shows, owned and managed by Bill Geren, has experienced thumping grosses this year. Geren, whose organization is playing here this week, places the increases in his gross over last year at 40 per cent.

Shows have been out since April 3 and will remain out until October 13, with the closing set for Greensburg, Ind., where it has its winter quarters.

Unit went out this season with four new rides, Merry-Go-Round, Ferris Wheel, Caterpillar and a Renssalaer Miniature Train. It carries a total of 10 rides, has 8 light towers which had been fabricated in winter quarters, and 2 GMC Diesel power plants.

Geren has experienced no help problems. He points out that he has been paying high salaries, and thus has been able to get and keep top-notch people. His shows reflect good care, all of the equipment being well painted and there being an abundance of light.

Thirty-two concession units have been with the shows since their opening this spring, but at some dates booked-on units have raised the total to 70 at some spots.

At fairs, Geren uses four shows. For still dates he carried two, Frank Betz's Funhouse and Harold Weatherbee's Gal Show, both of which remained on for the fairs.

## Paramount Fireworks Registers Big Year

TULSA, Okla., Sept. 29.—Paramount Fireworks Company of this city has been registering a big year, according to Owner Fred Herrin Jr. Since July 20, the organization has supplied successive fair dates thru Kansas, Nebraska and Oklahoma, and has contracts for the Arkansas Livestock Show, Little Rock, and the Oklahoma Free State Fair, Muskogee, coming up.

Ira Curry, general manager of the Houston Fair, visited Herrin recently during the Tulsa fair and contracted for fireworks at the Houston event.

## From the Lots

### American Eagle

EUPORA, Miss., Sept. 29.—Business in Illinois was good for rides and shows; concessions did fair. This is our third time here in less than 12 months. Manager Arnett's mother is on for a visit. The writer has nine stands for Glenn Hockett. Mr. and Mrs. Mack Hodges have returned with three stands. Org has lost but one night due to rain in last 16 weeks. F. S. Stirk has joined with two stands.—WILLIAM X. RENO.

### Peck Amusements

NEWTON, Miss., Sept. 29.—Org had fair crowds at Winona, Miss., week of September 17, under auspices of the high school band. Friday night was lost to rain. Saturday was a good day. Bill Lites joined here with coke bottles. J. A. Gentsch and Whitie Stewart returned from an Arkansas trip.—FAY CURTIS.

- Tivoli Expo.: (Fair) Nashville, Ark.; (Fair) Danville 8-13.
- Turner Bros.: Charleston, Mo.; (Fair) Kenneth 8-13.
- 20th Century: Caruthersville, Mo.; (Fair) Minden, La., 10-13.
- United Expo.: Corsicana, Tex.
- United States Shows: Greenville, S. C.; Winnsboro, S. C., 8-13.
- Victory Expo.: Sweetwater, Tex.
- Virginia Greater: (Fair) New Bern, N. C.; (Fair) Louisville 8-13.
- Vivona Bros.: (Fair) Union, S. C.
- Wallace Bros.: (Fair) Yazoo City, Miss.
- Wallace Bros.: (Fair) Simcoe, Ont., Can.
- Wallace & Murray: (Fair) Eatonton, Ga.
- Washita Valley: Colbert, Okla.
- West Coast: San Francisco, Calif., 4-14.
- Wilson Famous: Astoria, Ill., 4-6.
- Wilson Greater: Casa Grande, Ariz.; Colidge 9-14.
- Woolf Am.: (Fair) Easley, S. C.; (Fair) Seneca 8-13.

## LONE STAR SHOWS

WANT WANT WANT

CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK. POSITIVELY NO FLATS OR GYPSIES.

CAN PLACE GLASS HOUSE, MOTORDROME, FUN HOUSE, TEN-IN-ONE AND MONKEY SHOW.

WANT FIRST AND SECOND MEN FOR MERRY-GO-ROUND, FERRIS WHEEL, TILT AND ROLL-O-PLANE. MAN AND WIFE TO TAKE OVER KIDDIE RIDE.

THIS SHOW OUT ALL WINTER. PLAYING CHOICE SPOTS IN FLORIDA.

**LONE STAR SHOWS**  
Mt. Olive, N. C., this week; then per route.  
**J. R. McSpadden, Mgr. Bill Porter, Bus. Mgr.**



## UNITED STATES SHOWS

WANT

Photos, Jewelry, P. C. Tables and Pan Game, Guess Your Age and Weight. Animal Show, Wild Life, Monkey Show or any Grind Show, Snake Show.

This week, Greenville, S. C.; next week, first show in four years, Fairfield County Fair, Winnsboro, S. C.

## WANT for HALIFAX NORTHAMPTON FAIR

ROANOKE RAPIDS, NORTH CAROLINA, October 8 to 13 Inclusive

Demonstrators, Jewelry, Novelties, Hats, Grandstand Privilege. Just completed new exhibition building. Few choice locations for legitimate Concessions.

**DICK GILSDORF, General Manager**  
Roanoke Rapids, N. C.

## KINGSTON, OHIO, FALL FESTIVAL

Main Streets  
OCTOBER 3-4-5-6

CONCESSIONS WANTED—Floss, Pop Corn, Photos, Lead Gallery and Hanky Panks.  
**Fred Nolan, Mexahala Park, South Zanesville, Ohio**  
Phones 2-8252 and 2-7671

## CONEY ISLAND SHOWS

Want for MIDDLE GEORGIA COLORED FAIR, Macon, Ga., Week of Oct. 8, and Four Other Fairs to Follow. Out All Winter.

Shows and Concessions of all kinds. Want Performers and Musicians for Minstrel Show, Monkey Show, Good Ride Help on all Rides. Want Electrician.  
THIS WEEK, PAULDING COUNTY FAIR, DALLAS, GA.

## FIDLER'S UNITED SHOWS

WANT FOR ENGLAND, ARK., ANNUAL FESTIVAL, ON THE STREETS, ONE WEEK STARTING OCTOBER 15.

Hanky Panks of all kinds. Cookhouse, Candy Floss. Can place Shows with own equipment, especially want Side Show, Snake Show and Athletic Show. Need Tilt-a-Whirl and Wheel Foremen now, must drive semis. (Bob Evans, contact me.)  
Address: **SAM FIDLER, Mgr., Dardanelle, Ark., this week**

## MIDWAY OF MIRTH SHOWS

CAN PLACE CAN PLACE

For Marvel, Ark., Fair, Oct. 8-13; Manila, Ark., Fair, Oct. 15-20; Osceola, Ark., Fair, Oct. 22-27. The three big ones in Arkansas.

Want Concessions of all kinds. Can also place Shows. No Girl Shows. Address: **MARVEL, ARK., THIS WEEK; THEN PER ROUTE.**



**THE GREYSTONE HOTEL**  
20th St. & Collins Ave.  
MIAMI BEACH

IN THE HEART OF THE BEACH  
Private Facilities  
Beach, Pool, Solarium Overlooking the Ocean. All Rooms Nicely Furnished. Every Room With Private Bath.

—Informal—  
A Sincere and Cordial Welcome from Your Old Friend and Showman  
**MAX GOODMAN**  
Owner-Manager  
Write now for information.

**FOR SALE**

15 Car 35x70 Portable Lusse Scooter, ten new cars this year, \$15,000.00 cash. No deals. Transportation if wanted. Can be seen in operation, care Gooding Amusement Co., fairgrounds, Tupelo, Miss., this week; Columbus, Ga., week Oct. 8th. Also have Motordrome for sale. Address **MANAGER, SCOOTER** Per route.

**FOR SALE**

Motordrome with two Trailers and one Tractor or will trade for Kiddie Rides or major Ride. Now operating at Dallas, Ga., Fair, this week; Macon, Ga., week of Oct. 8.

**CONEY ISLAND SHOWS**

**FOR SALE**

Brand new 1951 Chevrolet Suburban. Four-speed transmission. Heavy tires. Green in color. Never driven. Save \$250.00 from regular price.

**JOHNNY CANOLE**

Canole Buick, Monessen, Pa. Phone: Monessen, Pa., 937 or Altoona, Pa., 9347.

**WANT—WANT**

Ride Men. Wheel and Merry-Go-Round Foremen. Want Hunky Panks of all kinds. Grab, Balloon Darts, Ball Games, Lead Gallery, Cork Gallery, Coke Bottles, Fish Pond, Glass Pitch, Photo Floss, Hoop-La, Pitch-Till-U-Win or any other. **Brewer's United Shows** Circus lot, Houston, Texas; followed by Brenham Colored Fair; El Campo, Tex., Colored Fair; Pattison, Tex., Colored Fair.

**WANT GIRLS**

For all winter's work. Eight Fairs. Ticket if I know you. Heller Acme Shows Clayton, N. C.

**RITA RAYE**

**Club Activities**

**Showmen's League of America**

170 West Washington Street CHICAGO, Sept. 29.—Nominating committee met Monday (24) and a complete report of its slate will be announced at an early meeting.

Secretary Joe Streibich returned from a visit with J. P. (Jimmy) Sullivan on Wallace Bros.' midway at Leamington, Ont.

Applications for membership to be presented at the first meeting of the season include those of J. H. Richardson, Peter Miller, Jerry Bonder, Fred Di Tullio, E. B. Brettingham, Richard May, Nicholas Lezetc, Charles S. Steiner Jr., Doyle O'Kelley, Joe R. Kemper, William Martin, Jo Banick, Harry Moore, Robert C. Hicks, William B. Jacobs, Murray Adelman and Oliver J. Russell.

Dues are coming in nicely and the ways and means committee drive is getting good results. Clifford H. Darling writes that he has been released from the hospital after his leg operation.

Callers included Mel Harris, Charles Zemater, W. T. Collins, Silent O'Brien, William Kaplan, Elmer Byrnes, Petey Pivor, Ed Sopenar, Nieman Eisman, Morris A. Haft, President Lou Keller, George W. Johnson and Jimmy Stanton. Vice-President S. T. Jessop is in every few days to watch the progress of the club-room alterations.

**Missouri Show Women's Club**

415A Chestnut St., St. Louis

ST. LOUIS, Sept. 29.—Preparations are being made to open the clubrooms in mid-October.

President Estelle Regan and Jeanette Hart, first vice-president, and Verna Schantz, secretary, worked hard this past summer, getting new members and collecting dues.

Teresa Sidenberg visited the Mound City Shows and Verna Schantz, Sally Prevost, Elsie Wear, Mrs. Art Julliania, Mrs. John Lance and Ida McCoy all seem to have the same thoughts of the pleasant times ahead this winter in the clubrooms.

Arlene Sidenberg and Mary Russo, two of our younger members, were in New York 10 days for the American Legion convention. They are members of the Missouri State Championship All-Girl Drum and Fife Corps.

Teresa Sidenberg was with Eddie Campbell and Clara Campbell all summer. She planned to close for the season at Harden, Ill.

Nora Dgydnia, Ellen Robinson and Virginia Von Brehrens, all club members, were on the radio during the fair at Bowling Green, Mo.

**Lone Star Show Women's Club of Texas**

3105 Forest Ave., Dallas

DALLAS, Sept. 29.—Meeting of September 24 was the first one this fall. Millie Cpak, president; Martha Moss, secretary, and Pearl Vaught, treasurer, conducted the meeting. The benefit show which Ray Marsh Brydon is putting on for us will be October 17. Members are urged to get donation books in at once as the drawing is at that time.

Hattie Longchart reported for the sick committee. Lucille Delaport was improving after a lung operation. She is still in the hospital. Fred (Pop) Clark is at home and improving rapidly after an operation. Ralph Lowe has returned to Amarillo, Tex., after his trip to New York to consult specialists about his heart condition. He is much improved.

Margaret Pugh gave a stork shower September 25 for Mrs. Jackie Ray Lindsey. Marie Obluck prepared the entertainment. Joe Murphy and staff are preparing for the fair with concessions. Glad to welcome home for the winter, members Percy and Alynne Morency, Bob and Betty Harris, Daisy Parr, Blanche and Harold Inlish, Evelyn and Pat Templeton.

**Caravans, Inc**

P. O. Box 1902, Chicago

CHICAGO, Sept. 29.—First autumn meeting, September 25, was well attended, with President Claire Sopenar presiding. Also on the rostrum were P. P. Lucille Hirschen, who pro temed as first vice-president; Lillian Lawrence, second vice-president; Veronica Potenza, third vice-president; Irene Coffey, financial secretary, and Wanda Derpa, treasurer. Invocation was given by Anna Jane Bunting.

Correspondence was read from Anna Jane Bunting, Ann Graebert, Pearl McGlynn, Mrs. Pat O'Brien, Jeanette Wall and Showmen's League of America. Thank-you cards for kindnesses during their bereavements came from Christine C. Hackler, Hattie Hoyt, Edna Stenson, Midge Cohen and the Marie Wilson family. Members still on sick list are Marge Fries, Josephine Glickman and Ann Graebert.

Helen Hoffmeyer was congratulated as a great grandmother. The new offspring is Bobby Laney, whose parents are Mr. and Mrs. James Schiefer, of Elmwood, Calif. Pat Seery, who collected donations for the Bond Club in the absence of Jo Glickman, thanked members for cards received during her illness. Anna Jane Bunting extended greetings from the Missouri Show Women's Club and its president, Estelle Regan. Marianna Pope's son, Skippy, celebrated his ninth birthday last Saturday. Helen Wettour has left for a vacation in Florida, not California, as reported last week. Evening award went to Isabel Brantman. Refreshments were furnished by Claire Sopenar and Veronica Potenza.

**CRAFTS 20 BIG SHOWS**

NOW BOOKING CONCESSIONS FOR

**FRESNO DISTRICT FAIR**

and

**ARIZONA STATE FAIR (Phoenix)**

**CRAFTS 20 BIG SHOWS**

7263 BELLAIRE ST.

NORTH HOLLYWOOD, CALIF.

PHONE SUNSET 2-3131



AMERICA'S MOST PROGRESSIVE CARNIVAL

WANT FOR PETERSBURG, VA., WHERE YOU CATCH A 30,000

**SOLDIERS' PAY ROLL**

Eating and Drinking Stands and Hunky Panks of all kinds; Candy Floss, Snow Balls, Custard and Six-Cats. Everything open.

**CONCESSIONS**

**SHOWS**

**HELP**

**RIDES**

Wild Life, Mechanical City and Motordrome or any Grind Show with own outfit.

WANT WHEEL AND ROLL-O-PLANE FOREMEN. Can always use useful ride and show help.

Can use Dark Ride and Little Dipper.

All replies to LAWRENCE GREATER SHOWS, Greenville, N. C., this week



"HONESTY IS OUR POLICY"

Wanted for JACKSON COUNTY FAIR, Scottsboro, Ala., October 8-13

COTTON IS THE BEST IT'S BEEN IN YEARS

Concessions—Cotton Candy, Snow Cones, Popcorn, Candy Apples, Grab, Photos, Long and Short-Range Gallery, Hit and Miss, Cat Rack, Milk Bottles. Only one Ball Game on show now. Want Coke Bottle, Buckets, Pan Game and Color Block. Hunky Panks of all kinds. Especially interested in Penny Arcade. Book one more Ride for this date; prefer Spitfire, Dark Ride or Cat. Shawn Crawford wants general Side Show Help, Fire Eater, Pin Cushion, Half and Half for Annex.

Place one more Girl Show with own equipment. Hedy Jo Starr, wire. Motordrome, Wild Life.

Reply JOHN PORTEMONT, Athens, Ala., this week

**SUNSHINE SHOWS**

FAIRS FAIRS FAIRS

Booked until holidays in Georgia and Florida

2 units. No "X" on these shows.

JOIN NOW FOR MONEY SPOTS—ALL FAIRS AND CELEBRATIONS

FITZGERALD, GA., Oct. 1-6

HILLIARD, FLA., Oct. 25-27

MACON, GA., Oct. 8-13

WAUCHULA, FLA., Nov. 12-17

PLANT CITY, FLA., Nov. 15-17

Have other good spots not listed. Can use Concessions, Cookhouse, Custard and Novelties. Want Jig Show and others. Rides: Especially want Little Dipper and Scooter. Permanent spot in Tampa for winter. Need good Promoter, banners, tickets and program. Want good Ride Help.

Answers to Fitzgerald, Ga., this week.

Permanent address: 2105 E. Chelsea St., Tampa, Florida.

FAIR COMMITTEES, contact us for Florida and Georgia.

**UNITED EXPOSITION SHOWS**

WANT

WANT

Complete Side Show, Athletic Shows. Ride Help that drive, come on; will place you. Will book a few more Hunky Panks.

Elephant Man to work gentle elephant. All winter's work. Must stay sober. (Frank Liggett, wire.)

Can place the above for Corsicana Fair, followed by Orange, Liberty and Houston Shrine Circus. 3 more Shrine Circuses pending. All wire C. A. VERNON, Mgr., per route

**CARL D. FERRIS SHOWS**

Concessions of all kinds open. Midway, Side Show, Jig Show or any Grind Show. Chester, S. C.; Roanoke Rapids, N. C.; Bishopville, S. C.; with four more to follow. All wires

CARL D. FERRIS, Chester, S. C.

**FOR SALE—TEN RIDES AND EQUIPMENT—FOR SALE**

Two Merry-Go-Rounds, 32 and 40 ft with organs, real Miniature Steam Train complete, two G-12 M-T Trains—Diesel type; two large Chairplanes, two Kid Auto Rides, one Airplane Ride; one large aluminum Concession Trailer with Grills, Refrigeration, Hot Water, Living Quarters—factory built; Power Plant and Motors, Portable Pop Corn Stand, Sound Truck, Fencing, Power Cable and 10 and 12 pound Rail, Manley Popcorn Machine, three Trucks, 15 Amusement Machines, Miscellaneous Equipment galore for operation of two Parks in West Michigan. Money maker, books open for your inspection. Owner retiring. Operate where is or move. W. HOFFMAN, Edgewater Motel, Phone 32488, Muskegon, Mich.

**GREAT LAKES SHOWS**

WANT CONCESSIONS OF ALL KINDS

Cook House catering to show people, Pop Corn, Apples, Photos, Ball Games, Fish Pond, Darts, American Palmtree, Hunky Panks. Come on, will place you; reasonable privilege. Want SHOWS—Animal, Girl, Minstrel. Small percentage. Want Ride Help who drive semis.

Scotts Hill, Tenn., Oct. 3 to 6; Water Valley, Miss., Oct. 9 to 13, where the cotton is good.

**GREATER MIDWAY SHOWS**

Can place for Dillon County Fair, Dillon, S. C., Oct. 8 to 13, with five big ones to follow; then south for all winter's work.

Few more Stock Concessions that work for stock, any Ride that doesn't conflict. What have you? Shows with own outfit that don't conflict. For Sale: Chairplane and Truck, both in fine shape, cheap. All address:

FRANK DICKERSON

Bailey, N. C., this week; Dillon, S. C., next.

**RACKING UP TWO MORE BIG ONES THIS WEEK, THE DANBURY FAIR, DANBURY, CONN.**

THANKS, Oscar Buck and the New Bern, N. C., Fair and Marine pay day. THANKS, Rocco Masucci.

**JEANNE AND DALE BARRON**

THANKS, AGAIN, KING REID

for our sensational gross at Bloomsburg.

GIRLS—Come on in, we will place you between the two Shows.

**BARNEY TASSELL UNIT SHOWS**

WANT FOR YANCEYVILLE, N. C., TOBACCO FESTIVAL, WEEK OF OCT. 8

RIDES OF ALL KINDS. SHOWS OF MERIT.

CONCESSIONS OF ALL KINDS; NO GRIFT.

DON'T LET SIZE OF TOWN FOOL YOU.

P.S.—INDEPENDENT RIDE OWNERS, NOTICE—GET WISE TO YOURSELVES. JOIN THAT BIG, LITTLE SHOW.

Write or wire BARNEY TASSELL UNIT SHOWS

This week, Brookneal, Va.

**HELLER'S ACME SHOWS**

FARMVILLE, N. C., LEGION FAIR, Oct. 8-13; BEAUFORT COUNTY AGRICULTURE FAIR, WASHINGTON, N. C., Oct. 15-20; CARTERET COUNTY FAIR, BEAUFORT, N. C., Oct. 22-27. Four More Fairs to Follow; then Florida.

WANT Shows and Concessions of all kinds. Custard and Eating Stands. Can always use good Ride Men.

Address HARRY HELLER, Gen. Mgr.

CLAYTON, N. C., THIS WEEK; then as per route.

**B. & H. AMUSEMENT CO.**

WANTS FOR ORANGEBURG COUNTY COLORED FAIR, Orangeburg, S. C., Oct. 8 thru 13 With Six More Fairs to Follow

CONCESSIONS all open except Custard, Rotaries can work. Hunky Panks of all kinds, especially want Pan Game. RIDES: We carry nine, can use Spitfire. SHOWS: What have you? Especially want Minstrel Show. Anna Lee King, are you coming? Congo, come on. Free Act: Jimmie "High Pole" Shaffer, contact.

B. & H. AMUSEMENT CO., Salley, S. C., all this week. W. E. Hobbs, Mgr. Earl Miller, Bus. Mgr.

**JOLLYTIME SHOWS**

WANT

For Lewiston, N. C., Peanut and Tobacco Festival and ten more weeks to follow. Hunky Panks of all kind. Want Cook House, Pitch-Till-You-Win, Slum Spindle, Ball Games, Six Cats, Buckets, Age and Weight, Cork Gallery. Cook House, come right on. Custard, French Fries. All replies to

W. R. WES PRICE

Lewiston, N. C., this week; then as per route.

**LEO LANE SHOWS**

Want Ride Men on Wheel, Merry-Go-Round and Tilt. Must drive. Will place Bingo, Custard, Short Range Gallery and Hunky Panks of all kinds. Want clean Shows.

All address LEO LANE SHOWS

Hinesville, Ga., this week; Blackshear, Ga., next week; then Homerville, Ga., Fair.

## INTERSTATE SHOWS

### WANT FOR HART COUNTY FAIR, HARTWELL, GA.

OCT. 8-13

#### Five More Fairs To Follow

SHOWS: Want Manager with People for Side Show. Will furnish 20x120 ft. top with 120 ft. banner line. Will book one more Girl Show, must have not less than three Girls, P.A. Set. Will furnish new 20x40 ft. top with panel front, or will book one with own equipment. Can book Wild Life, Fun House, Glass House, Penny Arcade, or any worthwhile Grind Shows. Want Musicians and Chorus Girl for first class Colored Minstrel. Top salary paid. RIDE HELP: Want Foreman for Merry-Go-Round, Twin Ferris Wheel, Chairplane. Second Men on all Rides. CONCESSIONS: All Concessions open, no exclusive. Good opening for Long Range Gallery, Short Range Gallery, High Striker, Jewelry, Hanky Panks of all kinds. All Eating and Drinking Stands open. Will book one or two Mitt Camps. All replies to:

**H. B. ROSEN**  
CHEROKEE COUNTY FAIR, CANTON, GA.

## CENTRAL AMUSEMENT CO.

### WANTS FOR ROBESON COUNTY FAIR

PEMBROKE, N. C., WEEK OCT. 8-13, 10 MORE FAIRS TO FOLLOW

Want Motordrome. Can place Hanky Panks of all kinds. No flatties, no gypsies. Want Agents for Office Concessions. Want Shows with or without own outfits. Can place one more Flat Ride not conflicting. Want one more Free Act. Want Girls for Girl Show. Salaries no object. Want Minstrel Show People. All replies to

#### SHERMAN HUSTED

Jackson, N. C., this week; then Pembroke, N. C., Oct. 8-13, then as per route.

## FOR SALE

### CASH—F.O.B. EXCELSIOR SPRINGS, MO.—CASH

No. 5 Eli Ferris Wheel, \$3500.00; GE 60-inch Searchlight and Generator with plenty of carbon, extra parts and extra complete nose and head, excellent shape, \$1000.00; 5 Downey Light Towers, \$1000.00; one C-Cruise Ride, good condition, \$6500.00. Contact Excelsior Springs, Mo., until Friday, October 5; after that Box 468, Danville, Ill.

#### SUNSET AMUSEMENT CO.

## VANCE COUNTY COLORED FAIR

HENDERSON, N. C., Week October 8th

WANTED—Ball Games, Fish and Duck Pond. All Concessions open except Bingo and Custard. WANT—Snake Show, Illusion, Minstrel Show, Geek Show. WANT—Pony Ride, Truck and Tractor Drivers, Hanky Pank Agents, General Ride Help. All replies to

#### GEORGE CLYDE SMITH SHOWS

Fairgrounds, Rockymount, Va., this week; Fairgrounds, Henderson, N. C., next week.

## HARRISON GREATER SHOWS

Want for the Great Johnson County Fair, Smithfield, N. C., Oct. 8-13; plenty of soldiers in heart of tobacco belt.

Want Concessions of all kinds. Everything open. All kinds of Eating and Drinking Stands open. Popcorn, Candy Apples, French Fries, Floss, Photos, Glass Pitches, Age and Scale. Due to disappointment will book Bingo for balance of season. Want at once to join on wire, Electrician who can handle plants and transformer. Will book No. 5 Wheel for Dual for balance of season. Also set of Kiddie Rides. Want Rolloplane and Octopus Foreman. Will book any worthwhile Grind Show with or without outfits. Liberal percentage. Want A-1 Mechanic with own tools. Also Carpenter for all winter's work. All mails and wires to

FRANK HARRISON, Pinetops, N. C., this week; then Smithfield, N. C.

## PAGE BROS.' SHOWS, NO. 2

Want for four more County Fairs, then out all winter in Mississippi. Can place Cookhouse or Grab, Louie Hall, answer, Popcorn, apples, Sno-Cone, French Fries, Fish and Duck Ponds, Long and Short Lead Galleries, Cork, Balloon Darts, String, Coke Bottle, Heart and Block Pitch-Till-U-Wins, all kind Ball Games, Penny Pitch, Country Store and Slum Spindles, Bumper, Bowling Alley, Age and Weight, Jewelry, Bingo, any and all kind Legitimate Concessions come on, one of a kind, Buckets, Swinger, Six Cat and Nail, no flats or gypsies. Can place Shows of all kind with own equipment. Girl (Don Marconi, answer), Snake, Monkey, Geek, Animal, Sideshow, Arcade or any Grind Show not conflicting, small Merry-Go-Round, Train, Live Pony or any Rides not conflicting, Electrician, Lot Man, Sound Car, Advance Man. All must have Concessions. All salaries, percentages and privileges are at live and let live prices. Jeff Kiser, call me. Harry Lamon, call. Trenton, this week; Humboldt, next, then Sardis. All Tenn. E. A. "HOPPY" CHAPMAN, Mgr.

## ALABAMA AMUSEMENT CO.

### Out All Winter

Want Ride Foremen for Ferris Wheel and Roll-O-Plane. Following people get in touch: Blackie Woodward, Al Glover. Get in touch with Boddin here. Want Concessions; Harold Killinger, can place your Class Pitch and Grab. Also want Hi-Striker, Add-Em-Up Darts, Cork Gallery, Penny Pitch, Pitch-Till-U-Win and Hoop-La. Want Man and Wife to take over Popcorn Concession. Also experienced Help for Long Range Gallery. Join on wire.

All replies MANAGER, ALABAMA AMUSEMENT CO., Evergreen, Ala., this week.

## WANTED

CONCESSIONS—Glass Pitch, Diggers, any other Hanky Panks. SHOWS—Will book Animal, Illusion, Mechanical.

Get with a show playing in the money spots.

#### PECK AMUSEMENTS

Waynesboro, Miss., this week; Charleston, October 8-14.

## PALMETTO EXPOSITION SHOWS

Can place Concessions of all kinds, Hi-Striker, Short or Long Range Gallery, Heart Pitch, Clothes Pins, Six Cats, Custard and French Fries, Pan Games, Cigarette Pitch or any other Legitimate Concession. Especially want Agents for Buckets and Swinger Ball. Good proposition for balance of season. Also can use Glass Store Agents. Can place Shows with own outfits. Need Second Men on Wheel and Roll-O-Plane. Elloree, S. C., this week; followed by Colored Achievement Week and Exhibit, Moncks Corner, S. C., Oct. 8-13; Colleton Fair, Smoaks, S. C., Oct. 15-20; Sardis Community Fair, Sardis, Ga., Oct. 22-27. All replies to

MILTON N. MCNEACE, Elloree, S. C., this week; then per route.

### STOCK TICKETS

One Roll ..... \$ 1.50  
Five Rolls ..... 4.50  
Ten Rolls ..... 6.50  
Fifty Rolls ..... 22.00  
100 Rolls ..... 43.00  
ROLLS 2,000 EACH  
Double Coupons  
Double Prices  
No C.O.D. Orders  
Size: Single Tkt., 1x2

It's pretty hard to tell about prosperity. When the hog is fattest it goes to the butcher.

## TICKETS

of every description

### THE TOLEDO TICKET COMPANY

114-116 Erie St.  
Toledo (Ticket City) 2, Ohio

### SPECIAL PRINTED

Cash With Order Prices:  
2,000 ..... \$ 4.90  
4,000 ..... 7.80  
6,000 ..... 8.70  
8,000 ..... 9.60  
10,000 ..... 10.50  
30,000 ..... 15.50  
50,000 ..... 20.50  
100,000 ..... 33.00  
500,000 ..... 133.00  
1,000,000 ..... 258.00  
Roll or Machine Double/Coupons Double/Price

## Lone Ranger Sparks NY Rodeo

Continued from page 50

tions as the comedy dog act, Excess Baggage, and Capt. William Heyer on the incomparable Starless Night. Their inclusion strikes an incongruous note, but their performance is excellent despite inept musical accompaniment for Heyer and his horse and rodeo setting notwithstanding.

#### 70G Prizes

Standard, rodeo-type features include trick roping with Jim Eskew Jr. and Rex Rossi; trick riders Norma Shoulders, Mitzie Riley and Edith Happy, and the Valkyries and their Flying White Horses. Latter is a spectacular demonstration of horsemanship with one of the girls riding four horses abreast, Roman style, and taking them over a hurdle.

Ineffectual finale is provided by the Marvin Hoover Family, a three-member acro group in a bucking Ford which does just that and little else, except for a loud detonation when exiting.

About 200 cow hands are vying for some \$70,000 in prizes, plus entry fees, in five competitive events scheduled for each of the 43 performances. Events are bareback bronk riding, calf roping, saddle bronk riding, steer wrestling and wild brahma bull riding.

#### Fresh Stock

Stock was fresh on opening night and anxious, except for one saddle bronk, which slouched from the chutes and then stood flat-footed and motionless until after the 10-second horn. No contestant succeeded in hanging on the wild brahma bull for more than a couple of seconds.

Bull-riding event was the most thrilling as usual. Clowns George Mills and Jimmy Schumacher are aided this year by Bobby Clark, a daring buffoon who baits the bulls while literally standing under their noses.

Featured in the Horseback Quadrille, led by Everett Colborn and Audrey Logan, were Charlie Ben Bradberry and Fay Kirkwood; Nolan Fincher and Kathleen Johnston, Dan Taylor and Norma Shoulders, Lanham Riley and Mitzie Riley, Leon Sultenfuss and Berva Dawn Sorensen, Harry Tompkins and Jo Decker,

Henry Sultenfuss and Jeanne Fodshall and Alvin Gordon and Barbara Hallquist.

#### Exec Lineup

Show officials are Gen. John Reed Kilpatrick, president; Bernard F. Gimbel, chairman; Ned Irish, executive vice-president; Everett E. Colborn, managing director; Frank Moore, manager; Fred Alvord, arena secretary; Cappy Lane, C. L. Crovat and Charlie M. Ertz, timers; Alvin Gordon, chute boss; Joe Welch, Eddie Curtis and Bill McQuire, judges; Pete Logan, announcer, and Charley Ben Bradberry, bucking horse foreman.

## Crafts' Pomona Dip

Continued from page 58

doubted the take would be one-third of the run.

Operation of wheels was ruled out from the start. At first, darts were tried, with the tivoli board replacing it. When the civic authorities ruled that out, dime pitches, dart numbered board, dart wheel and coke bottle pitch were put into action. At the middle of the week, pans were readied in the event it became necessary to switch for the seventh time.

Cat racks and race horse derbies continued to operate.

Cecchini went all out to diversify his stands this year. One introduced here was the flower stand with special globes of growing plants being made up specially for the engagement.

For this date, Crafts used 30 towers. His equipment included two Ferris Wheels on the main midway and one in the Kiddieland. A second kiddie area was operated this year for the first time.

At the close of this date, 20 Big Shows moves to Fresno for the nine-day Fresno District Fair. Exposition plays Yuba City and Fiesta is featured at Ridgcrest with dates following in Covina, El Segundo and probably Escondido. The units will be combined again in November for the Arizona State Fair in Phoenix.

## Johnny's United

Continued from page 58

secretary-treasurer; Marilyn Portmont, secretary; Jimmy Bush, advance agent; Harley Devine, electrician; Frank Hamill, mechanic, and Mrs. Marie Hamill, agent for The Billboard.

Ride line-up: Merry-Go-Round, Tom Morgan and Verlin Cox; Ferris Wheel, Jim Gulley; Octopus, Bob Leedy and Steve Czinki; Chairplane, Ray Gulley; Rollo-whirl, David Gulley; Miniature Train, Kiddie Autos and Kiddie Airplanes, Robert Holman and Wesley Cox.

A new Tilt-a-Whirl is on order for spring delivery.

## Packs for Arenas

Continued from page 55

equilibrists; Three Alcantarus, eccentric acrobats; Four Laray Sisters, cloud swings; Myriam France, single trap; Edith Klonova, iron jaw; LaPaloma, single trap; Wallyetty Sisters, aerial anchor; Arriola Family, trampoline-casting; Rietta Wallenda, sway pole; Sonny Moore's Roustabouts, dogs; the Four Malkos and Four Harolds, flying return; the Myrons, ladder and perch balancing; Will H. Hill's Elephants; the Cressonians, teetherboard; Los Adrianas, juggling; the Seven Brannocks, teeterboard; Red Ryder and the Buckeye Four; the Six Carlos and the Five Grotefents, (Wallenda) high wire; Gaudschmidt Brothers, comedy skit; Spectacular Clerans, aerial hand voltige; the Loyal-Repensky Family with Giustino Loyal, bareback; and Aida, Star in the Moon, high act.

Clowns will include Jack Harrison, Al Stoops, Jo-Jo Lewis, Paul Rasche, Jackie LeClair, Hal Griffin, Charles Ed Lewis, Billy O'Dell, Frank Cain, Bill Bentledge and Jack Klippel.

Show will be staged under Pack's supervision and with the assistance of Bill Nelson and Jack A. Leontini. John Van Pelt of St. Louis has charge of publicity. Jack Cervone again will have the band and Bob White will be announcer. Charles Jones will be in charge of rigging and props.

## Under the Marquee

Continued from page 54

being his 15th season there. During the season he visited Hunt Bros., Campa Bros., Mills Bros. and King Bros.' circuses.

Robert D. Good, fan and former trouper of Allentown, Pa., visited with Terrell Jacobs, Edward Keck and Starr DeBelle on the Strates Shows; Serge and Claude Valois and J. D. (Great DeMarlo) Morrow, former Ringling troupers, and Jim Eichert, now with the Lone Ranger and once with Cy Compton on Ringling. Good advises that Morrow had six horses racing at the Allentown fair and that Eichert was en route to the Madison Square Garden Rodeo.

Ben Davenport's Campa Bros.' Circus is framed to operate without a press agent or 24-hour man. . . . All of the paper for Wallace & Clark Circus features the show's hippo, Goliath. . . . Bill White, of Sheridan, Wyo., is clowning on Stevens Bros.' Circus. . . . Arden Beecher, clown, moved from the Beatty show to Mills Bros. . . . Hagan-Wallace matinee at Monroe, Ga., was delayed by a downpour.

Mr. and Mrs. A. Morton Smith and Betty Ward, all of the Gainesville Community Circus, and Arthur (Bum) Henry, of Gainesville caught Hagen Bros.' Circus in Fort (19) and visited the Hartleys. . . . Personnel of the Gainesville Community Circus were set to attend Ringling-Barnum circus at Dallas Saturday (29). The group catches the show annually. . . . Sonia Truzzi has returned to Sarasota from the King show.

Rogers Bros.' advance is using a motoin picture of the show to assist in contracting auspices. . . . Hagan-Wallace Circus ticket department is staffed entirely by women. . . . Cole Bros.' elephants have been booked for the Frank Wirth date at Sioux City, Ia., next week. . . . A. B. Fox, of the Charleston Navy yard, caught King Bros.' Circus at Charleston and visited with Steve Fanning, King bull boss, about their season with Frank and Russell Hall's Vanderburg Bros.' Circus of 1934.

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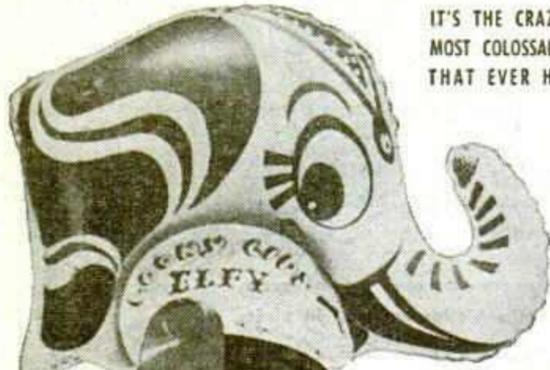
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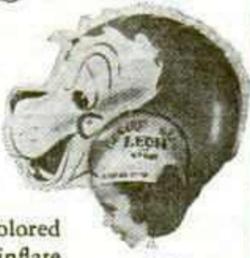
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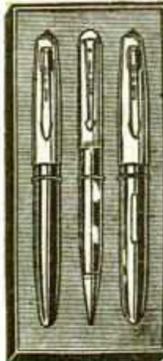
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**BARGAINS—USED 16MM. SOUND SUB-** jects, Panorams, Shorts, Comedies, Features, Specialties; hundreds of titles; free list. Gaines, 5105-B Mulford, Skokie, Ill. oc13

**FOR SALE—300 FEET, 7 FT. KHAKI SIDE** Wall, good condition, \$175. Beach Skateland, Box 1422, St. Augustine, Fla. oc6

**FOR SALE—50 FT. ROUND TOP, 30 FT.** middle, with 10 ft. wall; 12x16 top, 4 length of S high Seats, Wire Walking Dog and Rigging Pair Red Foxes. Orde Arnold, Box 125, Logansport, Ind. oc13

**KIDDIES' STREET CAR — NEW; WILL** paint car any color; capacity, 20 kiddies; bargain. Cooper, P.O. Box 6, Compton, Calif. oc13

**PENNY PITCH, \$30; P.A. SYSTEM, NEEDS** minor repairs, \$30; 8x12 Tent, \$25; Mug Joint cheap. Write Roach, 223 Spillman, Rolla, Mo. oc13

**SHOOTING GALLERY—15 SHELL LOAD-** ing Tubes, 75¢ dozen; \$6 100; must send deposit on c.o.d. orders. H. B. Sherbahn, Wayne, Neb. oc13

**TESTED KIDDIE PLANS—KIDDIE CARROU-** sel, \$5; Flying Horses, \$5; Aluminum Horse Pattern, \$50. Illusions; Doll House, \$3; 4 Escapes, \$5; Sawing Woman, \$3; all 3, \$10; free catalog. Brill, Box 875, Peoria, Ill. oc13

**WANTED—TRUMPET, TENOR, DRUMMER.** Work limited territory; home each night; salary, Hank Winder, 8333 Cass St., Omaha, Neb. oc27

**16MM. SOUND PROJECTORS—NEW LOT** factory rebuilt Bell & Howell, Ampro and Victor, \$150; Holmes 35MM. Mazda or Arc, new condition. Russell Schlecht, 1840 Morse Ave., Chicago, Ill. oc20

### INSTRUCTIONS BOOKS & CARTOONS

**ENTERTAIN WITH TRICK CHALK STUNTS** and Rag Pictures that glow in the dark; catalog 25¢. Balda Art Service, Oshkosh, Wis. oc13

### MAGICAL APPARATUS

**A BRAND NEW #23 CATALOG — MIND-** reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog. Buyer's Guide, both 50¢; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. no10

**MR. Z. COMPLETE ONE MAN MIND-** Reading Act; no equipment, no skill, no peeks, no one ahead, no confederates, \$5. Sterling Magic Co., Royal Oak, Mich. oc27

**SUB-MINIATURE RADIOPHONE FOR** Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 South High, Columbus, O. no10

**VENTRILOQUAL FIGURES — PUNCH,** Marionettes; made to your order; illustrated catalog, 25¢. Frank Marshall, 192 N. Clark St., Chicago 1, Ill. np

### MISCELLANEOUS

**"BELLY TANKS," \$9.95; STEEL; SIX** foot, 55 pounds, or ten foot, 115 pounds; free picture. Buck's Auto Parts, Merced, Calif. oc27

**WANTED — CASH IN ON YOUR DIS-** carded Marquee Lights; dark red glass, full color Caps or Hoods for S/L Lamp. Buck X-Graph Co., 8709 Xograph Ave. St. Louis 21, Mo. oc20

### MUSICAL INSTRUMENTS, ACCESSORIES

**FOR SALE—USED LESLIE VIBRATONES,** Hammond B-40 Speakers and Glenntones. Midwest, 5355 Madison, Chicago 44, Ill. oc13

**FOR SALE — USED EPIPHONE, B-5,** blonde bass, with case, stand, Kay bow, nearly new, \$300 complete. Don Henley, 724 Sherwood Dr., Webster Groves 19, Mo. oc27

### PERSONALS

**MAINTAIN A PERMANENT ADDRESS IN** an industrial location; mail forwarded; errands run; people and firms located for you; references, efficient. Henry H. Varner, 8 South Summit St., Akron 8, O. oc27

**MAKE YOUR OWN JEWELRY—KIT IN-** cluding settings and black fire opals, \$1. Our Lady's Gift Shop, Box 171, Dept. B 9, Andover, N. J. oc27

**SEND FOR MY FREE BOOK, "HOW TO** Get the Better Things of Life." We may change your life in a few weeks! Thought Force Health and Success Association. Write to Hancil Cordrey, Route 3, Box 168, Dept. A., Escondido, Calif. oc27

### PHOTO SUPPLIES DEVELOPING-PRINTING

**CARNIVAL PHOTOGRAPHERS—WE HAVE** full stocks Eastman DP Papers, Chemicals, mountings for all sizes; catalog of famous Chickasaw Cameras mailed. Memphis Photo Supply Co., Memphis 1, Tenn. oc6

**COMIC FOREGROUNDS, BACKGROUNDS,** DP Paper, Chemicals, Mounts; Photo Novelties; new and used DP Cameras. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. oc20

**COMPLETE SUPPLIES—D.P. OPERATORS** Direct and Eastman Paper; prompt service. Lone Star Photo Co., 2405 Elm St., Dallas, Tex. oc13

**DIRECT POSITIVE PHOTOGRAPHERS—** We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoors and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1930. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc27

**DIRECT POSITIVE PHOTOGRAPHERS —** Catering for over 38 years to one minute and direct positive photos; write for prices. Benson Dry Plate & Camera Co., Inc., 166 Bowery, N.Y.C. oc6

**LOW COST PHOTOMOUNTS—PRICES PER** 100 3x3, \$2.25; 3x4 and 3x5, \$3; 5x7, \$4.60; 8x10, \$10.50; free samples. Penn Photomounts, 335 Woodland, Glenolden, Pa. no10

**PHOTO BOOTH OUTFITS CHEAP—ALL** sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave. Chicago, Ill. oc27

**THE EASTMAN IMPROVED TYPE DIRECT** Positive Paper available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. oc27

### PRINTING

**FINE PRINTING AT THRIFTY PRICES—** Letterheads, Envelopes, Statements, Cards, etc.; sample and prices free. Mercury Press, Box 69B, Marengo, Iowa. oc13

**QUALITY PRINTING AT LOWEST COST.** Booklets, catalogs, publications, circulars, stationery; free price list. Adams Printing, 30 W. Washington, Chicago 2, Ill. np

**REPRESENTATIVES FOR SALE OF FINE** Embossed Seals; flat and special gummed labels; quality products; designed for your customer's individual needs. KCS Co., 606 E. Clybourn St., Milwaukee 2, Wis. oc20

**SAVE ON BUSINESS CARDS WITH DIS-** tinctive appeal; classy simulated engraving; five lines black, two red, only \$5.95 thousand postpaid; free samples. Heavener's, Colmar 4, Pa. oc13

**SMART SHOWMEN USE EMBOSSED BUSI-** ness cards; 1,000, \$4; guaranteed satisfaction; free sample. Lewisco, 4932 North Eighth St., Philadelphia 20, Pa. oc27

**WINDOW CARDS—14x22 AND 11x14. THE** Bell Press, Winton, Penna. oc20

**\$1 POSTPAID—50 8 1/2x11 HAMMERMILL** Letterheads and 50 Whitewore 6 1/2x Envelopes; quality printing. Benneville Printing Service, Box 1931, Pittsburgh 30, Pa. oc13

**100 LETTER HEADS AND 100 6 1/2 EN-** velopes, Hammermill Bond, five lines copy, \$2.25 postpaid. Dickover Printing-Lithographing, 5233 Cleveland, Kansas City 4, Mo. oc13

### SALESMEN WANTED

**ADV. NOVELTY FITS OVER TELEPHONE** dial; fast seller, liberal comm., free samples. Acme Mfg. 67 F Chelmsford St., Boston 22, Mass. oc13

**HIGH LUSTER SHINE IN JIFFIE TIME.** One polish for all color shoes; send 25¢ for samples; some territories open. Jiffie Products Co., 43701 Romeo Plank Road, Mount Clemens, Mich. oc13

**MAKE MONEY WITH FAMOUS EASY-** selling Bostonian Shirts; spare time, full time, sideline; fabrics, outfit free. Bostonian, 89 Bickford, Dept. G-77, Boston 30, Mass. np

### SCENERY & BANNERS

**NIEMAN CARNIVAL, CIRCUS BANNERS—** The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. oc13

### TATTOOING SUPPLIES

**A-1 TATTOOING MACHINES, DESIGNS,** Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. no17

**COMPLETE PROFESSIONAL TATTOOING** outfits with 15 lesson course on tattooing; supplies; illustrated information free. Mitt Zeis, 728 Lesley, Rockford, Ill. oc27

**GENUINE #12 NEEDLES—SHARP, \$2.75** thousand; send payment plus 25¢ postage, packing bill. Sheinhaus, 1589 Ocean Ave., Brooklyn 30, N. Y. np

### WANTED TO BUY

**GROETCHEN IMPS, BAKER KICKER AND** Catcher, Heavy Hitters and Close-Out Punchboards. Stewart Sales Co., 2120 S. State St., Salt Lake City, Utah. oc13

**SPOT CASH FOR 32 FOOT MERRY-GO-** Round and Eli Wheel; positively no junk wanted. Write James Farrington, Canton, Me. oc13

## Simulated PEARLS

DOZ. \$1.50  
1 STRAND ..... \$1.50  
2 STRAND ..... 3.00  
3 STRAND ..... 4.50  
DROP EARRINGS (Ass'd.).... 2.00

25% Deposit, Balance C. O. D.  
**ELVEE MANUFACTURING CO.**  
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**HERE IT IS!**  
The Greatest Assortment of Top Value FASHION EARRINGS (carded) AND SCATTER PINS (boxed)  
that you ever handled. Only the finest plating, stones and craftsmanship in every piece to retail at 59¢.  
**\$45.00** (Minimum order 2 gross)  
Retail stores, fair grounds, XMAS Sales naturals that will really move. Proven sellers all over the country.  
Ask about our equally wonderful line of bracelets, necklaces, and combination sets.  
25% deposit—money order or cash—balance C.O.D.  
**GERRY'S CREATIONS** 311 Fifth Ave. New York, N. Y.

**"NEED A SALES STIMULATOR?"**  
Try FAN BLADES—the best buy for the money. They open the door to profitable repeat business for you, and lead to MORE sales of other items, too. You'll be grateful for the tip!  
  
**FAN BLADE CO.** 32 Green St., Newark 2, N. J.

**No. 195 CRYSTAL HURRICANE LAMP**  
\$1.30 ea.  
\$15.00 per doz.  
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. D. Phone: MOntroo 6-9520  
In Business in Chicago for 35 Years

**FASTEST SELLING LINE OF MEN'S TIE:**  
IN U. S. A.  
Fast profits with our large selection of ties. Can't be beat for quality and latest styles. Order samples and see how quickly they sell. Send your order today.  
\$7.20 SAMPLE \$1.00  
DOZ. 10.50 TIE 1.25  
14.40 1.50  
Sent Postpaid. Lower prices in quantity. SEND FOR FREE CATALOG #320  
**EDEL MFG. CO.**  
15 W. 26 St New York 10, N. Y.

**MIDGET BIBLE**  
Big Profit from a Little Item  
New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp (1 1/2" x 1 1/2"). Yet clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Price 90¢ doz., \$6.78 per 100. F. O. B. Detroit; add postage.  
C.O.D. or cash. Special low jobbers & quantity prices. Send for WHOLESALE CATALOG of 1000 novelties. **JOHNSON SMITH & CO.,** Detroit 7, Mich. (Publishers of 150 Low Priced Paper Covered Books on Magic, Hypnotism, Hobbies, Girls, Etc., Etc.)

**50 BALL POINT PENS IMPRINTED WITH YOUR NAME OR AD \$5.00**  
100 for \$9.50, 250 for \$23.50, 500 for \$46.25. Money Back Guarantee. 25% with order, balance C.O.D.  
**IDEAL M.O. SERVICE, Dept. BB**  
1133 Broadway New York 10, N. Y.

**TIES** Direct from Manufacturer. Largest Assortment of Latest Patterns.  
**SEE STORES AND DIRECT**  
\$6.50 Doz. 3 Doz., \$18. FAST \$1 SELLER. YOU MAKE \$6.00 PER DOZEN.  
Special Price on Gross Lot Orders. OTHER ITEMS—FREE CATALOG.  
**EMPIRE CRAVATS** 648 Broadway New York 12, N. Y.

### 'SELL' sational

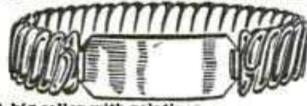
COLORFUL BALL PENS

Unbelievably Priced

Irresistible sellers at their low price. In an assortment of lively metallic colors, they'll give months of writing pleasure. There are handsome profits for you, too.

**\$9.00 Gross**

Beautiful IDENTIFICATION Expansion BRACELETS



A big seller with relatives, friends and sweethearts of boys in the armed forces. Well constructed with a highly polished Chrome finish. Perfect for the Xmas gift season.

**\$6.50 Doz.**

Quality WINDPROOF LIGHTERS

Compare in looks and performance to much more expensive lighters. Sturdily constructed in heavy nickel plate, with collapsible windproof shield. Big holiday sellers. Write for complete novelty price list. 25% with order, balance C.O.D.

**\$10.80 Doz.**

**BENGOR Products**  
18 W. 23rd St. New York 10, N. Y.

### 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

LEAD TRUMPET, STRING BASS, TROMBONE, Lead Alto, doubling tenor; semi-name Midwest commercial band; state previous bands, etc. Box #CH-141, Billboard, Chicago. oc13

MUSICIANS—ALL INSTRUMENTS, consistent work; Southern name orchestra, weekly guarantee. Box 2323, Richmond, Va. oc6

MUSICIANS WANTED—ALL CHAIR WILLING to travel; selected work; one-nighters and location. Paul Moorhead Agency, Inc., 777 Ins. Bldg., Omaha, Neb. oc27

NEED PIANO MAN—HOTEL BAND; SALARY \$85. Write Orchestra Leader, Broadwater Beach Hotel, Biloxi, Miss. Tenor men also write.

PERSONABLE GIRL SINGER — PREFERABLY with Southern accent, for comedy group; also Musicians, any instruments, for novelty band. Box 124, Columbus 16, O. oc13

SINGERS—TALENTED, VERSATILE. Under 30; also good pianist arranger to create unusual quartet; train evenings till June; future unlimited. Box 471, Billboard, Chicago. oc13

TRUMPET AND TENOR (PREFERABLY doubling alto) Men; steady year round location, good commercial band, not micky; 3 1/2 hours a night, six nights; \$70 minimum, tax paid; join immediately; others write. Tommy Durden, Walker Hotel, Odessa, Tex. oc13

TWO MALE TUMBLERS, WORK WITH GIRL acrobat-dancer; give full background experience. Stevens, 1407 W. Jarvis, Chicago 26, Ill. oc13

WANTED — MALE SINGER FOR WESTERN Swing Band; must play solid dance rhythm guitar; prefer double fiddle; year round job. Florida State Barn Dance, 4414 W. Crest St., Tampa, Fla. 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

AGENTS & MANAGERS

BOOKER — AMATEUR BENEFIT SHOWS; civic, fraternal organizations; wants to connect with top-notch producing outfit, commission basis; have good leads, contacts. Frank Reall, 4627 Manordene Rd., Baltimore 29, Md. oc27

CIRCUS & CARNIVAL

AT LIBERTY—A-1 BLACK, KNOWN ACTS; old school; good top man; no lush; reference, Ray Zarlinton, ducaet, yes. Address Box 187, St. Albans, W. Va. oc27

PAMAHASIKAS FAMED BIRDS, ALSO the Society Circus Dogs, Pony, Monkeys. Geo. E. Roberts, Circus Manager, Pamahasikas Studio, 3504 N. 8th St., Philadelphia 40, Pa. Tel. Sagmore 2-5536. oc27

PALMIST—AGE 25, MYSTERIOUSLY BEAUTIFUL in a gypsy way; do half and half; desires position with carnival. Phone 9535. Rose Davis, Avelia, Pa. oc27

MISCELLANEOUS

BOOK BOB TOMLINSON — ONE MAN Vaudeville Show; juggler, ventriloquist, magician, rope twirler, accordionist; for all occasions. 162 North State, Chicago, Ill. Tel. Dearborn 2-2734. de22

MUSICIANS

EXPERIENCED GIRL TRUMPETER—GOOD tone, range, reading, take off, cut shows; have own car. Lu Rhinehart, Seneca Falls, N. Y. oc27

LEAD TENOR, CLAR.—SOCIETY TONE, conception; play second flute; fully experienced, age 29. Box C-462, The Billboard, Cincinnati 22, O. oc27

ORGANIST AND PIANIST, NOW PLAYING; at liberty after Oct. 1, '51; have own organ, union. Box #C-458, c/o Billboard, Cincinnati, O. oc27

ORGANIST—OWN HAMMOND; FEMALE, union; available now; reliable; any location. Write Organist, 128 W. Court St., Flint, Mich. oc27

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc20

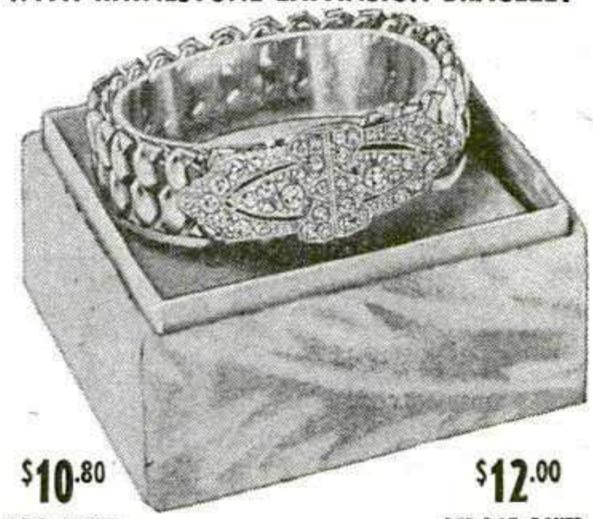
"ENGAGE" CHARLES LA CROIX, High-class outstanding Trapeze Act. Available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana. oc27

3 FEARLESS STARS—WORLD'S HIGHEST contortion trapeze act; 1 man, 2 girls; available for Southern fairs and carnivals. Contact Jerry D. Martin, Billboard office, Cincinnati, O. oc27

### E-X-P-A-N-D

#### YOUR PROFITS

WITH RHINESTONE EXPANSION BRACELET

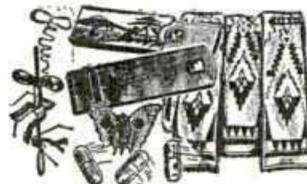


**\$10.80 PER DOZ.**

**\$12.00 PER DOZ. BOXED**

The greatest profit maker anyone can offer. It's the newest sensation on the market . . . a real hot, sure-fire money-making item. Every woman wants one of the genuine rhinestone expansion bracelets at Sterling's inflation-defeating price. Available in 4 styles . . . \$10.80 per doz, bulk . . . \$12.00 per doz, boxed in gorgeous, rich velvet package that conveniently opens for display. BE WISE—ECONOMIZE . . . BUY NOW!! While prices are low. It's money in your pocket. State your business. 25% deposit . . . balance C.O.D. 4 samples . . . \$5.00. Free catalog on request.

**STERLING JEWELERS**  
44 E. LONG STREET COLUMBUS 15, OHIO



MA9718—High Flying Metal Propeller Gross . . . . . \$ .80

MA2324—Two-Tone Metal Whistle, Gross . . . . . 1.35

MA8071—Jumpy Jitter Beans, Gross . . . . . 1.00

MA7996—Trick Coin Box, Doz. . . . . .75

TOBA—Beacon Blanket, Each . . . . . 3.25

MIDWAY—Beacon Blanket, Each . . . . . 3.25

MINGO—Beacon Blanket, Each 4.10

MAGNET—Beacon Blanket, Each . . . . . 4.10

Write for new catalog. State business. 25% deposit with all C.O.D. orders.

**LEVIN BROTHERS**  
Established 1886  
TERRE HAUTE, INDIANA

### NOVELTY CHINA

#### SALT AND PEPPER SHAKERS

**\$16 PER GROSS**

ANY COMBINATION Dozen Lots, \$1.50

Sizes: 1 1/2" to 2 3/4"

Penguins, Chickens, Dogs, 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

LADIES' FULL FASHIONED 51 GAUGE, 15 DENIER, DUPONT NYLON HOSE, \$6.50 Doz.

Packed 1 dozen of a size and a shade to a box. Latest shades. Terms: 25% with order, balance C.O.D.

**GAINOR SALES CO.**  
414 Transportation Bldg., Detroit 26, Mich. Phone: WOODWARD 2-8015

MANUFACTURERS OF AMERICA'S BRIGHTEST COLORED FELT RUGS

Lowest prices. Sample \$2.50. Postage prepaid.

**EASTERN MILLS, Box 154, Chelsea, Mass.**

**HOSIERY**

Buy direct—Any style, any type, ladies' nylon, men's and children's, all grades, ranging from \$1.00 up; trial orders solicited; satisfaction guaranteed or money refunded.

**TENNESSEE VALLEY MFG. CO.**  
2400 Dayton Blvd. Chattanooga, Tenn.

GIVE TO THE RUNYON CANCER FUND

### OVER 600 PINS AND IDENTS FOR ENGRAVING



ENGRAVERS & DEMONSTRATORS

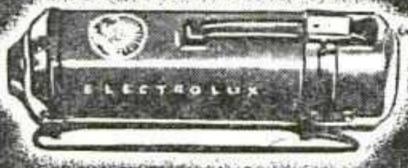
Send for catalogue. State your business.

**DEXECO, INC.**  
Manufacturers of engraving jewelry  
191 SOUTH STREET PROVIDENCE 3, R. I.

DISTRIBUTORS • SALESMEN • PITCHMEN • AUCTIONEERS

### Sell Rebuilt Vacuum Cleaners!

HOTTEST ITEM ON MARKET!



**\$9.00 UP**

REBUILT LIKE NEW 1 Year Guarantee

Nationally Known Makes Only • All New Parts Immediate Delivery • Write for Free Catalog

**RE-NEW SWEEPER CO.** Dept. 205  
9591 Grand River Detroit 4, Mich. Phone: WE 3 1400

For Fast Selling POPULAR ITEMS 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.** 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

### EXTRA SPECIAL!!



Football Catalog now ready—write for your copy!

CONFEDERATE FLAGS	..... \$2.00 Dz.	\$22.50 Gr.
LITTLE SQUIRT BOY	..... 3.75 Dz.	42.00 Gr.
MECH. FUR COVERED HOPPING DOG	..... 3.35 Dz.	36.00 Gr.
MECH. FUR COVERED BEGGING DOG	..... 3.35 Dz.	36.00 Gr.
LARGE WALKING ELEPHANT	.... 4.50 Dz.	48.00 Gr.
LARGE WALKING BEAR	..... 4.50 Dz.	48.00 Gr.
LARGE WALKING SEAL	..... 4.50 Dz.	48.00 Gr.
MECH. NEWSBOY	..... 4.50 Dz.	48.00 Gr.
HARLEM STRUTTER	..... 4.50 Dz.	48.00 Gr.
DOG & BEE	..... 4.50 Dz.	48.00 Gr.
DOG & BONE	..... 4.50 Dz.	48.00 Gr.
WALKING SANTA	..... 2.35 Dz.	24.00 Gr.
SANTA ON SLEIGH	..... 6.75 Dz.	75.00 Gr.
SAMBO THE MONKEY	..... 6.00 Dz.	66.00 Gr.

25% Deposit With All Orders

WRITE FOR COMPLETE FOOTBALL & NOVELTY CATALOG

**KIM & CIOFFI** 912 ARCH STREET, PHILADELPHIA 7, PA. PHONE: MARKET 7-2283

### ATTENTION, WIRE ARTISTS

GOVERNMENT RESTRICTIONS ON COPPER HAVE BEEN RELAXED.

We can once more offer you rolled gold plate on brass base.

Advise us of your needs and we will gladly quote you current prices and deliveries.

25% deposit on all orders, balance C.O.D.

**THE IMPROVED SEAMLESS WIRE CO.**  
775 Eddy Street Providence 5, R. I.

NEW! 1951 Catalog

SEND FOR FREE COPY TODAY!



Our general catalog illustrates the most complete line of Novelty and Premium Merchandise, including Blankets, Electric Appliances, Aluminum ware, Clocks, Lamps, Toys and hundreds of other items.

**GELLMAN BROS** 110 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

YOU CAN MAKE \$42.00 CASH PROFIT SELLING ONLY 24 RELIGIOUS NECKLACES

Sells on sight. Miraculous, Sacred Heart and other medals encased in EVERLASTING Plexiglas. 18" gold plated chain with lock. Gift boxed. Sample pendant \$1.00. (Retail \$2.50.) Sample sent first class mail for fast delivery. Money back guarantee. FREE CATALOG of proven best sellers. Write now. Get started at once making big money. Send \$1.00 for sample and catalog.

**STEPHEN PRODUCTS CO., 1947 Broadway, Dept. B-26, New York City 23, N. Y.**



67,549 Cash-With-Order Xmas Buyers ...

Ready and Eager to Do Business With YOU!

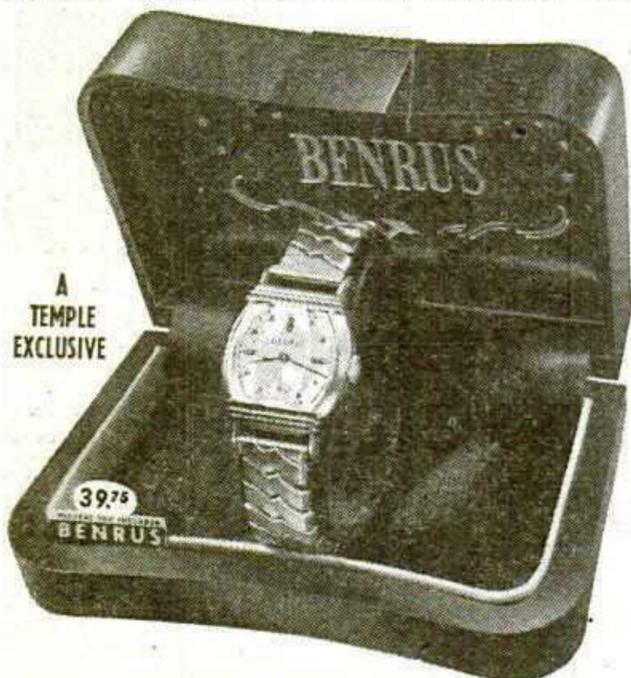
See Page 70 . . .

# FAMOUS FROM COAST to COAST FABULOUS TEMPLE EXCLUSIVES

The BENRUS WATCH COMPANY  
Has Designed for Our Exclusive Use

## BENRUS WATCHES and SETS

SPECIALY PACKAGED FOR THE PREMIUM TRADE



### BENRUS "LORD FRASER"

Typical of the many fine Temple exclusive Benrus men's and ladies' watches and sets, Lord Fraser is a handsome men's wrist watch. Ruby (\*simulated) and rhinestone dial. Raised crystal. Stretch band. Stunning box. Carries a \$39.75 retail price tag and worth it. Full Benrus guarantee.

### PREMIUM BUYERS

Write For The New Temple Fall-Winter

## 1951-'52 CATALOG

and our Special

"PREMIUM DEALERS' CONFIDENTIAL PRICE LIST"

Cash in on the tremendous demand created for Benrus and other Name Brand Products by Extensive National Advertising Promotion.

**IMMEDIATE DELIVERY**

## TRULY! TRULY! A GREAT PROFIT ITEM!

### TEMPLE SWEETHEART 4-Piece—Dual Purpose JEWELRY SET

A honey of an item. No slum jewelry, but the highest quality guaranteed merchandise. Made by master craftsmen. Gorgeous Chain and Dress Pin with safety catch (can be used as Necklace or Brooch). Adjustable Filigree Bracelet and Earrings to match. Hand pronged, brilliant simulated diamonds and imported rhinestones—no paste or glue. Hand polished front and back in durable Hamilton gold tone. Beautiful ivory plastic case, \$29.75 retail and worth it.

ONLY \$2.50 IN DOZ. EA. SET LOTS

Sample \$2.75 prepaid

Federal Tax Additional if Not for Resale. 25% Deposit, Balance C.O.D. F.O.B. Philadelphia. No C.O.D.'s on Orders Under \$5.00.

**DROP IN TO SEE US WHEN IN PHILADELPHIA**



708 Sansom Street  
Philadelphia 6, Pa.  
MArket 7-6519

## TEMPLE COMPANY



SEND FOR CATALOGUE: Largest Assortment—Lowest Prices—Gold Filled—Sterling and Gold Plated Rings.

Engagement ..... \$3.00 Doz.  
Wedding ..... 1.75 Doz.  
Men's Red and White Stone Combination ..... \$3.25 Doz. Plus PP

**MAHREN RING CO.**

303 Fifth Ave., New York 16, N. Y.



67,549 Cash-With-Order  
Xmas Buyers ...

Ready and Eager to

Do Business With YOU!

See Page 70 . . .

# Merchandise Topics

## Chicago

The Mack Company announces "Gag-Naps," a line of cocktail napkins bearing cartoons which the firm says is the hottest selling item of its kind on the market today. They are appropriate, the firm states, for hotels, cocktail lounges, house parties, taverns, gifts, etc. Napkins with 50 assorted cartoons are offered. The firm is exclusive Midwest distributor for the item. . . . **Earl Products Company** is introducing a new advertising specialty, the "Ke-Open-All," a pocket can and bottle opener on a key chain bearing the buyer's advertising message imprinted by a baked silk screen process which withstands perspiration and hard usage. Beveled ends on the item prevent the tearing of pockets. The firm also announces another advertising specialty; an eight-in-one tool containing screwdriver, staple puller, bottle opener, straight edge, rule, nut wrench, knife sharpener and alligator wrench. Made of rust-proof, heavy duty steel, the premium item is designed for home, office, pocket or shop. . . . **Mary Hartline Enterprises**, named after the featured juvenile on American Broadcasting Company's "Super Circus" TV program, has been organized to license lines of toys, children's wear and food products to be on retail counters by Christmas.

**A. M. Rohde**, president and founder of the **Rohde-Spencer Company**, one of Chicago's oldest wholesale general merchandise firms, has announced that the firm is moving from its present location at 223 West Madison Street, where it has been for over 25 years, to new and larger quarters at 18 South Michigan Avenue. It will occupy the entire third floor of 20,000 square feet and should be in the new location after January 1. Rohde says that this move is necessary so that the company will be able to accommodate its expanding list of customers.

## From All Around

**W. G. Wygal**, of **Glenco Sales**, reports heavy sales of the Confederate rebel cravat, selling \$8.75 per dozen or \$1 for a sample, at football games, parties and conventions. The rayon satin tie is full cut. The blue and red flag of the Confederacy flies on a Confederate grey background. . . . **Helmco, Inc.**, announces its **Minut-Bun Bar-BQ-Bar**, an electrically operated sandwich unit which occupies less than two square feet of counter space. Model MBB-2, with four toaster heads and food warmers, has a capacity of 240 sandwiches an hour. . . . **Southwester Company** has introduced its fibre glass casting rod for the premium and prize trade. **Magiglas No. 94**, a five-foot rod, breaks down to 3 1/2 feet by simply removing a section, thus permitting all types of fishing. The outfit consists of a handle, 17-inch butt section and 33-inch tip section. . . . **Renick Boggs & Company** has announced low-cost vinylite plastic raincoats for women priced to retail at \$3.95. Made with buttons down the front and raglan sleeves to fit over suit or topcoat, the style is available in black, brown, navy, red or green. The coats are designed with detachable hood.

**Goshen Plastic Enterprises** has introduced a costume jewelry set, retailing at \$3.95, composed of earrings and necklace with orchid-like flowers set in transparent lucite. The \$1 sample carries a money-back guarantee. . . .

**Home-Maker's Haven** announces that its "American's Creed" plaque, offered the direct sales field, offers profits per item ranging from 56 to 100 per cent. . . . **H. M. J. Fur Company** announces its 1952 catalog of low-cost fur coats, capes, jackets and scarfs.

**Kaeser & Blair, Inc.**, announces its 1952 H-bomb lines of gifts, novelties, holiday merchandise and specialties. . . . **R. & S. Company** announces its all-metal Western horse bank, complete with key chain and lock plate, to sell for \$1. Sixty cents brings a sample plus free catalog of many other quick-selling metal items. . . . **Wilson Tie Company** is holding a close-out sale of ties valued up to \$3 at \$6 per dozen. Samples are 50 cents. . . . **Quality Home Products** announces a free catalog of toys and novelties.

## Talent Topics

Continued from page 51

London's river Thames on a tight wire Saturday (22). The high performer crossed the river where it is 1,000 feet wide as an added attraction to the Festival of Britain. . . . **Earl Armstrong**, formerly of the Armstrong Bucking Ford act, now in khaki and stationed at Fort Miles, Del., infers that he visited with **Earl and Janet Sutton**, trick ropers, and **Eddie and Bea Frisco**, tight wire, in Wilmington, Del., recently.

**Beatrice Dante** and her chimpanzee was the last act of the season at Riverside Park, Findlay, O., where she spent 10 days. Beatrice will play the Little Rock Fair October 1-6 and will close her season at Sioux City, Ia., the following week and head for Tampa. She goes to Cuba in December. . . . **Count Popo DeBathe**, clown magician, closed at Macy's Department Store in San Francisco Saturday (22) and headed for the Madera, Calif., Fair. At the Merced, Calif., show, **DeBathe** participated in all the fair's special events as well as in the grandstand show.

**Billy King**, veteran cyclist, recently made his annual appearance at Lunenburg, N. S., his home town, for the fisheries fair where he did 10 performances. King was the free attraction on the Bill Lynch Shows this year, touring the Maritime Provinces with the org.

**Don C. MacIver**, magician and lecturer, is en route to his home in Tunnelton, W. Va., after successful engagements with the **Pete Kortess** Side Show at Belmont Park, Montreal; Canadian National Exhibition, Tronto, and Western Fair, London, Ont. . . . Members of the **George E. Engesser Family** assembled in Canton, O., last week to celebrate the arrival of a son born to **GeeGee Engesser Powell** Tuesday (25). Engesser, former owner of the Schell Bros.' and Zellmar Bros.' circuses, and family have three Wild Life units on the road this season. Engesser and wife own and operate the No. 1 Unit; **Billy and GeeGee Engesser Powell** own and operate Unit No. 2, while **Charles E. and Vates Engesser Cunningham** have the No. 3 Unit.

Midnight benefit show at the **Circus Schumann**, Copenhagen, on Saturday (22) night drew a near-capacity house and netted the sponsors close to 12,000 Krone (\$1,740). Show was arranged by the Danish Artists Federation to raise funds to help pay the hospital expenses of three members of the aerial troupe, **Four Riaz**, who were seriously injured when their rigging collapsed during a performance at the **Circus Schumann** on July 14.

## Hillsdale Off

Continued from page 57

ruthers Theatrical Enterprises, was up from a year ago. Despite cool evenings, the unit is pulling big crowds and several nights it was necessary to put chairs on the track to care for the grandstand overflow.

Harness races, always popular here, played to full stands all week as the pacers and trotters vied for a total of over \$17,000 in prizes.

Gooding Amusement Company, which is providing the midway attractions for its 50th year, did a big business on kid's day, Tuesday (25), racking up a new record for that day. Each day, fun zone grosses have topped those of a year ago.

Exhibits were up this year and an added attraction of antique automobiles, some dating back to 1900, was a popular crowd pleaser.

Extensive plant improvements were made this year. Resurfacing of the race track was completed at a cost of \$3,000; Merchant's Hall was remodeled at a cost of \$6,000; \$2,000 was spent moving a building from the front entrance to the 4-H Building to expand facilities, and the rest room renovation, started last year, was completed in time for the fair this year.

## Puyallup Tops '50

Continued from page 57

later moved to featured stage spot because of popular request.

Six-horse hitch in driving exhibitions and daily cattle parades completed the \$75,000 grandstand spectacle.

### Many Improvements

New features included a \$130,000 Washington State Junior Dairy Show, combining the 4-H and Future Farmers of America dairy livestock entries for the first time; an enlarged beef cattle section; improved hard-surfaced roadways thruout the grounds and fairway zone, and more park areas for patrons, complete with benches and sun umbrellas.

Restaurant operators and check-room concessionaires reported more customers carrying box lunches this year than previously. Concessionaires outside the grounds, leasing from private property owners, were fewer due to the new business tax imposed by City of Puyallup.

## AC Winter Expo

Continued from page 53

lantie Farm Show, the local exposition is planned for a five-day period in December, 1952, featuring prize products of New Jersey, Delaware and Maryland farms. If plans materialize, the show will be held in Convention Hall and will display prize livestock as well as general agricultural products.

This would be the first show of its kind to be held in the resort. Altho agricultural products have been displayed here during farmers' conventions, there has never been a show of livestock. Impetus for the farm show originally came from the highly successful Pennsylvania Farm Show, held earlier in the year at Harrisburg, Pa.

The trip to the Eastern States Exposition was sponsored by the farm committee of the Chamber of Commerce, of which Louis St. John is chairman.

## Calgary Zoo Plans New Lion House

CALGARY, Alta., Sept. 29.—Construction will start immediately on a \$12,000 lion house at St. George's Island Zoo here, according to A. M. Van Ostrand, president of the Calgary Zoological Society. Building will have dens for the zoo's four lions and will make it possible for tigers to be added to the zoo's 800 specimens. The floor will be heated in winter.

Van Ostrand also announced the society's intention to scrap other old buildings on the island and to replace them with modern structures. First to go will be the old monkey house which is now occupied by birds and small animals.

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No. 140 TOBAS ..... \$3.25  
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Write for our New 1951  
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State business in first  
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**GIANT LIONS**  
501L 30x20" Giant Lion, Sitting position, Rayon plush body, Real FUR mane \$48.00 and tail tip. Ass'd. colors. . . . . \$48.00  
500L 24x15" Sitting Lion, same \$33.00 as above . . . . . \$33.00  
Lion CUB. 12x10" Standing. Same \$18.00 as above . . . . . \$18.00

**SAMPLE OFFER**  
Send \$10 and Receive 3 Above Numbers Postpaid! Act Now!

25% Dep., bal. C.O.D. if not rated. To receive FREE Catalog, you must state nature of your business.

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**OAK-HYTEX NM-10 Multi-Color**



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Workers Available  
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Matched Set, heavy gauge virgin aluminum. Recipe book, guarantee. \$49.95 retail price Complete . . . . . \$7.90

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All hollow handle knives. Chests from \$1.00 up.

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Over 100 different styles and combinations, 85¢ & up; all sets boxed. FREE 32 page catalog with over 300 name brand items; more than 100 items illustrated. Immed. Deliv.—Continuous Supply. 25% with order—balance C.O.D.

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Genuine Honey Color Alligator Ladies' Hand Bags now in stock. Write for catalog, wholesale and retail Special Jobber set-up.



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**ILLUSTRATED CARTOON BOOKLETS!**

8 SAY, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10. ALL DIFFERENT, \$1 POSTPAID \$5 ONLY, NO POSTAL C.O.D.'S! **REGULAR SALES**

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Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed.

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# Pipes for Pitchmen

By BILL BAKER

**BIG AL WILSON . . .** rambled into Waterloo, Ia, only to be greeted by cold and wet weather. He'll work combs and mice there. He says that the fund for Bob Roach has hit \$160 and will be sent to him from Waterloo with the aid of Tyler Ward and Mrs. S. Fields.

**BOB ROACH . . .** who is still confined in Oak Forest, Ill., Sanitarium, Hospital A, Ward 3, says that he'd like to read letters from some of the boys who made the fairs this year. He adds that he had a card from Speedy Hascal recently and that Speedy is still in Lowman Pavilion, City Hospital, Cleveland, awaiting surgery. He needs 12 pints of blood, however, before he can undergo the operation. "I know Speedy has enough friends among pitch-folk who can supply the needed blood," Bob says.

**PITCHDOM . . .** last week mourned the loss of Elsie M. Trexler, old-timer performer, who died at her home in Cleveland. For many years she and her husband, Paul R. Trexler, conducted a supply house for chain store demonstrators with headquarters in the Ohio city.

"IT MADE ME . . . feel extremely good to see the interest members of the pitch fraternity took in my recent letter to the pipes column concerning the fund for Pitchdom's unfortunate members," letters Red Kelso from Viroqua, Wis. "Now all we have to do is get it started and it won't be an easy task. What we need now is the assurance of all the boys and girls in the game that they will become members when the fund is set up. Don't forget this is to be a non-profit fund and it will cost money to set up. Everything will be handled legally. So don't send any money to me or anyone else right now. You will be informed when all is ready. Your dues will be sent to the fund name (one has yet to be selected), not to any individual. There will be a charter drawn up according to federal and State laws and each member will be sent a membership card and button. Let's have some comments on the thing and cut out the fooling around. Doc Wood, let's hear from you. Thanks to Jim Clark for his compliment, but I'm no businessman. Freddie Hudspeth, tell the boys what you think about the fund. This can mean a big thing for all of us or nothing at all. It depends on you."

**FRANK D. JONES . . .** is in Birmingham framing a punch needle and knife sharpener layout.

"WE'VE BEEN . . . making this town our headquarters because we've been working all the crossroad spots around it," letters Mrs. Robert Noell from Whiteville, N. C. "Have been following Homer Briarhopper in some of these spots and Diamond Jim Seagle in others. When Campa Bros. Circus played Smithfield, N. C., I visited my dad, J. S. Roach, and L. F., and Kate West. We all made a day of it and had a grand time. September 16 marked our 20th wedding anniversary and it rained all day. I heard that my brother Bud, is somewhere in this vicinity. We may run over to our barn near New Bern, N. C., before heading South to paint up and patch up so that when we get to Florida there

won't be so much to do. The Ellings have gone back to Texas from Illinois and Alice requests that anyone contemplating sending her flowers should send the money instead to the Damon Runyon Cancer Fund. Where is Morris Kahntroff, Clarence and Sonia Giroud, Doc Ragget, Harry E. Moore and E. J. Franklin. Pipe up, you people."

**LEO F. HELLER JR . . .** one of the directors of The Showmen's Testament Fellowship, Box 1, Pontiac, Mich., writes: Count on our organization to contribute \$5 monthly to the fund suggested recently by Red Kelso. This certainly is one of the finest moves that I have seen outside the church in years and Red is to be commended for his thoughtfulness and concern for his fellow man."

## Ocean City Tax

• Continued from page 53

in the November 6 general election. The ordinance itself will be up for final adoption by the governing body October 5. Dubbed an improvement tax, the new ordinance is almost identical with the one adopted early in 1948, which was rendered null and void when the public voted against the tax levy by 1,436 to 749. Commissioner of Finance Harvey W. Adams, sponsor of the new proposal, said the purpose still is the same—to collect more money from summer visitors with which to pay for new improvements as well as major repairs to city facilities for visitors' enjoyment.

City Solicitor John E. Boswell said the proposed regulatory ordinance is almost identical with Atlantic City's luxury tax law, except that it does not include liquor and night club levies. Ocean City is one of the few, if not the only, bone-dry seashore resort in the country.

No estimate of the potential yield here was made by the commissioners. Adams said he had made a rough guess that the improvement tax would provide \$100,000 new revenue a year. Because of extensive beach protection projects in the past few years, the resort at present is up to its legal debt limit and has an application pending before the local government board for permission to exceed the limit of \$300,000 to finance a sand-pumping project on the beach.

Under the ordinance introduced, retail sales of the taxed items would be exempt if the amount were 12 cents or less. Thereafter it would be 1 cent for amounts from 12 to 25 cents, 2 cents from 25 to 50 cents and 3 cents from 50 cents to a dollar.

## Bank Deposits

• Continued from page 53

of \$270,217.90 during July, the highest of the year and topping last July's total by \$11,887.93. For the first seven months of this year, the yield from Luxury Taxes aggregated \$811,008.28 as compared with the 1950 total for the same period of \$781,599.01 or a boost of \$29,409.27.

While the banks have not completed totals for deposits for the entire month of August, indications are they have registered more than a \$10,000,000 hike over August of 1950.

# Weather no Bugaboo

• Continued from page 53

portions are not looked for during the curtailed cold weather operation, many operations have reported grosses well above the "comfortable" margin. These entrepreneurs point out that any earnings garnered thru this added operation is "found" money in the sense that the chance at added revenue did not exist just a few years ago.

**Shore Spot Active**  
At least one major operation, Rockaways' Playland, has announced its intention of keeping its kiddie units operating thruout the winter months. Also located on the shore, and likely to be buffeted frequently by strong, cold winds, the management is confident that the venture can be made to pay off. To stimulate interest, cut-out and animated figures are being built

to embellish the spot for Thanksgiving, Christmas and other occasions. Since most units are compact and feature paved walking areas, it is a relatively simple job to keep them clean and attractive in almost all sorts of weather. Many also feature enclosed game rooms where parents and moppets can get respite from nippy weather if their stay is long.

With the appeal of outdoor activity rapidly losing ground as the season advances, many operators are plotting business stimulating campaigns in the form of promotional gimmicks to maintain neighborhood interest. Principally, they are concerned with making moppets aware of week-end openings feeling that the toddlers will see to their attendance thru their parents.

THE LATEST SCIENTIFIC MARVEL

# PLASTICIZE

A NEW Protective Film For

- AUTOS
- BOATS
- BRASS
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CLEANS -- PROTECTS -- BEAUTIFIES FOR SUPER LUSTER

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PLASTIC BASE—CONTAINS NO WAX

- Note These Features
- **A SCIENTIFIC DEVELOPMENT!** PLASTICIZE is not a mere discovery—it is a SCIENTIFIC DEVELOPMENT which has been carefully worked out, compounded and tested and is now made available to the public.
  - **NO RAINSPOTS — FINGER-MARKS, STREAKS!** Fingers will not mark, rain will not spot, and wiping will not streak PLASTICIZE.
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  - **EASY TO APPLY!** PLASTICIZING is a pleasure. It is so unlike common polishes and waxes that a child can produce a perfect job.
  - **LONGER LASTING!** In the hottest sun and coldest winter blasts, you will marvel how PLASTICIZE shines through every month of the year with its beautiful deep LUSTER.
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  - **HARD GLASS-LIKE BRILLIANCE!** The durable long lasting PLASTICIZED MIRROR-LIKE HARDNESS will SPARKLE with BRILLIANCE through HEAT—COLD and EXPOSURE.
  - **NOT AN OIL—WAX OR PAINT**—No—it is nothing gummy or sticky—it is not painted on—contains no wax and is not an oil. Just a little portion goes a long way.

**PRICE LIST**

Regular Size Sample Tube, full size, postpaid . . . . . \$1.00  
Regular Size Sample Can, postpaid . . . . . 1.00

Distributor, tubes paste form . . . . . per gross \$44.00  
Distributor, 1/2 pint cans liquid form . . . . . per gross 46.88  
Distributor, full pint cans liquid form . . . . . per gross 72.00  
Dealers, tubes paste form . . . . . per dozen 7.06  
Dealers, 1/2 pint cans liquid form . . . . . per dozen 7.20  
Dealers, full pint cans liquid form . . . . . per dozen 10.80  
Retail, tube 98c. 1/2 pint cans \$1.00. Full pint cans . . . . . 1.50

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**TERMS**

Sample orders of one dozen or less, cash with the order. Orders of six dozen (one case) or more. 25% deposit with order, balance C.O.D. Remit by postal money order or checks.

Exclusive franchise available. Be the first to introduce PLASTICIZE in your community. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection and cease selling to anyone who might trespass on your territory. Advertising mats available.

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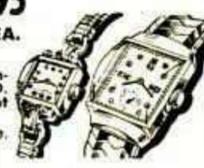
Heavy 1/20 14K R. G. P. rings with imitation rubies and whites that look like the real thing. Formerly sold to \$36 doz. wholesale. (IT'S FREE with every 2 doz.) Doz. \$12.95

For men and women, new model watches, case and dials. Reconditioned and guaranteed like new. Complete with leather straps.

**\$9.95 EA.**

**FREE WHOLESALE CATALOG**  
Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money back guarantee if not satisfied.

**Joseph Bros.** 55 Wabash Ave. Dept. B-6 Chicago 3, Ill.  
Chicago's Largest Watch Rebuilders



**FLASH! Copy of \$650 Diamond Ring Watch**

Now \$12.95—Lots of 3. Beautiful Plush Box Included. Sample—\$15.00 Ea. 25% Deposit—Balance C.O.D.

**NATIONAL DIST. CO.**  
421 CALUMET BLDG. MIAMI, FLA.



Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds

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# The Billboard

THE AMUSEMENT INDUSTRY'S  
LEADING NEWSWEEKLY



67,549 ACTIVE CASH-WITH-ORDER XMAS BUYERS  
READY TO DO BUSINESS WITH YOU!!!

Yes, this tremendous, active market for literally every type of gift merchandise is YOURS when you advertise in The Billboard's 1951 Xmas Merchandise Special!

Want an Idea of What This Famous Xmas Buying Guide Means to Suppliers Just Like Yourself?

Figures don't lie. Here's the story: Last year 438 advertisers made profitable, high-volume sales of 1423 different items of gift merchandise from this one big special edition of The Billboard alone!

Just What Items Does This Tremendous Gift Market Buy from The Billboard's Xmas Merchandise Special?

Just about every conceivable gift item imaginable! For a complete detailed breakdown of their most popular selections, see the enclosed "Catalog of Xmas Merchandise."

What Does It Cost to Sell--and Sell Hard-- Thru The Billboard's 1951 Xmas Merchandise Special?

Much less than you think! Select space that will do the best selling job for you. Rates for this Bonus Special are the same as for any regular issue!

How Do You Go About Placing Your Hard-Selling Ad in The Billboard's 1951 Xmas Merchandise Special?

It's simple as ABC! Use the coupon below to reserve space . . . to have a suggested ad prepared at no cost or obligation to you . . . or to get more information. You've nothing to lose and everything to gain!

Just a Word of Caution!

There isn't much time left to take advantage of this Big Xmas Sales Opportunity. The Billboard 1951 Xmas Merchandise Special will be dated October 27 . . . distributed October 23 . . . final advertising deadline, October 18th!

So, make your plans RIGHT NOW!--and get set for the Biggest Xmas Selling Season you've ever known! Use the coupon TODAY!

Sincerely,

*C. J. Latscha*

C. J. LATSCHA  
Advertising Director



**MAIL THIS  
COUPON  
TODAY**  
and get set  
for the  
Biggest Xmas  
Selling Season  
You've Ever  
Known!

That's for Me!  I want to reserve space of \_\_\_\_\_ on \_\_\_\_\_ columns. I'll see that copy gets to you in time for your October 18 deadline.

I'm Not an Ad Man!  Prepare suggested copy and layout for an ad that will cost me no more than \$\_\_\_\_\_. I understand that there's no charge for this service and it puts me under no obligation whatsoever.

Show Me!  I'm close to one of your offices. Have a salesman phone or call to tell me more.

Name & Company .....

Complete Address .....

Newer Than New!

We are again proud to be the first on the market with the best value in apes. Our Exclusive—

FLOWERED TURQUOISE JEWELRY, also CORAL COMBINED WITH TURQUOISE

These tremendous repeat and reorder items available in hundreds of varied styles. Imitations of hand-made gems—rhodium finish silver metal—studied with turquoise in Necklaces, Chokers, Pins, Earrings, Cuff, Clip and Tag Bracelets, etc. Earrings in either button or hanging styles.

ALL AT \$6.75 DOZ.

Turquoise rings with adjustable shanks—\$4.50 Doz. Samples of any of above—\$1 each.

Our line of boxed jewelry sets is still high on the gravy train. Write for information.

For quick, sure profits be sure to sample order our BUTTERFLY WING and MOSAIC JEWELRY. Minimum sample (1 piece)—\$1. Dozen assorted samples—\$6.75.

Be sure to try our \$25.00 or \$56.00 sample assortment of jewelry. Money refunded when merchandise is returned if you are not satisfied.

We stand behind our name—No Sales Final—Money back guarantee on all purchases within 10 days if not satisfied. State your business. 25% deposit with order, balance C.O.D.

Guaranteed Sales

2 East 23rd St., Room 202 New York 10, N. Y.

Habibi, N. Y.

Continued from page 44

ished by dueting "Both in Love With Me" for big hands.

Israeli Acts

The two Israeli acts were singer Minna Bern and dancer Zamira Gon. The blonde vocalist, gowned in the Western manner, has a singing style more European than Israeli. It was, however, when she sang Palestinian folk songs that she scored. Her best were "The Coffee Pot Song," a lively Army tune of the Haganah, and "The Song of the Negeb."

Zamira Gon is a folk dancer in the authentic tradition. Aptly costumed, she interpreted a chasidic dance and the "Horah" in a panto-terping style which ran the gamut of emotions. The customers, at first cold, soon warmed up to her efforts.

Gleb Yellin and his ork backed the show competently.

Leon Morse.

The Roadside

Continued from page 44

turn, the applause was general and genuine.

Twins, Sinclair

The bill started with the Spalding Twins, two girls identically costumed, doing a series of precision terps in slow and fast motion. The gals looked good and warmed up the audience for Tiny Sinclair who followed.

Miss Sinclair, a meat and potato gal with plenty of weight on her, drew chuckles on appearance alone. She promptly cashed in by kidding her weight and looks, meanwhile poking fun at "skinny girls." Her material wavered between good and fair, suffering somewhat because of improper timing. However, her Brroklynese accent, appearance and physical comedy got her off okay.

Johnny Morris emceed in competent fashion, played the show and did the American dance sets. Damiron's rumbas relieved.

Bill Smith.

Carnival Room

Continued from page 44

and the sound system can stand a complete overhauling.

Considering these barriers, Helene Francois did a commendable singing job. A wistful, pretty brunette, scarcely resembling her better-known sister, she showed a small voice plus competent phrasing on the standard French ballads that drew genuine applause. In fact the reception was good enough to give her two encores. Gal's act has a different set-up. She sings a French number and then explains it in accented English. Where she missed was on English versions of such tunes like "Autumn Leaves," "Two Loves Have I" and "Because of You." But none of these was so serious it couldn't be corrected. She shone on the simple minor-key French ballads tho her over-selling stressed by too much frowning hurt the visual effect.

Bill Smith

The Boulevard

Continued from page 44

an aid. His material is built on an assortment of standards, blues, torches and original songs of his own composition. He is making records for the Okeh label; his first platter was issued several weeks ago. The lad should be able to work successfully in any type of situation: in class clubs, rhythm and blues locations, theaters of any description and on TV. He's now at Moe's in Cleveland.

Hal Webman.

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Thomas

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Plunkett, Capt. Fuzz  
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Prevo, Frank  
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Reed, Napoleon  
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Richard, Johnny  
Richard, Donald  
Ristick, Mickey  
Ritz, Prof. Chas. J.  
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Robak, Mr.  
Roberts, Alice M.  
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Kralic, Wm.  
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Krysinaki, Chas.  
Light, Louie  
Clemens, Walter  
McLean, John E.  
Moore, Harry C.  
O'Connell, Hugh  
O'Hearn, William  
Diane  
Read, Billy  
Romero, Ron  
Royce, Dael  
Creighton, Mrs. Mamie  
Crosland, Mikel  
Curtis, Pearl  
Curtis, Mrs. Marvin  
Davis, Virginia May  
Davy, Jack  
Dawson, Carol  
Dean, Martin W.  
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## Salesboard Sidelights

Sam Feldman, Harlich Corporation executive, is back at his Chicago office after a trip to the West Coast. While there he appointed Weber Sales, 2024 Second Avenue, Seattle, distributor for Oregon and Washington. Weber Sales is headed by Alvin Iverson and is now carrying a full line of Harlich boards at factory prices.

Empire Press, Inc., Chicago, is now producing at capacity the full line of Mercury boards as well as the Empire line. Joseph Zimmerman points out this gives a doubleheader line. Zimmerman adds that despite the production load on the firm's staffers, top quality merchandise will remain the company policy.

Gam Sales Company, Peoria, Ill., reports lots of action on its World Series books now that the fall classic is back again. They include the inning style as well as split innings. At St. Louis, A-B Distributing Company is go-

ing strong with its Jar-O-Do units. Michigan City Novelty Company, Michigan City, Ind., reports repeat orders on its Match-Paks. They are available in red-white-blue; lucky sevens, new reels and symbols. Deluxe Sales Company, Blue Earth, Minn., is getting steady results from its assorted line of Charley boards.

Rake Coin Machine Exchange, Philadelphia, is offering new premium numbers to the trade. Among them is the auto robe-cushion which has lots of acceptance with the football going public. Punch cards are getting a lot of attention from visitors at Ray Mertz & Company, Chicago.

### Extra Added

Continued from page 43

Eight-year-old Tommy Carlton inked a term pact with Sol Lesser and will make his film debut in "Tarzan, the Hunted." Carlton was signed in Chicago where he was doing an acro act with his parents. Venetian Room in San Francisco's Fairmont Hotel will shutter during October. When it reopens, Bob Savage will be the featured singer. New ork of Jack Teagarden will play three weeks at the bay area's Hangover beginning October 22. Joe Glaser's office here is trying to put the combo (6) in the Oasis. The Four Freshmen were rebooked for an additional month at Fack's, San Francisco. This is the group's second appearance at the club.

Sy Devore is negotiating to take over the Trocadero, dark since postwar days. Devore has been in touch with Eastern individuals but failed to reveal potential partners in the deal.

### Philadelphia

Marty Collins takes over the management of the Coronet Cafe in nearby Lancaster, Pa. Mike Corabi sold out his interest in the Celebrity Room. Frances Carroll, who stayed for 18 straight months last time, is back at Big Bill's. Lexington Casino kicked off the new season this week with Jerry and Turk. Eddie Fuhrman and Norma Raymond usher in the new season at Jack Lynch's Zodiac Room. Clark Brothers on the opening bill at the Two Four Club, private membership after-dark spot.

### Miami Beach, Fla.

Copa City is angling for Judy Garland, Betty Hutton, Jimmy Durante and Danny Thomas, opening about Christmas. No deals so far are set. Also, Billy Daniels has been set for a return stint at the Copa's Lounge, the late-hour spot adjacent to the club's main room. Comic Sammy Morris is in the headline

## NYC Opera

Continued from page 46

kin's "The Dybbuk" on October 4. Patricia Neway, winner of the Donaldson Award in 1949-1950 for Broadway's best musical performance in "The Consul," will sing the leading role, partnered by Robert Rounceville. It will be sung in English.

### Ruffians

Also on deck for an American bow-in on October 18 is the Wolf-Ferrari operatic satire with which the Sadler's Wells troupe scored a success in England under the title of "School For Fathers." The Centerites will use the Sadler's Wells version, but have renamed it "The Four Ruffians." In between the new ones on October 12 comes a refurbished edition of "Rigoletto" staged by Jose Ruben.

The troupe's opening production of "Manon," which received excellent notices as a newcomer to the rep last spring, got the new season off to a fine start. Ann Ayars and David Poleri were again the Manon and Des Grieux of the Massenet opus. Miss Ayars has great charm as well as vocal ability and Poleri is a splendid lyric tenor. In addition, he has the physique for romantic leads and a stage presence rated with most singers. Other major contributions stemmed from the De Bretigny of George Jongeyans, the Lescaut of James Pease and the actress of Dorothy MacNeil. Marina Svetlova and Grant Muradoff competently headed the ballet. Bob Francis

slot at the Sans Souci's Blue Sails Room. On the local burlesque circuit there's Venus Jones, new addition to the Life Bar line-up; Janay's, the Red Barn; Terry Lee, a newcomer to the Rainbow Inn; Mary Delman, new to the Jungle Club, and Camille Stevens, the City Club. Gracie Barrie follows the Kirby Stone Quintet into the Clover Club on October 10. Sale of the Casablanca Hotel to the owners of the Sherry-Frontenac will not change the policy of the former's Morocco Room, which, in-season, features big-names.

### Here and There

Felix Ferdinando, operator of Club Ferdinando, largest nitery in Hartford, Conn., has been declared bankrupt by the United States District Court. Ferdinando's voluntary petition showed liabilities of \$90,079.87 and no assets.

John Hamilton and Gus Colias, of the Cork Room, San Antonio, have taken over the Pan American Terrace from Raoul Cortez, president of KCOR, Inc. Eddie Thompson has sold his Covered Wagon night club at McAllen, Tex., to Cotton Lyons. Jose Ortiz, band leader and night club op, opened the Gulf Room, Galveston, Tex.

## Sides and Asides

Continued from page 46

Lilli Palmer for leading roles. Meanwhile a box office has been set up at the St. James Protestant Episcopal Church, Madison Avenue and East 71st Street, New York, where the British production of Fry's "A Sleep of Prisoners" will begin its U. S. run October 16. "Wish You Were Here" has been chosen as the title of the musical variation on Arthur Kober's "Having a Wonderful Time." Book is being prepared by Kober and Joshua Logan. Latté will also direct and co-produce with Leland Hayward. Score is by Harold Rome.

Stem opening of Cheryl Crawford's production of "Paint Your Wagon" has now been postponed to November 5. It bows in at the Shubert instead of the Winter Garden. Latter house will get "Top Banana" November 1. "Wagon" will show in Boston October 8-27, and have three previews in New York. Butterfly McQueen puts on a one-woman show at the Carnegie Recital Hall for 12 weeks beginning October 14.

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Windproof Lighters—Bulk	Per Doz.	6.00
Snap Lighters	Per Doz.	3.00
Airplane Lighters	Per Doz.	2.50
3 P. Lighter & Tray Set	Per Doz.	5.40
Squeeze Lighters	Per Doz.	3.95
Men's Watch, Gold Plated	Per Doz.	6.75
Men's Watch, Gold Plated, Radium Dial	Per Doz.	7.50
Men's Watch & Band & G.P. Lighter in Deluxe Box	Per Doz.	9.95
Gold Plated Calendar Watch, Link Band	Per Doz.	7.50
Ladies' Watch, Gold Plated	Per Doz.	6.75
Ladies' Watch, Gold Plated, Radium Dial	Per Doz.	7.50
Shock Resistant Watch, Sweep Second Hand	Per Doz.	4.95
#90 Adjustable Mushroom Desk Lamps	Per Doz.	2.50
#89 Adjustable Student Desk Lamps	Per Doz.	1.75
#600 Bronze Smoking Stands	Per Doz.	3.50
#1500 Chrome Plated Smoking Stands	Per Doz.	4.95
#1500 Bronze Plated Smoking Stands	Per Doz.	4.50
3 Strand Pearl Necklaces, with Rhinestone Clasps. Per Doz.	Per Doz.	8.25
#3510 Piano Jewel Box (Use with Pearl Necklaces). Per Doz.	Per Doz.	6.95
Eversharp Pen & Pencil Set. List \$5.00	Per Doz.	3.00
138 Rhodium Plated Indent Bracelets, Boxed	Per Doz.	1.15
139 Gold Plated Indent Bracelets, Boxed	Per Doz.	1.25
#307 Photo Travel Alarm Clock—Cowhide Cover	Per Doz.	5.70
#888 Birthstone Boudoir Alarm Clock	Per Doz.	5.70
#435 Florin Square Travel Alarm Clocks	Per Doz.	3.82
#714 Bronze Horse Clocks on Wooden Base	Per Doz.	6.40
#725M Horseshoe Electric Clock, Bronze Finish	Per Doz.	3.85
#600 Rancho Electric Clocks	Per Doz.	5.10



Matched set of Cuff Links, Tie Slide and G.P. Zippo Style Lighter in Leatherette Covered Box with place to hold Watch. \$71.50 price tag. Sample \$3.75 \$42.00 Per Doz.



Matched set of Cuff Links, Tie Slide and G.P. Zippo Style Lighter in Leatherette Covered Box. \$14.95 price tag. Sample \$3.50 \$35.50 per doz.

1/3 Dep., Bal. C.O.D., F.O.B. Phila. Full cash with orders under \$20.00. ABOVE MDSE. SOLD FOR RESALE ONLY Send for list of complete Premium and Novelty Line.

## RAKE COIN MACHINE EXCHANGE

MANUFACTURERS' REPRESENTATIVE 609-S Spring Street Lombard 3-2676 Philadelphia 23, Pa.

## MATCH-PAKS RED, WHITE, BLUE - LUCKY SEVENS - NEW REELS - SLOT SYMBOL TICKETS - NUMBERS ALL ORDERS SHIPPED SAME DAY RECEIVED

Size	Play	Style of Tickets and Name	12 or More Sample Deals—Profit Deal Each
2460	50¢	R.W.B.—10 for 50¢—Majorotte	\$39.00 \$5.00 \$4.25
3100	50¢	R.W.B.—10 for 50¢—Dough Boy	42.50 6.25 5.50
2500	\$1.00	Numbers—10 for \$1.00—Big Haul—3 Jack pots on Cover	85.00 7.50 6.75
2460	25¢	Lucky Seven—5 for 25¢	43.00 5.00 4.25
2460	50¢	Lucky Seven—10 for 50¢	43.00 5.00 4.25
2460	50¢	Lucky Seven—5 for 50¢	76.00 5.00 4.25
2520	25¢	New Reels—5 for 25¢—Slot Symbols	44.00 5.25 4.50
2520	50¢	New Reels—10 for 50¢—Slot Symbols	44.00 5.25 4.50

Write for our latest illustrated price list—Jar Tickets—Red White & Blue—Lucky Sevens—Bingo Tickets on sticks all sizes—all kinds of Salesboards. Definite, Jackpot, Coin Boards. 25% deposit with all orders.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.**

## PUNCHBOARDS

DISTRIBUTORS AND OPERATORS Immediate delivery at lowest market prices **PEERLESS PRODUCTS, INC.** Manufacturers

633 PLYMOUTH COURT HARRISON 7-2971 CHICAGO 5, ILL.



67,549 Cash-With-Order Xmas Buyers ...

Ready and Eager to Do Business With YOU!

See Page 70 ...

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

## USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

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

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices. What have you to sell? Mack Postal, 2962 Milwaukee Ave., Chicago, Ill. oc20

ALL TYPES CIGARETTE, CANDY MACHINES and Bulk Vendors wanted; send list and lowest price. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

BALL GUM MACHINE—BARGAIN, \$100 cash plus shipping charges buys four Silver King "Target" Machines and Stands. Everett, 419 Plum St., Aurora, Ill.

CIGARETTE AND CANDY MACHINES re-conditioned and refinished to factory specifications; we carry all types of conversion mechanisms, king size kits and parts for practically every type cigarette machine; we buy cigarette and candy machines. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

DIGGERS—SELLING OUT CHEAP; Exhibit Iron Claws, Eries for carnivals; hand operated; Merchantmen, Electro-Hoists, Mutoscope Juniors; hand operated; only \$59.50 each. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—NEARLY NEW CIGARETTE Lighter Filling Stations, \$5 each. Harold Brozyna, 1020 Laura St., Schenectady, N. Y.

FOR SALE—JUKE BOX AND COIN MACHINE route, in the heart of the rich South Texas farming section. Write Herbert Henneke, Orange Grove, Tex. oc27

ICE CREAM BAR VENDING MACHINES—Attractive cash profits for moderate investment of capital; other interests reason for selling. A & V Vendors, 153 Hoyt, Fond du Lac, Wis.

SHIPMAN STAMP MACHINES, FOLDERS, Cigar and Popcorn Machines; attention manufacturers, distributors, salesmen; location service available. U. S. P., 100 Grand, Waterbury, Conn. oc20

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. oc27

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Veedo Sales Co., 3124 Market St., Philadelphia 3, Pa. LOcust 7-1448. oc27

TWO LIKE NEW FLOOR MODEL "POP CORN SEX" 10¢ Vending Machines, \$50 each. Young Concessions, 3339 State, Quincy, Ill.

WANTED—BALLY BRIGHT LITES; STATE number and best price. W. E. Keeney Mfg. Co., 3229 S. Kedzie Ave., Chicago. oc13

WANTED—GOOD CONDITION, USED 1/2 Ball Gum Vendors; state model, quantity, price. Ralph Tillman, Burlington, N. C.

WANTED GOOD, CLEAN, USED 5 BALL Tennessee Pin; free play; give best price and condition. Ottawa Sales, Iron River, Mich.

WILL TRADE TURF KINGS (LIKE NEW) for Music, Cigarette or any other Coin Machine. Equine for Runyon, 123 West Runyon St., Newark 8, N. J. oc27

WURLITZER 600K AND 500K—EXCELLENT condition, \$69.50 each; Star series, \$124.50; Howard metal type, refinished with 2000 discs, \$149.50; D.F. picture booth, has double unit camera, \$350. S. & W. Music Co., Anniston, Ala.

## ATTRACTIVE-UNUSUAL PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by **RAY MERTZ & CO.** 525 S. Dearborn St. • Chicago 5

## JAR DEALS and PUNCHBOARDS

Write for Circular

Galentine Novelty Co.

South Bend 24, Ind.

## JAR-O-DO

Universal's "Original" Bingo Tickets NEW BINGO TICKET DEALS Large Selection to Choose From We Handle Only the Best Why pay more for Off-Brand Tickets? Demand the Best for Less Quality Merchandise—Low Prices **A-B DISTRIBUTING CO.** 102 So. 4th St. St. Louis 2, Mo. Phone: Central 8525

WE ARE MANUFACTURERS OF All Kinds—PULL TICKET GAMES • TIP BOOKS • Buy Direct from Manufacturer at Very, Very Reasonable Prices. **A Columbia Sales Co., L 302 MAIN ST., WHEELING, W. VA. L Phone: Wheeling 348**

## Calendar for Coinmen

October 2, 16—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

October 8—Wisconsin Phonograph Operators' Association, monthly meeting, site to be announced.

October 9, 23—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadway Hotel, Philadelphia.

October 9—California Music Guild, monthly meeting, 311 Club, Oakland.

October 9—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.

October 10, 24—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.

October 10—Music Operators of Northern Illinois, monthly meeting, Hapsburg Inn, River Road (North of Des Plaines).

October 11, 25—Connecticut State Coin Association, semi-monthly meeting, Hotel Böhnd, Hartford.

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, Broadway Hotel, East St. Louis, Ill.

October 25—Michigan Self-Service Laundry Association, monthly dinner-discussion meeting, Detroit-Leland Hotel, Detroit.

October 25—California Music Guild, Northern Division, monthly meeting, Sacramento Hotel, Sacramento.

October 29—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.

October 30—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.

October 30—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.

November 12, 13—National Association of Gum Vendors, first annual convention, Hollenden Hotel, Cleveland.

November 12, 13, 14, 15—National Automatic Merchandising Association, annual convention and exhibit, Cleveland Auditorium, Cleveland.

## Fourth Quarter Allotments Slashed in New NPA Order

WASHINGTON, Sept. 29.—National Production Authority announced this week that for the fourth quarter of 1951 it had allocated to makers of coin-operated amusement and merchandising machines 3254 tons of carbon steel, 27 tons of alloy steel, 37,091 pounds of stainless steel, 182,777 pounds of copper and 291,651 pounds of aluminum. (See adjoining box.)

NPA said these allocations had been reduced in order to channel more of the scarce materials to manufacturers of accounting, calculating and punch card machines to meet defense orders.

### Maintain Help

The agency pointed out, tho, that allotments for coin machines are expected to be sufficient to maintain employment. NPA said it

hopes to be able to keep coin machine industry labor intact so that the industry can be called upon in any defense emergency. NPA declared that "labor in this industry is highly skilled in difficult electrical relay work and should be held together, if possible, for use in any defense emergency situation."

Out of fourth-quarter 1951 allotments, 2,911 tons of carbon steel, 20 tons of alloy steel, and 35,943 pounds of stainless steel went to automatic merchandising machine makers. Coin-operated amusement machine makers received allotments of 343 tons of carbon steel, 7 tons of alloy steel and 1,154 pounds of stainless steel. Copper and aluminum for merchandising machines totaled 39,185 pounds and 287,349 pounds respectively. Amusement machines received 137,441 pounds of copper and 4,302 pounds of aluminum.

Manufacturers were warned that these NPA allotments for fourth-quarter 1951 do not indicate the share of NPA controlled materials to be received during the first quarter of 1952 when defense needs may swallow an even greater share of scarce materials. But coin machine manufacturers can get some idea of how they are faring as compared to other service equipment makers. For example, during the fourth quarter of 1951 manufacturers of beauty and barber-shop equipment were allocated

215 tons of carbon steel, 16 tons of alloy steel and 5,381 pounds of stainless steel. Their copper and aluminum allotments totaled 31,015 pounds and 68,050 pounds respectively.

Fourth-quarter allotments to [\(Continued on page 80\)](#)

## Movies Buying Drink Venders, By-Passing Ops

### Trend Noted at Theater Confab; Mfrs. Show Units

NEW YORK, Sept. 29.—Theaters, more and more, are buying their own cup vending equipment, by-passing operator service and handling all maintenance chores themselves. Trend toward movies owning their own is gathering momentum, admitted cup machine manufacturers exhibiting at the Theater Owners of America convention at the Astor Hotel this week.

Three producers of cup venders for general sales showed equipment at the TOA confab. These, Automatic Products, Lyon Industries and Spacarb, were joined by Coca-Cola and Pepsi-Cola, who displayed coin-operated cup and bottle dispensers built to their specifications. Confection Cabinet, a large Eastern concession company, introduced two new cup venders, to be built for their exclusive use (see separate story), and ABC Vending showed standard Square Manufacturing cup units, also unavailable for outside purchase.

### Motivation

The move to outright purchases was attributed primarily to the movie proprietor's continuing push for an increasing share of non-box office money spent in his theater. Owners, in many cases, are sending employees to cup machine factories for technical service training, said equipment producers.

New products introduced by suppliers at the convention included a black raspberry sirup by Sero Sirup, two new patties (nickel sellers) by Mason Au & Magenheimer and a dime sweet chocolate bar by Cadbury-Fry.

## Atlas Corp. Buys Lighter Fluid Vender

CLEVELAND, Sept. 29.—Atlas Manufacturing & Sales Corporation completed the purchase this week of the dies, patents and remaining stock of a lighter fluid vender, and announced plans to produce the unit on a par with its bulk equipment. W. A. Jenkins, president, said the fluid vender, out of production for the last two years due to the death of the firm owner, Arthur C. Kautz, Lockport, N. Y., will be put on assembly line production immediately.

Atlas Manufacturing purchased the fluid vender inventory and production rights from Mrs. Arthur C. Kautz and Joseph Klein, of Buffalo. Latter had bought the existing inventory and some of the [\(Continued on page 89\)](#)

## Exhibit Supply Sets Two Cent Card Machine

CHICAGO, Sept. 29.—Exhibit Supply Company now is setting up production lines for a 2-cent card venter designed for arcades, store locations and transportation terminals.

Known as the Silent Salesman Jr., the unit measures 13 by 7½ by 9 inches and weighs approximately 12 pounds. It can be used as a counter piece or wall mounted.

Subjects to be handled by the card machine include Exhibit Supply's variety of sport and movie stars. Deliveries are expected to begin within a few weeks.

## Chicago Rep Opens Third Display Area

CHICAGO, Sept. 29.—First Distributors this week opened a third new showroom in its expanded headquarters here. The new room is devoted entirely to reconditioned five-ball games with flippers. Wally Finke and Joe Kline, partners, said the extra space has a capacity of 100 games, all set up and ready to play. Operators will be able to test the units on the floor, make their actual selections, and see the games crated and shipped.

New headquarters also include a general coin machine showroom which features new and used game, arcade, music and vending equipment, and a premium showroom which now occupies the complete area in which First was housed less than one year ago. Latter has been finished in knotty pine with the same motif carried out in the show and wall cases. Mal Finke, who heads the premium division, said several thousand items are now included in the merchandise line.

Firm will exhibit premiums at the Midwest Coin Machine Convention in Omaha October 15-16, Finke said.

## Jalopy 5-Ball In New Release

CHICAGO, Sept. 29.—Vice-President Sam Stern announced this week a new release on the Jalopy five-ball game.

This is the model featuring bumpers which increase in score each time they are hit plus a simplified playfield and theme. It also retains new scoring ideas introduced on Williams' Hayburners.

Stern stated the new release was made when field reports indicated the game was now beginning to reach its peak demand.

## Higher Demand Spurring Used Machine Sales

CHICAGO, Sept. 29.—Demand for late model games and music machines was emphasized this week by the decreased number of listings in "The Billboard's" Index of Advertised Used Machine Prices (appearing elsewhere in this section). Meanwhile, arcade pieces and venders were active also with interest centered on products made in the past three years.

Most sought after games included shuffle units designed with either fly-away or light-up pins and particularly those with more than single player mechanisms. Five ball games made since the flipper bumper was introduced or games converted to flipper action also were in the high demand category. In music, most of the used sale activity centered around AMI's Models A and B; Wurliitzer Model 1015 thru 1250 and Seeburg remote control specials.

Over-all, prices on games were up slightly, while music and vending held about the same levels as the past few weeks.

## Okay Norwood, O., Pinball Ordinance

NORWOOD, O., Sept. 29.—Validity of this city's ordinance licensing pinball games was upheld in Cincinnati's Common Pleas Court by Judge Ferd Bader.

Handed down in the form of an opinion, the ruling was against a suit by a Norwood taxpayer on behalf of himself and others. The judge stated: "The ordinances in question do not license pinball machines which return anything of value. It licenses pin ball machines which are used for the purpose of amusement."

## Select Chi Int'l Trade Fair Site

CHICAGO, Sept. 29.—Chicago, heart of the coin machine industry, was selected this week as the permanent host city of the International Trade Fair, I. S. Anoff, re-elected fair president and head of the convention bureau, announced this week. The first International Trade Fair held in Chicago, August, 1950, attracted exhibits from 44 nations, including several coin machine and allied manufacturers.

Decision to keep the fair in Chicago was chiefly influenced by

the over-all success of 1950. Over 250,000 attended the event. The next one will be held at Navy Pier, March 22 thru April 6, 1952. The spring dates were selected to enable exhibitors to fit their production schedules to seasonal buying habits.

### Name Director

At a special meeting of the newly organized fair board, Col. John N. Gage, U. S. A. retired, was chosen again to serve as executive director; Bozell & Jacobs, advertising firm, as public relations, and Brown, Dashow & Zeidman, legal counsel.

As a result of the 1950 fair, several local manufacturers made contracts with foreign coinmen who later became customers. With the expansion of the export market since that time it is expected many foreign coinmen will be back again, combining the fair visit with trips to local plants.

## Purveyor Adds Space, Staffers

CHICAGO, Sept. 29.—Purveyor Shuffleboard Company thru President Herb Perkins announced this week it has acquired 5,000 square feet of warehouse space at 1525 N. Clark Street. Firm also added four men to its service and repair staff.

Perkins stated the new warehouse space is another step in its long range expansion plan. Previously, Purveyor had renovated the exterior of its Western Avenue headquarters and is near the completion of remodeling the entire interior of building. Tho the Clark Street facilities were acquired for storage of equipment it is equipped for shop and repair work on games and shuffleboards. It was once the headquarters of Mercury Shuffleboard Company.

New shop personnel at Purveyor are Jesse Perry, Cecil deLoian, Frank Patryn and James Smith.

## Federal CM Tax Yield Declines

WASHINGTON, Sept. 29.—The federal tax on coin-operated devices yielded \$5,491,842 in August revenue, a drop of \$771,269 below the previous August's total. The tax yield since the July 1 start of the fiscal year totaled \$11,628,200, compared with \$12,768,038 for the comparable two months of last fiscal year.

Tobacco taxes for August yielded \$137,156,180, compared with \$146,928,137 for the previous August.

## NPA FOURTH QUARTER BOX SCORE WITH VITAL MATERIALS

A breakdown of fourth quarter allotments to makers of coin machines follows:

Automatic Merchandising Machines	
Carbon steel: 2,911 tons.	Copper (wire mill): 16,470 lbs.
Alloy Steel: 20 tons.	Copper (foundry): 6,251 lbs.
Stainless steel: 35,943 lbs.	Aluminum: 287,349 lbs.
Copper (brass mill): 22,715 lbs.	
Coin-Operated Amusement Machines	
Carbon steel: 343 tons.	Copper (wire mill): 93,980 lbs.
Alloy steel: 7 tons.	Copper (foundry): none.
Stainless steel: 1,154 lbs.	Aluminum: 4,302 lbs.
Copper (brass mill): 43,361 lbs.	

## JOHNSON BILL AMENDMENTS GET SENATE COMMITTEE OKAY

WASHINGTON, Sept. 29.—The Senate Interstate and Foreign Commerce Committee Thursday (27) favorably reported the Senate special crime investigating committee's bill to ban interstate shipments of pushcards, roulette wheels and "one-ball" machines.

The bill amends the present Johnson Act to widen its taboo on interstate shipment of gaming machines. In reporting the bill for Senate floor consideration, the committee revised its definition of gaming devices so as to include roulette wheels.

The measure is expected to get early action on the Senate floor, and passage is figured likely by its sponsors.

## VENDING MFRS. WARNED ALUMINUM SUPPLY ACUTE

### Urge Firms Develop Substitutes Immediately; Review Supply Pic

WASHINGTON, Sept. 29.—Manufacturers of vending equipment must start looking for ways and means of substituting other materials for aluminum as quickly as possible, it was learned here as "The Billboard" went to press. The Northwest power situation is rapidly making the aluminum situation acute and it is now expected that severe cuts will be made in 1952 first quarter allotments. At the

same time it was learned cut-backs in other critical materials are not expected to be as severe as that in aluminum in the initial 1952 quarter.

WASHINGTON, Sept. 29.—National Production Authority reported production and shipments of containers and packages many of which are used for items in vending machines, continued in general at high levels during last April, May and June, compared to the preceding three months. Defense orders, however, accounted for the high output of aluminum foil, and other container manufacturers were still operating below capacity because of material shortages.

Meanwhile, an industry advisory committee told Office of Price Stabilization this week that small producers of cup and nested

containers would be forced out of production unless ops tailored a special price law to meet their needs.

NPA reported that an adequate supply of most raw materials enabled the production and shipment of glass containers to exceed 30 million gross during the second quarter of this year. This is a rise of 6.4 per cent above the first quarter. Demand still continued heavy in the second quarter, and the industry was still operating below capacity. However, chief material problem was the shortage of selenium used in clear transparent glass.

Production of metal and plastic caps, dropped 5.3 per cent in the year's second quarter from the 4,430,215,000 produced in the first three months of the year. Shipments of crowns dropped off 24 per cent, NPA reported.

For the first time in a year April shipments of folding paper boxes exceeded orders. Dollar value of shipments for the year's second quarter remained about the same as the preceding quarter, although they were 56.2 per cent higher than the second quarter of 1950.

Production of paper cups and nested food containers was about 90 per cent of capacity during this year's second quarter, NPA reports, while demand continued to exceed supply. The second quarter production remained at about the same level as production the preceding three months. Shortages of basic bleached chemical pulp reduced the production of

(Continued on page 79)

## Ideal Purchases Peerless Scale L. A. Operation

LOS ANGELES, Sept. 29.—A new building of approximately 6,000 square feet and costing \$35,000 is under construction here to house the scale operating firms of Ideal Weighing Machine Company and Peerless Weighing Machine Company, which were combined by the purchase of the latter by Robert Stark, head of Ideal.

James J. Shalda, for many years manager of the Peerless operation in this area, has become general manager of the firm to be known as Ideal Weighing Machine Company. The deal united the two operating firms with Stark now devoting his entire time to locating the weighers. He formerly manufactured the Ideal machine. The firm was organized in 1920 by Stark's father.

The purchase of the Peerless line gives Stark a territory embracing the 13 Western States.

With Shalda directing the local office, William Tarter is in charge of the San Francisco branch.

## NAMA Names 9 New Exhibitors

CHICAGO, Sept. 29.—Nine more exhibitors were announced this week by National Automatic Merchandising Association's exhibit manager, Bernard N. Osmond. Making the 1951 convention, in Cleveland's Auditorium November 12-15, even more diversified as to product variety compared with previous NAMA exhibits, the new firms are:

Refrigerated Equipment Sales Corporation, New York (manufacturers of automatic ice cube machines); Ideal Dispenser Company, Bloomington, Ill.; Veeder-Root, Inc., Hartford, Conn.; Ford Gum & Machine Company, Inc., Lockport, N. Y.; Hedeman Products, Inc., Great Neck, N. Y. (beverage machines); Harmon Enterprises, Inc., Chicago (hot beverage vender); National Biscuit Company, New York, and Ponds Extract Company, New York (vending pack tissues).

Osmond said that many new products to the vending industry will be among the hundreds on exhibit.

to what amount of the 500 unit total would be candy, cigarette, cookie and coffee machines, was not reported. Also, construction, operation and appearance details of the coffee and cookie venders were not made known in the initial announcement.

## INDUSTRIAL LOCATION BOOM

# 65-Million Plant Population Will Spur New Vending Gains

CHICAGO, Sept. 29.—With "around the corner" goals of industry's new dual defense-civilian production schedules rapidly becoming reality as 1951 draws to an end, vending machine operators are gearing their placement, maintenance and servicing programs to keep pace with the assured step-up in in-plant snack demand.

National employment, now at 62 million, is expected to rise to 65 million by mid-1952; this 3 million increase in worker ranks will be supplemented by a 3½ million armed service force, presenting its own vender demand in training camps, bases and installations.

Direct defense work will employ 8 million workers, a goal set by mobilization director

Charles E. Wilson; the gradual shift to such work in recent months is now building to mass proportion. Currently, there are approximately 3,300,000 persons engaged in defense production, so 5,200,000 more at least will be needed. Many of these, with several hundred thousands being women, will be first-time workers, new to the nation's labor force.

### Please the Ladies

It is from this expanded worker force that operators will realize new volume potentials when they install venders in sufficient variety, both in new plant sites and in expanded industrial locations already covered. The greater number of women workers will mean changes in some products' sales

## DIME DRINK COMEBACK

# Chi Transit Op Adds Juice, Tea, Boullion

CHICAGO, Sept. 29.—Dime beverage returned to el and subway stations here this week with the installation of five Welch grape juice machines by Mechanical Merchants, Inc. The dime price will be further entrenched within the next three weeks when the first of 20 converted Refresh-o-Mats start moving 10-cent cups of hot tea and boullion. Mechanical Merchants is already vending dime ice cream in many of its Chicago rapid transit installations.

The Welch units, operated under that firm's regular lease arrangement by Mechanical Merchants (The Billboard, September 29), will vend both grape and apple juice. Refresh-o-Mat equipment, owned by the operating firm, was

introduced on the Chicago Transit Authority locations as nickel orange drink units in the spring of 1950; converted later to handle dime hot chocolate. Only a few units were changed, however, and because of Chicago health authority findings of high bacteria counts, the dime hot chocolate experiment was short lived.

The brief, the hot chocolate operation broke the heretofore CTA stand on "nickel only" vending. With the introduction of Mechanical Merchants' ice cream equipment this spring, the dime price was revived, and the new price pattern is now being further strengthened with the addition of the two new types of 10-cent products.

## Confection Cabinet Bows 2 Cup Venders

NEW YORK, Sept. 29.—The Confection Cabinet Corporation, theater concessionaires using stands and machines, has placed into production two new cup venders for use in its own operation. The three and four flavor units were unveiled this week at the Theater Owners of America convention in the Astor Hotel here.

Both models stress display. Three-dimensional signs, in color, make up about one-third of the front panel and show realistic, over-size cups set into a wintry background. The signs are set behind clear plastic covers which conform to the cabinet contours.

### Separate Chutes

A prime innovation is the use of separate drop chutes for each flavor. The coin receptacles are set in large plastic domes located

on the front panel just below the display area. Lettering on the domes identify the flavors and each is illuminated in a different color. The coin mechanisms accept nickels, dimes, and quarters. Changemakers are standard.

Charles Stern, Confection Cabinet secretary, said tests have shown that use of the separate coin slots simplifies patron selection on location and eliminates the need for instruction panels. Selector buttons are similarly bypassed. The only movable object on the face of the machine is a single coin return lever.

The three-flavor model has a single cup drop, while the larger model, in effect two machines in a common cabinet, has two. Internal assemblies have been designed for quick interchangeability in case of failure, Stern said.

## New Tariff Concessions To Affect Vender Items

WASHINGTON, Sept. 29.—Tariff concessions between the United States and nine foreign countries will shortly begin to affect a wide number of products used in the vending machine industry, including tobacco, confectionery, beverage, bottling items and gum. Duty concessions made by foreign countries will boost American exports of certain goods while U. S. duty cuts will touch off an inflow of some products from abroad.

These concessions, and many more in other industries, were negotiated under the General Agreement on Tariffs and Trade at a conference of 34 countries in Torquay, England last winter. The U. S. has signed the Torquay protocol, and the agreements

negotiated have been coming into operation this summer and on into the fall as the other nations also sign before the October 21 deadline. The boom in U. S. exports of goods covered, will depend on the supply of dollars in buying countries. Government trade experts expect that U. S. purchases of defense materials abroad as well as foreign aid programs will keep foreign dollar supplies at a higher level in the next few years than they have been in the past five years.

### Tariff Concessions

The following concessions were made:

1. Tobacco: Tariff cuts made by Canada are now in effect. The duty on cut tobacco was lowered from 80 to 65 cents per pound, a reduction of 19 per cent. Tobacco for cigar manufacture will also benefit from concessions. Duties on unstemmed and stemmed type were reduced by one fourth to 15 cents per pound and 22½ per pound respectively. When Peru signs the protocol, her duty on leaf tobacco will be bound at 12.5 per cent. When Turkey signs, the U. S. will drop her duty from 20 cents to 15 cents a pound on cigarette leaf tobacco, unstem-

(Continued on page 79)

## Deree Cooled Candy Vender Price \$499.50

CHICAGO, Sept. 29.—Alco-Deree Company announced this week it would concentrate candy vender output in its refrigerated model, a seven-selection, 500-bar maximum capacity unit listing for \$499.50. W. S. Deree, president, said the first 600 assemblies (made from cabinets and components on hand from 1950 production) have been shipped to Southern States, with approximately 200 more cooled units, converted from recalled sandwich vending equipment, scheduled for delivery in the same area.

With its resumption of candy machine assembly (The Billboard, September 29) Alco-Deree plans to fabricate new cabinets and parts for continued output after its present stock of parts is exhausted. Cabinets will be fabricated by an outside firm, components (with exception of coin mechanisms, Kelvinator refrigeration units) will be produced in its own plant.

Deree stated the decision to re-enter the candy vender field was made following queries from Southern and Southwestern areas where the bulk of earlier production had been shipped. With the present materials shortages and restrictions limiting venders output, the non-cooled

(Continued on page 79)

## New Coffee, Cookie Venders Set by Coan

MADISON, Wis., Sept. 29.—Coan Manufacturing Company, Inc., announced this week it will introduce a new coffee vender at \$875 and a cookie machine at \$99.50 f.o.b. in the immediate future. President J. W. Coan stated that while production has been cut in keeping with government regulations, steel and other material supplies on hand and on order will permit a slightly over 500 unit output per month.

A production break-down, as

## WVMOA Begins Meet Schedule

LOS ANGELES, Sept. 29.—Resuming its fall schedule of meetings following a layoff of a month as is its custom, Western Vending Machine Operators' Association deferred the annual election of officers until its monthly session October 30. The official slate, headed by M. I. Slater as president, will continue to serve until election.

A larger attendance had been expected at the Tuesday (25) meeting. When it failed to materialize, the election was postponed.

The WVMOA meets the last Tuesday of each month except in August and December.

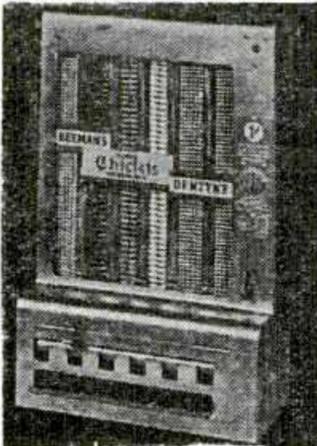
## New Sales Peak At ABC Vending

NEW YORK, Sept. 29.—ABC Vending Corporation reported record four-week sales of \$3,649,461 for the period ended August 26. In the like 1950 period, firm grossed \$3,155,541.

Jacob Beresin, president, said during the single week ended August 26, the firm's sales exceeded \$1,000,000 for the first time in its history.

(Continued on page 79)

FOR EXTRA PROFITS!



Famous Mills Model 107—Display PENNY GUM VENDOR FACTORY RECONDITIONED and GUARANTEED By Special Arrangement With HAL R. MEEKS

We now carry this outstanding gum vendor in stock for the convenience of Eastern operators . . . and when necessary can arrange to have direct shipments made from the Mills factory in Chicago.

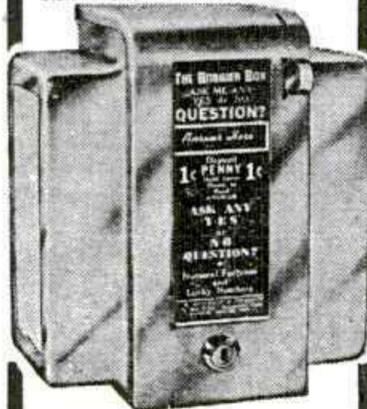
WRITE FOR PRICES AND DETAILS American Chiclé Adams Gum— all flavors, 100 count: 1 to 50 boxes . . . 42¢ 50 or more boxes . . . 41¢ Merchandise, Charms — Parts and Accessories for All Makes Vending Machines.

J. SCHOENBACH Factory Distributor of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N.Y. PResident 2-2900

THREE RED HOT MONEYMAKERS:

- "THE SWAMI" "THE ANSWER BOX" "FORTUNE TELLER"

Here's a sensational counter machine moneymaker for thousands of locations: Bus Stations, Cafes, Bars, Fountains, Donut Shops, Hot Dog Stands, etc.



No stock to buy; no servicing. Every penny clear profit. Holds 1250 pennies. Customer thinks of question, deposits coin, and box gives answer. Two can play High Low with the lucky numbers for the day, given on machine. A baby in size, a Giant in profits. Write for details and prices.

Reno Distributing Co. 311 No. Reno St. Los Angeles 26, Calif.



"The Magazine of Automatic Merchandising"

"I just finished reading my copy of VEND. It is very well balanced covering all the various vending subjects. VEND should have a great operator interest."

Howard I. Olsen Wm. Wrigley Jr. Co. Chicago, Ill.

VEND 723 2160 Patterson St. Cincinnati 22, O. Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name Address City Zone State

DuGrenier Breaks Direct Sales Policy in Midwest

James Martin Resumes as Distrib Under Operator-Only Sales Policy

CHICAGO, Sept. 29. — With the reappointment of James H. Martin Company here this week as distributor of its cigarette vander for operator sales only in the eight-State Midwest area, Arthur H. DuGrenier, Inc., made the first break in its direct-to-location sales policy. According to Jimmy Martin, initial shipment of

cigarette units have already been received by his firm under the no-location-sales program.

DuGrenier's treasurer, Blanche Bouchard, and other officials could not be reached for comment on the extent of the policy change. Meanwhile, trade rumor had it that David Clayman was no longer firm's sales manager, a post which he assumed when DuGrenier switched to direct sales in December, 1950, and after he had left another location sales firm, Yeaton Manufacturing. Clayman's possible absence sparks speculation that DuGrenier may be abandoning the location sale policy nationally. Such action was given added probability when Martin, who resigned as firm's distributor with its sales switch last year, indicated he would press for such an over-all change in sales policy when he visited the DuGrenier plant next week to tie up details of his own distributorship.

Sutton Out

Following Martin's resignation as a distributor early last year, Gordon B. Sutton, formerly assistant manager of SuperVend Sales and a Wurlitzer music distributor, took over the DuGrenier cigarette line for location sales in Martin's territory. With the shift back to 100 per cent operator selling in

the Midwest (ostensibly spurred by Martin), Sutton bows out of the picture.

As of this week, the DuGrenier location-sales policy has been discontinued in Martin's territory, covering Illinois, Indiana, Iowa, Wisconsin, Kentucky, Minnesota, Nebraska and Missouri.

NECCO Launches Dime Bar Program

CAMBRIDGE Mass., Sept. 29. New England Confectionery Company, as part of its program this fall to launch a nationwide campaign on dime bars, has opened the push with a special letter to its jobbers. Problems of dime merchandising are outlined, suggestions invited on how the manufacturer-jobber can work together in the program.

Part of the jobber letter stated: "It is obvious . . . by this time that the industry is finding it very difficult to produce a nickel chocolate covered bar of proper consumer value . . . and give the manufacturer, jobber and retailer any sort of satisfactory profit."

Juice Volume Grows, Vender Use Spurred

NEW YORK, Sept. 29.—Following recent predictions of intensified vender use to help move frozen citrus juices and further expand demand, juice makers this week came up with the report their industry over-all retail volume was 120 million six-ounce cans of concentrate during June-August. Sales in this period were one-third above those for the same period in 1950.

However, all was not joy in the citrus camps; unsold stocks still topped 17 million gallons September 1, almost double the amount on hand a year ago. This, coupled with the fact that 60 per cent more juice concentrate was canned in the industry's fiscal year just ended (almost 34 million gallons) than in previous year, means a highly competitive sales period lies ahead. It is this combination of events that may speed major use of automatic merchandising principles, a step that has already been taken by one major citrus juice firm, Minute Maid, and a non-citrus juice company, Welch Grape Juice (The Billboard, September 29).

NAMA Guide Adds Section

CHICAGO, Sept. 29.—National Automatic Merchandising Association announced the 1952 edition of the "Buyer's Guide" will include a special section depicting vending's place in a mobilization period. It will project vending expectations of military and industrial leaders to suggest automatic merchandising's place in the future as well as in the present emergency. NAMA officials stated.

To be distributed at the annual convention in Cleveland November 12-15, the "Guide" will also carry usual listings of members, broken down to specific products.

Ark. Governor Urges 2c Cig Tax Retention

LITTLE ROCK, Sept. 29.—Governor McMath has advocated a continuance of the extra 2-cent cigarette tax imposed by the 1951 General Assembly for support of a State medical center.

The chief executive pointed out that the new tax would bring in \$2,000,000 a year during the next two years.

"I don't know whether I will be here after next year or not," Governor McMath asserted, "but it is my idea that we should keep the revenue from the cigarette tax from now on."

NCWA Fights Canteen Move On FTC Order

WASHINGTON, Sept. 29.—Automatic Canteen Company's petition to set aside the cease and desist order of the Federal Trade Commission will be opposed by the National Candy Wholesalers' Association, it was announced this week by E. J. McCoy, NCWA president. The case will be heard in Chicago soon. NCWA said it had been granted permission to appear as a friend of the court to present its views.

Canteen was ordered by FTC June 15, 1950, to stop receiving allegedly illegal, discriminatory prices from gum and candy manufacturers. The order was the culmination of a case, dating from 1943, in which FTC issued a complaint against the company charging violation of the Robinson-Patman act.

Park Meter Accepts Own Overtime Fines

MOUNT AIRY, N. C., Sept. 29.—A new-type parking meter introduced by W. E. Haymore here permits paying of overtime parking fines at the meter. Paid in coins similar to regular parking operation, dated receipts are issued by the meter upon fine payment.

Meter head is of modernistic design, features a "violation" warning sign in a full view plastic top section. A completely automatic unit, meter requires no manual winding; coin insertions act to keep mechanism wound. Meter also changes its own dating imprint each midnight.

Pennies Short in Chi

CHICAGO, Sept. 29.—A shortage of pennies here was pointed up this week by a Federal Reserve Bank spokesman. He blamed the condition on increasing use of parking meters and higher public transportation costs.

OCTOBER SPECIALS!!! Each 5 Selective DuGrenier Candy, 5¢ . . . \$ 29.50 10 Model N Adams Gum, 1¢ . . . 13.95 25 Columbus Nut, 5¢ . . . 7.95 50 Wrigley's Stick Gum, 1¢, 2 Col., BRAND NEW . . . 9.95 25 Almond Vendors, 5¢, NEW . . . 4.95 10 Victor Universals, 5¢ . . . 10.95 10 Northwestern Deluxe, 1¢-5¢ Combination . . . 14.50 10 Model 1015 Wurlitzer Juke Boxes . . . 275.00 1/2 With Order Balance C.O.D.

CORRECTION Due to a typographical error, price for Hershey's 200 count was incorrectly listed in our ad last week at 30¢. Correct price is . . . HERSHEY'S, 200 Count . . . \$1.30 NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL 438 West 42nd St., New York 18, N.Y. CHickering 4-0142 4105 16th Ave., Brooklyn, N. Y. GEDney 8-3600

SMOKESHOP "612" PACK CAPACITY The NATION'S FINEST CIGARETTE VENDOR Tear Out and Mail This Ad for Details

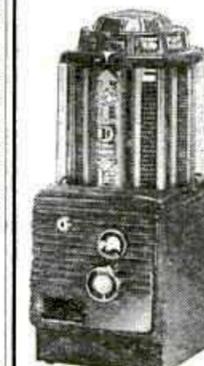
AUTOMATIC PRODUCTS CO. 250-B West 57th St., New York 19, N.Y. Plaza 7-3123

TOPPER DELUXE With Plastic Side Display Windows Case of 4 \$54.00 Single . . . 14.90 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.

Profit-Making Combination For Wide-Awake Operators

MODEL 49 1¢-5¢-10¢

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.



1¢ Selective TAB GUM VENDER

The Select 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 1¢-5¢-10¢ PRICES Less than 25 \$17.35 Less than 100 \$17.15 100 or more \$16.95 Sensational TAB GUM PRICES Less than 25 \$25.95 Less than 100 \$25.45 100 or more \$24.95 10-COLUMN 1¢ SELECTIVE MERCHANDISE ADAMS, All Flavors, 100 Count . . . \$ .42 WRIGLEY'S, All Flavors, 100 Count . . . . .46 FRUIT CHARMS, Assorted, 100 Count . . . . .40 SUGARD 200 Count . . . . .1.20 HERSHEY'S, 200 Count . . . . .1.30 MINIMUM ORDER 25 boxes of Any Assortment Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc. TIME PAYMENT PLAN AVAILABLE TRADE-INS ACCEPTED. 1/3 Deposit, Balance C.O.D. 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



### R. W. ZAUG 1ST REGISTRANT FOR '51 NAMA MEET

CHICAGO Sept. 29.—R. W. Zaug, Zaug's Modern Vending Service, New London, Wis., was the first registrant for the 1951 National Automatic Merchandising Association convention and exhibit, show manager Bernard N. Osmond announced this week.

Advance registrations for the November 12-15 meeting were opened Friday (21) to enable members to avoid waiting at registration desks in Cleveland. Advance registrants can pick up their badge, program, entertainment invitations and banquet tickets at a special desk at the Cleveland Public Auditorium beginning Saturday, November 11, Osmond stated.

### Charter N. C. Firm

ASHEVILLE, N. C., Sept. 29.—Secretary of state has issued a charter to the Vendall Company here to deal in vending machines. Authorized capital stock was listed at \$4,000, with \$1,000 stock subscribed by J. C. Roberts, of Canton; C. A. Worrall, of Asheville, and Mrs. Marie Cannon, of Oteen.

**Victor's TOPPER DELUXE**  
WITH SIDE DISPLAY WINDOWS.  
Also Available in Double, Triple and Revolving Super Market Units.  
**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.

## Martin Candy Vender Loses DuGrenier Label

CHICAGO, Sept. 29.—James H. Martin, Inc., patent owner and national distributor for the DuGrenier-produced eight-column candy vender, has changed the unit's trade name to Martin's "Little Candy Store."

The vender, which will continue to be produced by DuGrenier for Martin, is being sold solely to operators. Name change removes the DuGrenier label from the unit, thus identifying it as a contract-manufactured machine by that company.

Features of the Martin vender include nickel-dime operation on either two nickels or dime, or both. On nickel sales, customer may use a dime, receive nickel change. Unit lists for \$216.75 with changer.

## CTA FARES OFF, AFFECTS VENDERS

CHICAGO, Sept. 29.—Chicago Transit Authority's monthly report issued this week revealed that its el, subway and surface lines lost 7,073,026 passengers in August compared to the number carried for the same month in 1950. Decline was recorded in the first month of operations under CTA's latest fare increase, from 17 to 18 cents on the el-subway system.

Reduction in revenue passengers means a reduction in vender grosses thru the underground and elevated stations installations. Mechanical Merchants, Inc., has the contract for beverage, ice cream and sandwich equipment, while Transit Sales operates all candy, gum, nut venders and scales.

## Spacarb of Wash. Fetes 12th Year

WASHINGTON, Sept. 29.—Spacarb of Washington celebrating its 12th anniversary by scheduling a headquarters expansion that will double the size of its present shop and office facilities.

One of the oldest cup vender operations in the country, it now employs over 20 persons and operates 15 trucks to service its over 200 venders.

## New Mars Sales Posts

CHICAGO, Sept. 29.—Mars Inc., announced two promotions in its sales division. B. A. Bouchard, named general sales manager, was formerly Eastern sales chief. Filling that post will be C. A. McDonough, previously New York City representative. Both will make their headquarters in Chicago.

**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.

**Perfectly Refinished and Reconditioned Vendors**

CIGARETTE MACHINES	CANDY MACHINES
Straight 25¢ Operation	All 5¢ Operation
U-Need-A-Pak "E", 8 Col., 224 Cap. \$89.50	DuGrenier Candy Men, 12 Var., 72 Bar \$50.00
U-Need-A-Pak "A", 8 Col., 240 Cap. 89.50	U-Need-A-Pak, 5 Col., 102 Bar... 75.00
U-Need-A-Pak "M", 8 Col., 240 Cap. 89.50	Rowe Deluxe, 8 Col., 120 Bar... 75.00
DuGrenier "W", 9 Col., 208 Cap. 89.50	National, 6 Col., 100 Bar... 75.00
King Size for "W", \$5.00 Extra	Rowe 5¢ Gum & Mint... 19.50
Rowe Imperial, 8 Col., 240 Cap... 79.50	DuGrenier Mod. N., 4 Col., Adams 1¢ 14.50
National 9-30, 9 Col., 270 Cap. 89.50	DuGrenier Mod. G.V., 6 Col., Adams 1¢, new 19.50
U-Need-A-Pak Model 500, 10 Col. King Size, 350 Cap. \$89.50	Lehigh PX Cig Mach., 10 Col. King Size, 400 Cap. \$139.50

We take trade-ins—Liberal Allowance—Time Payments! Complete line machines, supplies, accessories, charms, gum, etc. Get on our mailing list! 1/3 deposit with all orders, balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609-V Spring Garden Street Philadelphia 23, Pa. LOmbard 3-2676

From **LITTLE ACORNS** mighty INCOMES grow!

# ACORN

The only completely die-cast aluminum, precision-built

## ALL-PURPOSE VENDOR

- Vends all bulk mds.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

**1c & 5c mechanism slides into place—no screws!**

**DISTRIBUTORS!**  
Choice Territories Still Open—Write, Wire, Phone East & Midwest  
M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh AT 1-6478  
Pacific Coast Distributor Operators Vending Machines Supply 1023 Grand Ave., Los Angeles

**AK manufacturing co., inc.**  
11411 Knightsbridge Ave., Culver City, Calif.

## PROOF OF POPULARITY . . .

**MORE THAN 4 YEARS OF CONTINUOUS PRODUCTION!**

Operators know the most beautifully streamlined, brilliantly lighted, smoothest electrical performing more profitable vender.

### THE DELUXE ELECTRIC KEENEY CIGARETTE VENDOR

In steady production for more than 4 years, easier to service, trouble-free, sells more cigarettes!

WRITE for a free demonstration. No obligation.

**J. H. KEENEY AND CO., Inc.** 2600 W. 50th Street Chicago 32, Illinois

## CHARMS—Proven Sales Boosters

Write for Complete Price List!

# Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

*See You in Cleveland!*  
**NOVEMBER 12-13-14-15**

## THE MOST IMPORTANT CONVENTION in the HISTORY OF OUR INDUSTRY!

**AUTOMATIC VENDING MACHINE**

Operators Manufacturers Suppliers

What's new in equipment and methods?  
What's the wage, tax and profit picture for '52?  
How about the availability of materials and supplies?  
How about the cost of merchandise? Service?  
What are the industry leaders thinking? Saying? Doing?

*You'll Get All the Answers--and More! During This Big 4-Day Meeting!*

**CHOICE HOTEL ACCOMMODATIONS ARE GOING FAST—GET YOUR RESERVATION IN TODAY**

Write, Wire or Phone  
**CLEVELAND HOUSING BUREAU**  
511 Terminal Tower  
Cleveland 13, Ohio

Thomas B. Hungerford  
Chairman  
1951 N.A.M.A.  
Convention & Exhibit



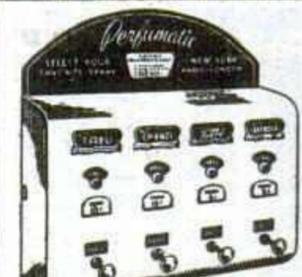
## 5th ANNUAL CONVENTION & EXHIBIT

### CLEVELAND PUBLIC AUDITORIUM

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION  
The National Trade Association of Merchandising and Service Vending Machine Operators, Mfrs. and Suppliers.  
7 South Dearborn Street, Chicago 3, Ill. Financial 6-0370



## 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

—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 7/8 "SUPER-GUM" (100 to the Pound) or regular 15/16" 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.**  
622 Diversey Parkway Chicago, Ill.

Try **VICTOR** Once and you will **BUY VICTOR ALWAYS**

**ORDER TODAY!**

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448



**BRAND NEW LUCKY BOY VENDORS**

Lots of 5 \$9.50 Ea.  
Lots of 10 EACH \$9.25 Ea.  
Lots of 25 1c or 5c \$9.00 Ea.

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

**BLLOYD MFG. CO.**  
VALLEY STATION, KY.



## 2,000 ASSORTED CHARMS

15 Different Items—everything we make—in elastic and plated mixture. WORTH MORE—SPECIAL DEAL

**2,000 for \$10**  
F.O.B. Jamaica, N. Y. Immediate delivery.

**EPY**  
Samuel Eppy & Co., Inc.  
91 15 144th Place, Jamaica 2, L. I., N. Y.

**WRITE FOR CATALOG**

On Bulk Vendors, Merchandise Games, Etc.



**TOPPER DELUXE**

14 or 54 Models (Advise when ordering)  
**\$14.95** Each  
 Case of 4 **\$56.80**  
 Complete Victor Line in Stock.

**COPPER CHARMS**

Large size, new series, 1,000 ... \$3.95  
 Hand-Painted Imported Charms ... 1.25  
 Per Gr. ... 2.50  
 Toy Watches, 2 Gross ... 1.95  
 Stone Set Rings, 1 Gross ... 1.95  
 "Hep Cat" Buttons, 1,000 ... 5.95

**STANDS**

All steel - aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

**\$3.25 each**

We are factory distributors for all leading makes of VENDING MACHINES

One-Third Deposit on All Orders.  
**PARKWAY MACHINE CORP.**  
 715 Ensor St. Baltimore 2, Md.

**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.

**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 Mds. for Mach.

Write for Charm and Merchandise List.  
 1/3 Dep. Bal. C.O.D

**NORTHWESTERN SALES & SERVICE**  
 1194 TREMONT ST., BOSTON, MASS.

**CHARMING NEWS**

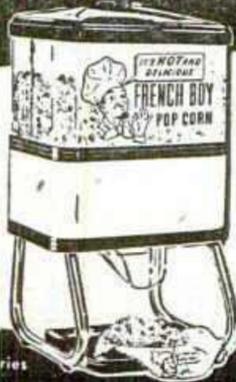
Nothing short of Diamonds will pull pennies faster than TORR'S new mixture of Charms.

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.**

**FRENCH BOY POP CORN Dispenser**



SPECIAL RATES for Distributors and Salesmen

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

**New Tariff**

Continued from page 76

med and other than smoke-cured tobacco having the flavor and aroma characteristic of smoke-cured Latakia leaf tobacco.

2. Confectionery: Belgium, The Netherlands, and Luxemburg have been granted duty cuts by this country on unsweetened cocoa, and cocoa, sweetened, with a value of 10 cents or more a pound. The Dominican Republic was added to the three nations as the countries for which the U. S. dropped duties on unsweetened chocolate, and on sweetened chocolate in bars or blocks weighing 10 pounds or more each, or in any other form with a value of 10 cents or more per pound. The U. S. will also grant Peru a drop in tariffs on cocoa leaves when it signs the protocol. Tariff concessions were obtained by the U. S. from Canada on preparations of cocoa, chocolate, and chocolate coated candy and confectionery. The duty was cut from 25 per cent to 20 per cent. The rate on other candy was dropped by Canada from 25 per cent to 22 1/2 per cent.

3. Beverage contents: The going duty rates, or free rates were bound by Sweden and the Dominican Republic for U. S. imports of fluid or dry blended flavoring, not containing alcohol, and without sweetening as well as for sirups and other sweetening juices for flavoring beverages.

4. Bottles and caps: Canada has granted the U. S. duty concessions on demijohns, bottles, flasks, and jars, etc. of glass. U. S. trade is expected to benefit by more than \$3 million under this agreement. The U. S. granted concessions to France, Belgium, The Netherlands, and Luxemburg on certain bottle caps of metal.

5. Almond juices and almonds: Tariffs were cut by Canada for U. S. imports of walnuts, shelled or not. Peru will grant cuts for walnuts in the shell. The Dominican Republic granted cuts on the sweetened juices of almonds.

6. Cigarette paper: When Peru signs the protocol it will grant this country a 33 per cent concession on cigarette paper. The U. S. granted France cuts on cigarette paper, except cork.

7. Cellophane paper: A 10 per cent reduction will be granted by Peru when it signs.

8. Gum: Peru will bound duties on chewing gum, sticks, and in candy form. A bound duty rate on gum is in effect from the Dominican Republic.

9. Roller skates: The U. S. cut its duties on roller skates for Canada.

10. Toys and games, etc: The U. S. dropped duties on mechanical, musical, and other toys; certain games, favors, marbles, dolls, and other items. Concessions are in effect with Belgium, the Netherlands, and Luxemburg. They will go into effect with Western Germany when it signs the protocol.

**Deree Cooled**

Continued from page 76

Candy-Mart model, introduced in 1949, will not be re-introduced. Deree indicated the biggest production problem for the present would be sheet steel for cabinets. Sales are being handled by Deree; no special vander sales manager will be appointed.

Alco-Deree also started construction of a third floor this week, which with utilization of a former open center, well in the present two floors will add 30,000 square feet of production space.

**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. 29	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8
Acorn Peanut Machine.....	\$7.95			
Advance Candy .....	25.00	\$25.00	\$25.00	\$25.00
American Scale .....	75.00			
Andrews Nut, 5c.....		7.95		
Candyman 72 Bar.....	50.00	50.00	50.00	50.00
Columbus 5c Bulk.....		7.95		
DuGrenier Model (5) (7 col.).....	69.50	69.50	69.50	69.50
DuGrenier Model W .....	49.50 82.50	49.50 82.50	49.50 82.50	49.50 82.50
Kirk's Astrology Scale .....		85.00		85.00
Kirk Guesser Scales.....		135.00		
Lo Boy Scale .....		50.00		50.00
Masters 1c Novelty.....		7.95		
Minit-Pop (Viking).....	175.00	175.00		
Monarch (8 col.).....		85.00	85.00	85.00
National 9A .....		75.00	75.00	75.00
National 930 .....		85.00	85.00	85.00
National Candy (9 col.).....	115.00			
National Electric Ticket Scale .....		95.00		
Northwestern De Luxe, 1c and 5c.....		14.50		
Northwestern 33 Ball Gum.....	7.50	7.50	7.50	7.50
Pop Corn Sez .....		89.50	89.50	89.50
Rowe Candy .....	85.00	85.00	85.00	85.00
Rowe Crusader (10 col.).....	145.00	145.00	145.00	145.00
Rowe Imperial (8 col.).....	77.50	77.50	77.50	77.50
Rowe President .....		85.00	85.00	85.00
Rowe Royal, (6 col.).....	82.50	82.50	82.50	82.50
Rowe Royal (10 col.).....		85.00	85.00	85.00
Shoe Shine Machine.....	39.50			
Siros Brush-Up .....		75.00	75.00	75.00
Silver King 1c .....		7.95		
Silver King Target King .....	27.50			
Target Hunter (Silver King).....	27.50			
Trimount Snack Nut 5c (3 col.).....		19.50		
Uneeda Candy 102 Bar.....	75.00	75.00	75.00	75.00
Uneeda Model A (9 col.).....	85.00	85.00	85.00	85.00
Uneeda Model E, 9 col.....	75.00	75.00	75.00	75.00
Uneeda (500).....	69.50	69.50	69.50	69.50
Uneeda (9 col.) Model 500.....	95.00	95.00	95.00	95.00
Uneeda (15 col.).....	85.00	85.00(2)	85.00(2)	85.00(2)
U-Select-It .....	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Victor Model V.....		7.95		

**Industrial Location Boom**

Continued from page 76

market tightens, along with other industry-wide pay increases won by unions to meet cost-of-living adjustments, operators will find workers with more money in their pockets better customers.

Earlier reductions in individual plant employee forces this year have about reached their natural climax. Civilian goods curtailment resulting from stepped-up defense production, which caused such worker lay-offs, are about to be reversed. The call is out this fall for increased staffs in most types of industrial installations, civilian as well as defense. In the former, midsummer cut-backs due to oversupply of manufactured hard goods (caused by the buying scare brought on by the Korean war) are now getting back to normal and steady production to the limit of the Controlled Materials Plan is the rule. Thus, more workers are needed to fill shifts depleted as recently as six weeks ago.

An indication of the move to build civilian goods employment is that of many industries in Chicago. One example is the rehiring of thousands of workers laid off three months ago in Windy City radio and television plants. As of this week, 6,000 such employees are back on the production floor, according to M. F. Darling, president of an AFL local of the Inter-

national Brotherhood of Electrical Workers

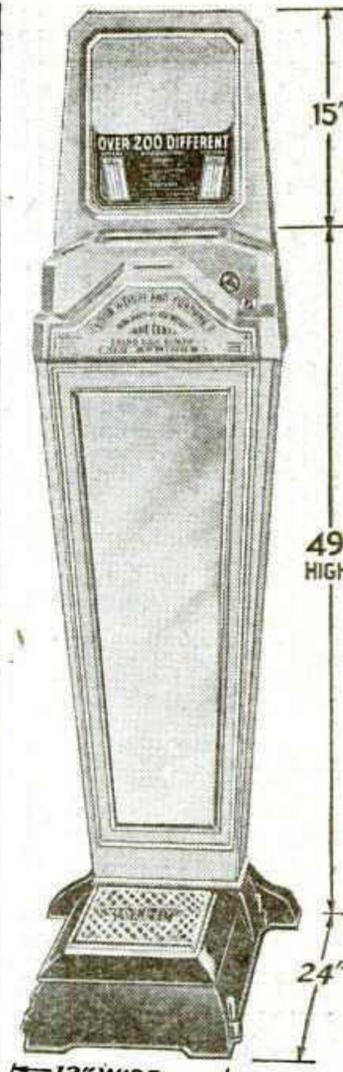
Over-all, the industrial picture, in both civilian and defense plants, is a favorable one for vander operators. There will be no lack of customers in the foreseeable future; supplies of candy, gum, nuts, beverages will be more than adequate. Altho vander production is the main fly in the ointment, even here the picture is not too black. Production is being maintained, and altho reduced and restricted, it will provide essential machines for defense plant installation, armed forces use and civilian plant placement in that order.

**Mfrs. Warned**

Continued from page 76

sanitary food container stock.

The special price law which the small producers of paper cups and nested containers seek would ease the squeeze they feel from increased costs. The industry committee advising 'ops has maintained that the industry is too competitive to permit variance of prices among producers. Present price controls prevent the larger companies from increasing prices, and the smaller firms are therefore forced to keep their prices at the same levels despite rising costs, the committee reported.



WEIGHT 165 LBS.

**\$25 DOWN**

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and made only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
 Cable Address: WATLINGITE, Chicago

Charms Paul A. Price Co. 220 Broadway, New York 38, N.Y.

**OUR PRICES ARE STILL LOW! CIGARETTE MACHINES**

DuGrenier Model W, 9 Col., 308 Pack Cap. .... \$ 82.50  
 Uneeda Model 500, 9 Col., 350 Pack Cap., King Size Included ..... 95.00  
 DuGrenier Champion, 9 Col., King Size Included ..... 89.50  
 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  
 DuGrenier Model S, 7 Col., 210 Pack Cap. .... 69.50  
 \$3.00 Additional for Silver Quarter or King Size Vending.

**CANDY MACHINES**

Uneeda Candy 102 Bar Cap. .... \$ 75.00  
 U-Select-It, 54 Bar Cap. .... 35.00  
 Advance Candy, 40 Bar Cap. .... 25.00  
 Vendall Candy (New) ..... Write

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

SPECIAL! \$50.00

CANDYMAN 72 Bar Cap. (Wall Model, No Base)

TOP EQUIPMENT UNCONDITIONALLY GUARANTEED 1/3 DEP. WITH ORDERS, BAL. C.O.D. Parts and Mirrors available for all makes and models.

SPECIAL! \$85.00

UNEEDA MODEL 500, 15 Col., 425 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

## MOA Director Meet Convenes Oct. 17

Will Discuss Fate of 1952 Convention  
During Semi-Annual Executive Session

OMAHA, Sept. 29.—With the all-important question of a 1952 convention and exhibit heading the agenda, the executive board of the Music Operators of America will convene at the Paxton Hotel here Wednesday, October 17, immediately after the closing of the Midwest Coin Machine Convention on Tuesday (16). Presiding at the fiscal mid-year session will be George A. Miller, MOA president.

While reservations were made at the Palmer House in Chicago for a March, 1952, national convention by MOA earlier this year, there was considerable doubt left with those in attendance at the 1951 convention as to whether another meet would be held. Miller announced from the floor that it was possible the '51 convention would be the last one during the emergency period. However, in light of current events, with some new equip-

ment seen coming thru during the coming year, and with many new problems facing operators it is believed the board will approve a 1952 national gathering, barring an all-out war in the next four or five months.

In addition to reaching a decision on the 1952 convention, the board will hear reports on various committee findings on studies decided upon at the 1951 meet. The entire session is expected to be held in the one-day period.

Among those who will be in attendance, in addition to Miller, are the following: D. M. Steinberg, Newark, N. J.; Ben Ginsberg, Roswell, N. M.; Hirsh de La Vize, Washington; Jack Mulligan, Sharon, Pa.; R. H. Schneider, East St. Louis, Ill.; Tom Withrow, Midland, Tex.; Les Montooth and Charles Sismey, Peoria, Ill.; C. S. Pierce, Brodhead, Wis.; Clem Stetson, Redwood City, Calif., and Sidney H. Levine, N. Y.

## THE WORK BENCH

### Added Tilts Prevent Abuse of Equipment

By HOWARD P. SCHLEY

Sometimes it is necessary, when operating amusement games, to prevent the players from abusing the equipment by adding extra tilt switches. All machines are equipped with a tilt circuit, but the tilts provided may not prevent the particular type of abuse every operator faces.

In fact, unless the location owner will co-operate to protect the operator's equipment, no electrical or mechanical device can fully safeguard the machine.

Pinball games seem to come in for more than their share of kicking and pounding. Not only does this rough treatment ruin the appearance of the game, but the delicate equipment will not stand up under repeated shock without giving trouble.

#### Don't Kill Play

On the other hand, a tilt system that is too sensitive will quickly kill play. The average player gets as much enjoyment out of trying to manipulate the ball with a few bumps on the cabinet as he does out of the game itself.

There is a happy medium—a point where the tilt will protect the machine but still allow the player enough freedom to enjoy playing the game.

At times, in order to get this happy medium in tilt adjustment, it may be necessary to add extra tilts. This is a simple job of wiring, since all the mechanic need do is add to the game's present system. The critical part is selecting the type of tilt switch that will solve the operator's problem and adjusting it to the right degree of sensitivity.

A word of caution on the wiring is necessary. In tilt systems which depend on a "make" switch to tilt

the machine, added tilts should be wired in parallel to the present switches. If the machine uses a "break" type switch, one that opens to register tilt, the added switches must be wired in series with the original ones.

One ball tables seem to be favorite targets for kicking. It is a disgusting experience to walk into a location and find an almost new machine with most of the paint scuffed off the front door. This can be stopped almost entirely by adding the proper type tilts. Most one-ball games come equipped with a tilt switch on the front door, but it can be improved by making up one that is a little more adjustable.

Try using a thin, flexible switch leaf with a nickel soldered to its end for the moving side of the tilt. By setting the switch so that the nickel lies flat against the inside of the front door, any kicks will immediately cause a tilt. But this type of tilt will not interfere with normal play—the player may pound and jar other parts of the cabinet without causing a tilt.

The above is just an example—each case requires a different solution. Games manufacturers try to protect the operator's equipment but it is not possible for them to satisfy each individual need. A little thought and ingenuity can save dollars by protecting the appearance and mechanical operation of your games.

Sometimes a tilt is not enough to prevent damage to your machines. New Orleans operators, for instance, mount all five-ball games on wooden legs. In some sections of the country, one-ball front doors are protected with a piece of pressed wood, painted to match the machine.

Sometimes moving a tilt to a different part of the cabinet will give the desired results. Quite often the trouble can be corrected by careful adjustment of the original tilt switches. But for the case that requires special treatment, a tilt switch located in the right place to meet the particular problem is the best answer to machine abuse.

(NEXT WEEK: Slug rejectors are a vital part in many types of coin operated machines. How to service slug rejectors for maximum efficiency.)

#### Cleveland Route Sold

CLEVELAND, Sept. 29.—Central Music Company, local juke box operating firm, has been sold by Dick Head to Norman Cantlon and Earl Thompson. Latter have taken over complete management of the firm, retaining its headquarters and personnel.

Cantlon and Thompson announced they have also joined the Cleveland Phonograph Merchants' Association.

## TENN. TAPS ASK 100% JUKE PLAY

KINGSPORT Tenn., Sept. 29.—Eleven local tavern owners petitioned the board of aldermen this week to limit entertainment in their bars to juke boxes. The tap proprietors declared live jive "brought on rowdiness."

The aldermen returned the petition for more signatures.

## Sell Janes Disk Outlet; Retain Juke Box Route

INDIANAPOLIS, Sept. 29.—Clarence J. Hohman, effective Monday (1) becomes sole owner of the Janes Record Shop. Blanche Janes this week and will continue the "one spot" record shop for Indiana juke box operators. In addition he will handle supplies and accessories. The shop is the largest in the State, serving operators in Indiana and adjoining States.

Mrs. Blanche Janes will continue to operate her juke box routes from the same location with the same personnel. The Janes Music Company is one of the oldest operations in Indianapolis. Increased responsibilities and other business interests were the reasons for disposing of the record shop. William H. Smith continues in charge of the phonograph section.

Roberta Hunt is in charge of the record shop and Donald Morton heads the mailing and out-State record business.

## Hold AMI Show For Michigan, Wisconsin Ops

MILWAUKEE, Sept. 29.—More than 300 operators and their servicemen visited the Paster Distributing Company showrooms here this week to see the official unveiling, in this territory, of the new AMI Model D phonograph. Operators were invited from the entire State of Wisconsin and Northern Michigan.

Hosting the week-long event were Herman Paster, head of the firm, and Sam Cooper, who manages the local offices. Al Mason and Ed Ratajack, the latter Western sales manager, represented the manufacturing firm at the showing.

Paster also held showings of the new AMI phonograph at his Minneapolis-St. Paul and Omaha headquarters.

## N. J. Juke Rep Holds Showing

NEWARK, N. J., Sept. 29.—International Amusement Company, exporters and importers of coin-operated equipment, this week held a special showing of the Evans 20-record 40-selection Constellation phonograph for New York and New Jersey operators.

Unit was on display throught the week, with firm inviting all operators in the two-State area to attend.

Also displayed during the week were new and used games and arcade equipment.

## Rube Lawrence Joins Remington Distributors

CHICAGO, Sept. 29.—Rube Lawrence, formerly associated with James H. Martin & Company in the record division, has joined Remington Distributors here and will contact juke box operators in this area for that firm.

Remington headquarters have been moved from South Michigan Avenue to 3176 N. Clark Street, where a special department for operators will be established, Lawrence said.

## New Copyright Bill Introed in Congress

WASHINGTON, Sept. 29.—Rep. Joseph D. Bryson (D., S. C.), chairman of the House Judiciary Subcommittee on Copyrights and Patents, this week introduced the latest bill proposing to end exemption of juke boxes from copyright royalty payments. Bryson's bill is milder than a bill hopped earlier this session by Sen. Estes Kefauver (D., Tenn.) and is considerably more detailed than two juke control bills sponsored by Rep. Hugh Scott Jr. (R., Pa.)

Neither the Scott bills, which were introduced the last several

sessions, nor the Kefauver bill had been given much chance of reaching a floor vote. The Bryson bill is expected to get a hearing, perhaps next terms. (For additional details see music department.)

The Bryson bill, strongly backed by American Society of Composers, Authors and Publishers, calls for royalty payments from juke boxes at the weekly rate of a penny per composition on records of four minutes or less during the continuous time the record is in a coin machine operating for profit.

## New NPA Order Cuts Allotments

Continued from page 75

other service equipment industries were: Electroplating etc., shops, 1,293 tons of carbon steel, 60,919 pounds of copper and 24,940 pounds of aluminum. Machine (job) shops, 6,309 tons of carbon and alloy steel, 37,086 pounds of stainless steel, 134,145 copper pounds and 52,416 aluminum pounds. Commercial floor maintenance machinery, 571 tons of carbon and alloy steel, 2,460 pounds of stainless steel, 65,926 pounds of copper and 495,843 pounds of aluminum. Commercial vacuum cleaners, 425 tons of carbon and alloy steel, 5,866 pounds of stainless steel, 63,999 pounds of copper and 328,871 pounds of aluminum.

Further comparisons show that manufacturers of commercial laundry, dry cleaning and pressing

machines received fourth-quarter allocations totaling 5,935 tons of carbon and alloy steel, 1,570,680 pounds of stainless steel, 784,186 pounds of copper and 408,340 pounds of aluminum. Computing machines, for which there were heavy defense orders, received allotments of 13,012 tons of carbon and alloy steel, 147,498 pounds of stainless steel, 1,160,323 pounds of copper and 1,035,880 pounds of aluminum. Typewriters, also on defense order, took 7,996 tons of carbon and alloy steel, 52,791 pounds of stainless steel, 115,084 pounds of copper and 1,020,430 pounds of aluminum. Allotments for office and store machines totaled 6,325 tons of carbon and alloy steel, 69,821 pounds of stainless steel, 378,141 pounds of copper and 847,963 pounds of aluminum.

## Set Midwest CM Convention Agenda; Plan '52 Conclave

OMAHA, Sept. 29.—Midwest Coin Machine Convention exhibits, while heavy on the music side, will offer operators a well-rounded look at new production in the amusement end of the business, it was learned this week. Majority of the coin machine exhibits will be handled thru territorial representatives of manufacturers, while record manufacturers will also utilize distributors to bring their story to the industry.

In addition to the exhibits, it was learned that all six State associations sponsoring the convention, including organizations in South Dakota, North Dakota, Minnesota, Wisconsin, Iowa and Nebraska, have set aside time for conclaves of their own. General business sessions will be held Monday, October 15, starting with a luncheon, and Tuesday (16) a special get-together of officers and executives of the six sponsoring associations Tuesday afternoon is expected to result in the voting of a 1952 convention which will offer a greater area coverage. Site and dates for the 1952 meet, as well as the appointment of a

convention manager, are also expected to result from this session.

Phonographs to be exhibited at the convention will include Ristaurat and H. C. Evans' Constellation, shown by the respective manufacturers; AMI, displayed by Mayflower Distributing and Paster Distributing; Rock-Ola, shown by H. Z. Vending, and Wurlitzer by Central Music Distributing Company and Lieberman Music.

Record labels which will participate in the convention include: RCA Victor, Siddles Company; MGM Records, Spud Murphy; Columbia, Bran New Sales Company; Decca, K. K. Distributing Company; Mercury, Major Distributing, Inc.; Coral and London, D & E Distributing, and Capitol, Mueller Selby.

Needles will be represented by Permo, Chicago, while another music firm, Pantages Maestro Company, Los Angeles, will also be on hand.

#### Amusement Displays

Two shuffleboard firms, American and Purveyor, will both display. (Continued on page 84)

## CMG Counsel Will Seek Ops 10c Juke Rule

OAKLAND, Calif., Sept. 29.—Harrison Call, counsel for the California Music Guild, plans to leave for Washington soon to seek a clarification of the Office of Price Stabilization stand on 10-cent music machine play. His departure for the Capitol will follow a stay in Southern California where he has been making arrangements for his appeal.

The CMG believes that automatic phonographs should be exempt from the act. The matter may be taken into federal court in an effort to receive a faster decision.

## NAME EXHIBS, PRODUCTS FOR MIDWEST CONFAB

OMAHA, Sept. 29.—Following firms have signed to date as exhibitors at the Midwest Coin Machine Convention here, October 15-16. All exhibit space will be allotted by October 1, according to Harold Klein, publicity chairman:

RCA Victor, via Siddles Company, Omaha; First Distributors, Chicago; MGM Records, via Spud Murphy, Omaha; Columbia Records, via Bran New Sales Company, Omaha; American Shuffleboard Company, Union City, N. J.; Ristaurat, Inc., Appleton, Wis.; H. C. Evans & Company, Chicago; Decca Records, via K. K. Distributing Company, Omaha.

Pantages Maestro Company, Los Angeles; Howard Sales Company, Omaha; Gopher Distributing Company, St. Paul; Mercury Records, via Major Distributors, Inc., Des Moines; Purveyor Company, Chicago; The Billboard, Cincinnati; Coral and London Records, via D & E Distributing Company, Des Moines; Ed Patton Company, Omaha; Good Specialties, Omaha; J. H. Keeney, United Manufacturing and Bally Manufacturing, via Mayflower Distributing Company, Minneapolis, and Paster Distributing Company, St. Paul.

Capitol Records, via Mueller Selby, Omaha; Permo, Inc., Chicago; AMI, via Mayflower and Paster Distributing Company; Rock-Ola, Williams, Gottlieb, via H. Z. Vending & Sales Company, Omaha; Mitchell Company, Minneapolis, and Wurlitzer Company, via Central Music Distributing Company, Omaha, and Lieberman Music Company, Minneapolis.

*Manufacturers for  
the Automatic Music and  
Merchandising Industries*

**AMI** Incorporated

1500 UNION AVENUE, S. E. • GRAND RAPIDS 2, MICHIGAN • PHONE 3-3633

September 24, 1951

Dear Music Operator:

We hoped that the new Model "D" would win your immediate acceptance -- that it would prove to be the jukebox you've been waiting for.

Your response to the initial showings of the "D" has been more than gratifying.

It's overwhelming!

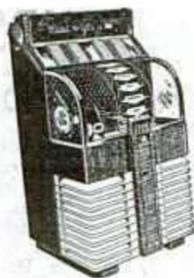
You may be sure that your AMI distributor is anxious to fill every order just as soon as he can do so. Please bear with him and with us.

We are producing new Model "D's" in the maximum quantity permitted under government regulations which limit the use of critical materials, and with all the speed possible consistent with our policy of rigidly holding to the highest standards of quality.

Sincerely yours,

*John W. Haddock*

John W. Haddock  
President



JWH/lw

# VOX JOX

Continued from page 22

his "Midday Serenade" series October 27.

## Ad Lib Cuttings

Ray Barron, ex-deejay at WVOM, Boston, Mass., has joined the McConkey Agency and is now handling personal management for several musical hits. . . . Fred Hall, KDB, Santa Barbara, Calif., has given up his two-city broadcast trek between Ventura and Santa Barbara after bicycling between the two towns for a year, putting in an 80-hour work week. From now on he'll by-pass the Ventura venture. . . . Louis Barile, WKAL, Rome, N. Y., gripes, "How can Dave Garroway get the nomination for the nation's top disk jockey? Everyone knows that he's not a 'jock.' I demand a recount which will show Bob Poole or Gene Klavan as tops." . . . Joe Ryan, WALL, Middletown, N. Y., is in again with questions and comments: 1. "Let's have a page or two in The Billboard of records that take 2:15 or less to play, with monthly supplements for original list. 2. How about a reissue of that tune from 'Varsity Show,' 'Working Our Way Thru College,' by Mitch Miller, Percy Faith and chorus, Gordon Jenkins, Le Roy Holmes Quartet, etc. 3. Whanna hear two carbon copies? Listen to Carmen Cavallaro's 'Wanda' and then to Art Wauer's Beacon disk 'My Day Dream.'"

**Seeburg Distributor**  
Has Opening for  
**SERVICE MANAGER**  
If interested, state experience and background. Also age and salary expected. All inquiries confidential.  
BOX D-86, The Billboard  
2160 Patterson St. Cincinnati 22, O.

## 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	POPULAR	TOP 100	EXCELLENT	GOOD	SATISFACTORY	POOR
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Continued from page 36

LABEL AND NO. ARTIST	COMMENT TUNES	POPULAR	TOP 100	EXCELLENT	GOOD	SATISFACTORY	POOR
<b>KAY STARR (Dave Barbour Ork)</b> <b>Don't Tell Him What's Happened to Me</b> Capitol 1796—Miss Starr sings up a storm on an attractive, jazzy oldie. Her fans will be delighted, tho this will probably be too hip for big general sales.		79--82--78--78					
<b>Angry</b> (Dave Cavanaugh Ork) Kay is very much at home with a first-rate jazz standard. Cavanaugh provides her with crisp beat orking. Should do well with Starr fans and collectors.		77--78--76--78					
<b>MINDY CARSON (H. Winterhalter Ork)</b> <b>Out in the Cold Again</b> Victor 20-4259—Lovely, sensitive Winterhalter ork-chorus setting inspires Miss Carson to deliver one of her warmest, most impressive waxed vocals. The song's a splendid oldie on the revival trek. A strong entry.		84--85--84--84					
<b>Hangin' Around With You</b> Another delightful clefting enhances a pleasant go by Mindy on a catchy bounce opus, a type of tune which grows on you with repeated hearings.		80--80--80--80					
<b>VAUGHN MONROE ORK</b> <b>Meanderin'</b> Victor 20-4271—Vaughn's icy style treats rather heavily this infectious jingle, modernized lyrically by Charlie Green and Cy Coben. Tune's catchy qualities could push this one over, tho.		86--86--86--86					
<b>They Call the Wind Maria</b> Big, exciting, windy production of a pretentious item from the coming "Paint Your Wagon" score. The performance and a slick recording job could bring major attention to this side.		86--86--86--86					
<b>CHAMP BUTLER (Paul Weston Ork)</b> <b>When</b> Columbia 39546—Butler impresses with his big-toned effort on this quite acceptable new adaptation of the familiar Drigo's "Serenade." Weston rounds out a solid disk with a good ork-chorus backing.		82--85--80--80					
<b>Reaching for the Moon</b> Weston provides a handsome ork-chorus setting for a convincing Butler revival of a pretty Irving Berlin evergreen. Should draw plenty of spins.		80--84--78--78					
<b>TAMARA HAYES (Sy Oliver Ork)</b> <b>The Day Isn't Long Enough</b> Decca 27780—Thrush displays a hard-hitting, clearly enunciating, style, reminiscent of Bill Kenny, to advantage on this superior slow ballad, a couple of diskings of which have made no impression to date.		73--73--73--73					
<b>I Got It Bad</b> Miss Hayes gets with the Ellington tune very well, drawing out the lyric in a languorous, moody fashion, to a rather inconspicuous and slight arrangement.		75--75--75--75					

LABEL AND NO. ARTIST	COMMENT TUNES	POPULAR	TOP 100	EXCELLENT	GOOD	SATISFACTORY	POOR
<b>THE MARLIN SISTERS</b> <b>My Little Green Parrot</b> Coral 60570—Things get confusing here as the girls lapse into some foreign language—Polish?—at intervals. Tune, a bouncy novelty waltz, has its charm, but the girls sound unhappy with the whole thing.		40--40--40--40					
<b>The Valley of Contentment</b> Something unusual here, rates listening: It's a happy blues, piped lightly by the girls, with organ and guitar laying down a light boogie foundation.		74--75--74--73					
<b>EVELYN KNIGHT</b> <b>I'd Rather Be—</b> Decca 27787—Miss Knight does one of her half-pop, half-kiddy rhythm novelties. She does it in her usual engaging way, but tune has a spiritual resemblance to another current, similar item, "I Wish I Wuz."		71--71--71--71					
<b>Aw C'mon</b> Thrush does this item, cut by April Stevens and Dean Martin, in a tired, uninterested way.		55--55--55--55					
<b>MARGARET WHITING (Frank DeVol Ork)</b> <b>Bill</b> Capitol 1801—Miss Whiting sings the beautiful "Showboat" ballad with grace and charm, set in an unhurried, lovely orking by Frank De Vol. Not a side for fast action, but aesthetically a real addition.		74--77--74--72					
<b>More, More, More</b> This is the "commercial" side—a deliberate follow-up on the April Stevens things, including a copy of Henri Rene's sexy string effects. In all, fairly yawful.		72--74--72--70					
<b>JAN GARBER &amp; ORK</b> <b>Never</b> Capitol 1803—A warm, strong ballad from a forthcoming flick titled "Golden Girl" gets what is little more than a demonstration here, with Roy Cordell singing well and the band playing a casual, stock-sounding arrangement.		70--70--70--70					
<b>Love, Love, Love</b> Thelma Gracen and Dick Barile do a cutish duet on an innocuous bit of material, again set in a who-cares clefting. Tune deserved better.		66--66--66--66					
<b>TEX BENEKE ORK (Ray Eberle)</b> <b>Unforgettable</b> MGM 11060—Eberle does as well as he can but neither he nor the ork rise to any heights with this thoroughly uneventful ballad.		66--66--66--66					
<b>One of These Days One of Your Dreams Is Bound To Come True</b> A cute novelty ditty with its own lilt is done rather dully, no fault of Eberle's, who sounds okay.		70--72--70--68					
<b>CARLETON CARPENTER (Earle Hagen Ork-The Starlighters)</b> <b>Ev'ry Other Day</b> MGM 30424—Carpenter doesn't sound like much on this upcoming picture ballad. It's a straight love ditty at slow tempo, not Carpenter's cup of tea at all.		58--58--58--58					
<b>It's a Million to One You're in Love</b> He sounds a little better as he talk-sings the brisk oldie, but he needs Debbie Reynolds for sure.		60--60--60--60					
<b>DEAN MARTIN (Dick Stabile Ork)</b> <b>(Ma Come) Bela Bimba</b> Capitol 1811—Tho Martin's reading of the currently active waltz ditty is much too placid, the chanter's popularity should hand this a share of the action on the song.		79--80--78--79					
<b>Meanderin'</b> Martin and a male vocal group are teamed on another likely piece of material. This version, with a jazz chorus, should draw some of the action on the song purely on the strength of Martin's personal draw.		80--80--80--81					
<b>SAMMY KAYE ORK (Tony Russo-Kaydets)</b> <b>Jealous Eyes</b> Columbia 39567—A mighty pleasant love ballad gets a typical Kaye ork reading with chanter Tony Russo and the Kaydets combining on a soft-voiced reading.		78--78--78--78					
<b>(It's No) Sin</b> Fine coverage on the sleeper hit by the Kaye ork and chorus		81--82--80--81					

Continued on page 84

**ROCK-OLA**  
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## 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:

- GOV'T STUDIES DISKERY PLEA. OPS mulls petition to remove disk price controls. (Music Department.)
  - CAPITOL LAUNCHES MAY BALLY. Billy May starts tour of deejays, juke ops, dealers in big push. (Music Department.)
  - EAST SALES REVAMP FOLLOWS CAP CHANGE. The diskery plans revising of territories. (Music Department.)
  - BILL PUTS 1-CENT BITE ON JUKES. Bryson Bill seeks royalty payments from pop-disk boxes. (Music Department.)
- And other informative news stories as well as the Honor Roll of Hits and pop charts.

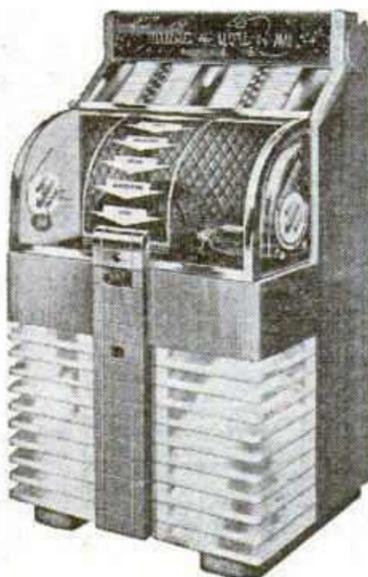
## New Bill Puts Bite on Jukes

Continued from page 15

on the last day of the preceding month of royalties, the bill specifies. The reports are to be filed by owners, operators and distributors, or by "any interest designated to control or obtain directly or indirectly a portion . . . of the proceeds," the bill states. The proposal knocks out a Kefauver Bill provision for mandating reports "under oath" and its schedule of copyright payments is milder than the Kefauver Bills. Also Bryson's Bill applies strictly to pops music because of the four-minutes playing time limitation on the record.

With Congress trying to adjourn in a couple of weeks, action on the bill is not anticipated this session, altho the measure has strong possibilities for getting an airing next session. Bryson said he is aware that the bill is controversial and intends to let all sides be heard before any final action is taken by his subcommittee.

In addition to Bryson's and Kefauver's bills, two others on the subject are in the hopper, introduced early in the session by Rep. Hugh Scott Jr. (R., Pa.) and duplicating his bills of previous years.



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**Classical Reviews**

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

Continued from page 26

**68**  
**68**  
BRAHMS: QUARTET IN A MAJOR FOR PIANO AND STRINGS, OP. 26—Albeneri Trio (1-12") Mercury (33) MG-10090  
Mercury whose small but select list of domestically produced chamber recordings are among the best of the genre on the market, has come up with another superior etching of the A Major, the second, piano quartet of Brahms. Performed by the Albeneri Trio (with Raphael Hillier sitting in the viola chair) with impeccable and spirited musicianship, the work is one of the lushest romantic and lyrical pieces in the chamber literature. Brahms wrote into this work some of his most striking and richest melodies. It figures to be a popular piece with chamber music fanciers. Recording is brilliant. Brahms collectors and chamber connoisseurs will want this fine recording; the work also is available on LP on an Allegro waxing.

**83**  
**83**  
MOZART: THE MAGIC FLUTE—Vienna Philharmonic Ork-Von Karajan, cond. (3-12") Col (33) SL-115  
A superb cast, a superb recording job and inspired conducting by Herbert Von Karajan make this full-length recording of this wonderfully musical Mozart gem one of the highlight achievements in this busy season of operatic recordings. The recording accomplishes a task thought virtually impossible—it is good enough to be matched favorably with Sir Thomas Beecham's seemingly unmatchable full-length recording of some seasons ago. Singing highlights of the performance are delivered by brilliant baritone Erich Kunz, American basso George London, sopranos Irmgard Seefried, Wilma Lipp and Sena Jurinac. The Vienna Orchestra plays magnificently under the searching baton of Von Karajan. Disking is rounded out with fine choral work by the Singverein Der Gesellschaft Der Musikfreunde. Mozart collectors will not want to miss this, nor will those in the market for the best in recorded opera.

**75**  
**75**  
RAVEL: DAPHNIS ET CHLOE AND LA VALSE—INR Symphony Ork, Brussels-Franz Andre, cond. (1-10") Capitol (33) L-8145  
Two of Ravel's loveliest and best-known works are herewith combined on a single 10-inch long-playing disk. If for no other reason than this, there is good counter potential for the recording—competition on the "Daphnis and Chloe" second suite is strong, but all on 12-inch disks. Disk buyers, therefore, who are conscious of price and want only the Second Flute should be attracted to this package. Performances by the Belgian radio symphony orchestra compares with those on other labels. Andre is apparently a first-rate interpreter of Ravel's music.

**60**  
**60**  
SONGS OF SCANDINAVIA—Tii Niemela, soprano; Pentti Koskimies, piano (1-12") WCFM-LP-5  
Devotees of lieder singing will appreciate this worthwhile addition to the LP literature, offering a virtually virgin facet of fine song, expressively sung. One side is given to four songs by Sibelius and four by Grieg, with texts in Swedish, Finnish and German. The other side has two song cycles by the Finnish composer, Yrjo Kilpinen, a sensitive and gifted creator of art songs who deserves an audience. Miss Niemela, who obviously knows her material from the ground up, is a most gifted soprano, and she performs this program of fine but unfamiliar music with real artistry.

**68**  
**68**  
FRENCH WOODWIND MUSIC—New York Woodwind Quintet (1-12") Esoteric (33) ES-505  
IBERT: Trois Pieces Breves; MILHAUD: Two Sketches; BOZZA: Variations Sur Un Theme Libre; TAFANEL: Quintette.  
The LP medium has brought to light for general consumption any number of previously rare works and even rare forms, not the least of which is the woodwind chamber group. Woodwind recordings were quite scarce and totally unprofitable prior to LP. Of late, woodwind chamber recordings have been issued quite frequently and the combination of winds has been finding favor at least in an active collectors market. This is the latest woodwind collection and it places the accent on French writings for the combination. The French, perhaps, are the standout exponents of wind writing. The works here of four living French composers. The Ibert and Milhaud pieces are pleasant short pieces, of no special significance. Perhaps the most important work presented here is the Taffanel Quintette, an energetic romantic piece of serious writing especially for winds and not intended as a novelty, as most wind cleffings have been written. The Bozza piece is probably the most challenging technically of the works offered in the collection. All are played with artistry and mastery of their instruments by the very fine New York Woodwind Quintet. To be recommended to chamber music collectors, moderns and those inclined in favor of wind instruments. Well recorded.

**80**  
**80**  
SPIRITUAL  
BLESSED ASSURANCE—SISTER ROSETTA THARPE—Sister Rosetta Tharpe with the Rosettes and organ accompaniment (1-10") Decca (33) DL-5354  
Blessed Assurance; Amazing Grace; Rock of Ages; Let the Lower Lights Be Burning; In the Garden; There's a Fountain Filled With Blood; Throw Out the Life Line; What a Friend We Have in Jesus. Sister Tharpe is still without a peer among gospel singers. Her disks have always found a ready and steady market. There's little reason why this collection of eight typical and familiar gospel works should not be as successful as her singles. Since the disk package is also available in the 78 and 45 r.p.m. speeds, spiritual buyers of all types can be served. The sister's renditions of sacred music here is somewhat more restrained than many of her single disks have been, but still loaded with religious and jazz feeling. The accompanying vocal group is excellent, recording and packaging fine.

**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. 29	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8
<b>AIREON</b>				
Blonde Bomber .....	\$75.00			
Coronet .....	159.00	\$159.00	\$159.00	\$159.00
Deluxe .....	49.00	49.00	49.00	49.00
<b>AMI</b>				
Hideaway .....			295.00	295.00
Hostess .....	395.00			
Model A .....	299.00	319.00 325.00	319.00 325.00	319.00 325.00
Model B .....	399.00 399.50	429.00 449.00	429.00 449.00	429.00 475.00
Model C .....	499.00	449.00		
<b>FILBEN</b>				
Hideaway .....		195.00	195.00	195.00
30 Records .....		125.00		
<b>MILLS</b>				
Constellation .....	169.50	125.00 169.50	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
Throne .....	25.00			
<b>PACKARD</b>				
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
<b>RISTAUCRAT</b>				
45 .....		60.00 95.00	60.00	59.50 60.00
<b>ROCK-OLA</b>				
Commando .....	39.00	39.00	39.00	39.00
Playmaster .....	54.50 69.00	64.50 69.00	64.50 69.00	64.50 69.00
Super '40 .....	49.50(2)	49.50	49.50(2)	49.50
39 .....	39.50		39.50	
1418 .....	49.50	49.50	49.50	49.50
1422 .....	129.00 150.00	125.00 129.00	99.50 129.00	129.00
1426 .....	139.50 159.00	179.00	179.00	179.00
1428 .....	175.00 179.00			
1428 .....	299.00			
Counter Model .....	50.00			
1950 50 Selection .....	650.00	650.00		
<b>SEEBURG</b>				
Classic .....	59.00	59.00	59.00	59.00
Colonel .....	49.50(2) 59.00	49.50 59.00	49.50 59.00	49.50(2) 59.00
Envoy .....	49.50 69.00	49.50 69.00	49.50 69.00	49.50 69.00
Gem .....	49.00	49.00	49.00	49.00
Hi Tones .....	49.00 59.50	49.50	49.50 59.50	49.50
H-146 M Hideaway .....	195.00 199.00	189.50 199.00	199.00	199.00
H-148 M Hideaway .....	249.00 259.00	249.00	249.00	249.00
H-246 M Hideaway .....	225.00 229.00	225.00	225.00	225.00
Nightone ES .....	59.00	59.00	59.00	59.00
Lo-Tones .....	59.50			
Major .....	59.00	59.00	59.00	59.00
Regal .....	49.00	49.00	49.00	49.00
46 Hideaway .....	249.00	249.50	249.50	249.50
146 .....	195.00	175.00 195.00	195.00	195.00
146 M .....	199.00 199.50	159.00 199.00	159.00 199.00	159.00 199.00
146 S .....	139.00 165.00	139.00 195.00	139.00 195.00	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(2)	369.00	369.00	369.00
1941 RC Special .....	79.00	69.50 79.00	79.00	79.00
1946 RC Special .....	249.50	249.50	249.50	249.50
1947 RC Special .....	274.50	274.50	274.50	274.50
9800 .....	50.00	50.00		

WURLITZER	49.00	49.50	49.00 49.50(2)	49.00 49.50	49.00 49.50
500 .....			40.00		
600 .....			49.00	49.00	49.00
600K .....	49.00		49.00	49.00	49.00
600R .....	49.00		49.00	49.00	49.00
616 .....	79.50	35.00 79.50	79.50	79.50	79.50
700 .....	69.50 74.00	75.00 79.50(2)	69.50 79.50		79.50(2)
700E .....		89.50			
750 .....	109.00 109.50	75.00 109.00	69.50 109.00	109.00 109.50	109.00 109.50
780 .....		79.00	109.50		
780E .....		89.50	89.50	89.50	89.50
800 .....	69.50 79.00	60.00 74.50	69.50 79.00	79.00 79.50	
850 .....		59.00	59.00	59.00	59.00
950 .....		49.50	49.50	49.50	49.50
1015 .....	175.00 199.00	195.00 199.00	195.00(2) 195.00	195.00 199.00	195.00 199.00
	199.50 250.00	199.50(2) 225.00	250.00	199.00 199.50	199.50 225.00
		250.00	250.00	225.00 250.00	225.00
1017 .....		259.00	214.50 259.00	200.00 259.00	200.00 259.50
1080 .....	175.00 199.00	199.00	199.00	195.00 229.00	199.50 229.00
1100 .....	369.00 374.50	369.00 374.50	369.00 374.50	369.00 374.50	369.00 374.50
		375.00	395.00	395.00	395.00
1250 .....		399.50	449.00 450.00	450.00 489.00	450.00 489.00
		449.00(2)	529.50		495.00
victory .....		39.00	39.00	39.00	39.00

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# RHYTHM AND BLUES NOTES

Continued from page 32

and Scott platters are from masters acquired from Exclusive. Witherspoon's dinking is a Supreme master. Diskery is also working on a Lloyd Glenn yuletide offering. All wax is on 78 r.p.m.

## Hollywood

Modern Records last week cut four sides with Pee Wee Crayton and prepped dates with a spiritual group. . . . Anna Mae Winburn ork (7) kicked off its fall tour Monday (1) in Toledo and follows with three months of one-nighters. . . . King Perry, currently in Canada, returns here next month to prep for his cross-country trek, starting October 20 in Phoenix, Ariz. . . . Blues artists were interviewed last week at the Oasis by DeeJay Bill Sampson, who later played the tapes on his KWKW late-hour show. On the initial tape were Billy Eckstine, Lionel Hampton and scat man Crothers.

## Midwest Meet

Continued from page 80

play at the convention, with the latter firm augmenting its space with a showing of its new color television screen.

Game manufacturers, represented by their distributors, who will have their latest products on display, include United, Gottlieb, Keeney, Williams and Bally. Latest in the premium field will be shown by at least two firms, First Distributors, Chicago, and Mitchell Novelty, Minneapolis.

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# 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	OVER-ALL	DISC INDEX	RETAILER	STATION
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Continued from page 82

### POPULAR

NELSON EDDY-JO STAFFORD (Paul Weston Ork)	When I Grow Too Old To Dream	73--75--72--73				
	<i>Columbia 56—As a reprise on the previous Stafford-Eddy duet disk, this beautiful oldie serves as top-flight material. The team does it with reserved feeling.</i>					
	I Love You Truly	74--76--73--74				
	<i>More of the same on another fine oldie. Miss Stafford's harmonizing adds much interest.</i>					
JERRY COOPER (Sid Bass Ork-Lark Sisters)	If You Were Mine	71--72--70--71				
	<i>Rainbow 141—Cooper hands a big-voiced chant to an above average love ballad. Fem group and Bass ork do much to help sell the lyric.</i>					
	Be Fair With Me	71--72--70--71				
	<i>A Tin Pan Alleyish ballad shows off Cooper's way with a lyric to good advantage.</i>					
RAY ANTHONY ORK	Deep Night	72--74--70--72				
	<i>Capitol 1810—Standard, being revived, gets a slick dance orking from the Anthony band with the leader taking a fine muted-trumpet solo. The beat is strong and the arrangement highly listenable.</i>					
	With All My Heart and Soul	75--77--73--74				
	<i>Ronnie Deauville does fine in chanting the lyric on a highly promising new love ballad.</i>					
CAROL CHANNING (Mitch Miller Ork)	Meany, Meany	63--67--63--60				
	<i>Columbia 39544—If nothing else, this should show that Carol Channing doesn't project on wax. Her nasal inclined reading of what may be an okay bounce-ditty could get a few spins out of curiosity.</i>					
	Did I Hurtcha, Burnya, Cutcha Much	65--69--65--60				
	<i>Same comment. Song is slightly more infectious here.</i>					
EMIL DeWAN QUINTONES	Pavanne	66--68--64--65				
	<i>Mercury 5714—The familiar Morton Gould work serves as good material for the group to demonstrate its instrumental qualities. Combo of piano, vibes, guitar and bass does well with the piece.</i>					
	Where D'ya Work-A John	76--75--72--80				
	<i>The w.k. street song gets a bright and happy reading from the group to make a good follow-up for their "Chen A Luna" waxing.</i>					
MARY MARTIN (Percy Faith Ork)	Loneliness of Evening	69--73--70--65				
	<i>Columbia 27 G—A ballad dropped from the score of "South Pacific" is sung by Miss Martin with much feeling for the lyric content. Collectors may go for this.</i>					
	My Girl Back Home	68--70--68--65				
	<i>More of the same on a second minor Rodgers-Hammerstein "S. P." ditty.</i>					
JIMMY DORSEY ORK (Sandy Evans)	Young Folks Should Get Married	72--74--71--72				
	<i>Columbia 3955B—A lovely new ballad from the forthcoming "Texas Carnival" flick gets a dance band reading from the Dorsey ork. Disk will get some action if the tune makes it.</i>					
	Step By Step	76--78--76--77				
	<i>An ear-appealing ballad with a clever lyric idea is handed a big interpretation by chanter Evans, the Dorsey ork, saxophone and the Norman Luboff choir.</i>					

ARTIST LABEL AND NO.	TUNES COMMENT	STATION	RETAILER	DISC INDEX	OVER-ALL
AL MORGAN (It's No) Sin	83--83--82--83				
	<i>Decca 27794—The Morgan bow on the Decca label with a cover on the sleeper hit could still get coin even tho it's late. The guy sings at his best on this one.</i>				
Jealous Eyes	79--80--78--79				
	<i>The Morgan fans should pick up on this typical Morgan reading of a ballad well-suited to his piping style.</i>				
GERTRUDE LAWRENCE-YUL BRYNNER (King & I Ork)	71--73--70--70				
Shall We Dance					
	<i>Decca 27777—Collectors of show music should pick up on this ditty from "King and I" with star Gertrude Lawrence on the lyric. "King" Brynner only gets to chant a few lines. It's from the original cast album.</i>				
March of Siamese Children (King & I Ork)	75--80--75--70				
	<i>The hit musical's pit band plays the delightful instrumental work from the show to appeal to the collectors.</i>				
PEARL CARR (Malcolm Lockyer Ork)	72--74--70--72				
All for the Want of a Kiss					
	<i>London 1069—The English chirp comes thru with a heartfelt reading of an attractive ballad, with lyrics based on a w.k. moppet ditty.</i>				
There's a Harvest Moon Tonight	68--70--68--66				
	<i>Combination of an innocuous ditty, Carr gal's chanting, the ork and chorus is fairly routine tho listenable.</i>				
AL MORGAN	84--86--82--84				
By the Light of the Silvery Moon					
	<i>London 1092—Via a dubbed-in second voice, Morgan comes up with a likely item in a patter duet on the oldie. Could stir up quite a bit of action.</i>				
Let's Learn To Live Together	75--80--72--74				
	<i>The piano-playing chanter sings his own composition here. Lyric is an appeal for tolerance, tho not too pedantic. Result is good deejay material.</i>				
PRIMO SCALA ORK (Les Howard)	71--72--70--71				
River in the Moonlight					
	<i>London 1135—Chanter Howard and a mixed voice chorus come up with a fluffy piece of material. The Scala group gives it a typical accordion band reading.</i>				
One Raindrop Doesn't Make a Shower	73--74--71--72				
	<i>Howard shows much promise on the strength of his chanting of an okay torcher. Banjo and accordion backing doesn't help, tho.</i>				
ANITA KERR SINGERS	72--73--72--71				
My Evening Prayer					
	<i>Decca 27767—A smooth, warm reading of a family type piece of material by the mixed voice group.</i>				
Borrowed Angel	83--85--83--82				
	<i>Here's a semi-religious ditty which could score in the sacred, c. and w. and or pop markets. With Miss Kerr taking the solo spots, the choral group handles the gospel-like lyric with feeling.</i>				
GENE AUTRY (Carl Cotner Ork)	90--90--90--90				
Coming Down the Chimney					
	<i>Columbia 39542—Here's a powerful follow-up by Autry to his two previous Christmas hits, "Rudolph" and "Frosty." Tune uses the familiar music to the verse of "Jingle Bells," the Autry name is powerful with the moppets, the lyric is pop material. It all adds up to a strong piece of Christmas wax.</i>				
Poppy the Puppy	80--80--80--80				
	<i>Ditty here was written by the composer of "Sonny the Bunny." Follow-up is okay kid material for the yuletide market, but not strong enough to match "Sonny." Autry's reading is typical of his other diskings.</i>				
GENE AUTRY (Carl Cotner Ork)	83--83--38--83				
The Three Little Dwarfs					
	<i>Columbia 39543—Ditty written by Stuart Hamblen was tried last year, but didn't quite make it. Autry may be able to push it over the hump this year in both the kiddie and c. and w. markets.</i>				
Thirty-Two Feet—Eight Little Tails	77--77--77--77				
	<i>Ditty about Santa's reindeer is as good a piece of kidisk Christmas material as is ordinarily heard this time of year. Autry hands it a nice go, too. Total result is pleasant listening, but not enough pop appeal.</i>				
MUGGSY SPANIER & ORK (Buddy Charles)	79--81--78--78				
Moonglow					
	<i>Mercury 5717—Spanier, playing muted, leads his Dixie ensemble thru a neat dance reading of the standard. Buddy Charles impresses with his vocalizing, a cross between Billy Daniels and Ethel Waters. If promoted, this could prove a sturdy entry.</i>				
Sunday	76--78--75--75				
	<i>Similar treatment of a jazz standard with Charles' singing drawing the major attention. Deejays looking for "discoveries" will find Charles well worth looking into.</i>				
<b>HOT JAZZ</b>					
ILLINOIS JACQUET ORK	58--60--58--55				
Later for the Happenin'					
	<i>Mercury 8951—Jacquet and his small ork wrap up a rather ordinary riff in not particularly inspiring fashion.</i>				
Speedliner	65--70--65--60				
	<i>Jacquet and rhythm section work over a light, boppish riff pleasantly. Jacquet shows here that he's quite a musicianly tootler and can get along fine without his honk-and-screach tactics.</i>				
<b>CHILDREN</b>					
BURL IVES (Percy Faith Ork)	81--81--81--NS				
The Little Engine That Could					
	<i>Columbia MJV 113—A new ditty written about the familiar kidisk story is chanted by Ives with feeling for both the story content and the potential listening audience. Combination of Ives, orking and smart packaging makes this a good bet for the market.</i>				
Old Witch, Old Witch	77--77--77--NS				
	<i>Slick Percy Faith orchestral backing to the modernized folk ditty does much to make this a pop tune possibility. As it is, the tune should attract the kids. Ives is excellent.</i>				
<b>SACRED</b>					
JIMMIE DAVIS-ANITA KERR SINGERS	69--74--70--65				
Mansion Over the Hilltop					
	<i>Decca 14590—The Anita Kerr group steals top honors in a semi-religious ditty with much pop appeal. Davis' reading of the lyric is just so-so, but the group's full-blown sound adds much effectiveness.</i>				
I Ain't Gonna Study War No Mo	69--74--70--65				
	<i>The familiar spiritual gets rhythmic, hand-clapping reading dulled by Davis' lack-lustre lead singing. The group sells the ditty strongly.</i>				
THE JORDANAIRE	70--70--70--NS				
Search Me Lord					
	<i>Decca 14589—Male group maintains a good beat, but lacks fire in an okay reading of a spiritual opus.</i>				
Joshua Fit the Battle of Jericho	71--71--71--71				
	<i>The w.k. spiritual gets a routine chanting.</i>				

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Yes, the sensational counter-size S-45 is PAYING OFF big on all locations. The deciding factors in this payoff are: low investment per machine; new locations; steady play; negligible repair costs, and ease of service. If YOU want blue chip returns for a small investment, contact your RISTAUCRAT distributor today.



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500	5.50
1000	9.50
2000	18.00
5000	42.00

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**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.

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**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.

**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.

**EQUIPMENT REVIEW.** A review of current models in production by coin machine manufacturers.

**PREMIUM \$\$ NO MYTH.** Merchandise lines are opening up new vistas for distributors and are helping the operator at the location level.

**DIME-PLAY PUZZLE, STILL UNSOLVED.** A nationwide look at dime play on jukeboxes, results of the tests held to date, and the current picture on the OPS vs. play hassle.

**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.

**MIDWEST COIN MACHINE CONVENTION.** Coverage of the conventions, agenda, exhibitors, business sessions, program and other pertinent data.

**THE MIDWEST BUSINESS BAROMETER.** A round-up of the business outlook in all principal cities in the Midwestern area.

**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.

**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.

◆  
**OUT NEXT WEEK**

The 'thump' of the pigskin signals the opening of a great season . . . the sharp tang of fall . . . a new season, the biggest of them all . . . time for changing from easy-going summer habits to the brisk competition of fall. Operators looking for new games to take up the slack of the old ones, changing machines around to get the most play. Premiums . . . operators will need more of them to stimulate shuffle game play. Everywhere, you feel a resurgence of business activity . . . a re-awakening to the fact that the business is there for those who go out and get it. Advertisers will feel the full impact from advertising in The Billboard's Fall Coin Machine Special.



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**ADVERTISING  
DEADLINE**

**THURSDAY, OCTOBER 4th**

**Issue Date:**

**October 13, 1951**

# FOLK TALENT AND TUNES

Continued from page 31

standing h. b. attractions thru Northern California. They have taken dates on the Capitol records' all-star caravan (The Billboard, September 29) and dates on Lefty Frizzell and Hank Snow. . . . Reggie Ward, KVMA, Magnolia, Ark., reports a running favorite artists' poll from week to week has been his biggest mail puller on his shows. . . . Tommy Lloyd, of WIOD, Toledo, is cutting the first sides for Oregon Trail records. Oregon City, Ore. . . . Slim Lay, WFMH, Cullman, Ala., played nine fair dates in the State recently with his Crazy Country Boys. . . . Bob Neall, WMPS, Memphis, is raising a pet coon and is asking listeners to submit names in a prize contest. Peanut Faircloth, WNEK, Macon, Ga., reports the Mercer Brothers, new with Columbia, have ankled his station.

Brownie Seals, KSTA, Coleman, Tex., reports that he not only doesn't get free releases from diskeries, but cannot find a retail store where they can be purchased. . . . Dick Jones, KULP, El Campo, Tex., reports that he is conducting a favorite band and singer poll, with Gene Autry, Lefty Frizzell and Bob Willis in the lead currently. . . . Murl Alexander, KCLW, Hamilton, Tex., reports that Slim Williams (Coral) played the station's jamboree to capacity houses. Billy Walker and the Travelling Texans worked September 29, with George Morgan set for October 6. Alexander is lauding Edwanda Hayson and her 5-year-old son, Sonnie, who are breaking it up on the jamborees. . . . Nick Barry, WCMU, Canton, O., reports that he has added an hour of h. b. and Western on his daily three-hour sked, which is going over big.

## Artists' Activities

Hank Snow is back on the road fully recovered from his recent auto accident. Norm Riley, his p.m., reports that Tennessee Ernie is set for a week at the Olympic Theater, Miami, in early October, and then goes into New York for TV appearances, including shots with Steve Allen and Ed Sullivan. . . . Bill (Cowboy Rambler) Boyd (Victor) will do appearances on the West Coast from September 29 to October 6, after which he flies back to Dallas for State Fair appearances. . . . Fiddlin' Sleepy Marlin, now at WHAS and WHAS-TV, Louisville, reports that he is working shows on the stations with Bernie Smith, guitar, formerly with the Prairie Ramblers, WLS, Chicago; Randy Atcher, Jane and George Workman, sister-in-law and brother of Sam Workman, of WRVA, Richmond; the House Sisters, new Indian girl harmony trio; Tom Brooks, comedian, and Charlie Chester, steel. Harold Fair, program director at WHAS, where he did a good job of plugging live country talent.

Bill Bailey and Fred Niles, of Kling Studios, who are doing the open-end TV film series, "Old American Barn Dance," are preparing their third 13-week series of programs, with shooting set November 5. They have set Pee Wee King and the Golden West Cowboys and are dealing with other names for the Chicago filming. . . . Sonny Houston, WKOX, Framingham, Mass., reports that he closed his M-Bar-C Ranch, Shirley, Mass., September 9, after a season that was predicated upon good or bad week-end weather. He used only one name, Merv Shiner (Decca), July 12, but expects to use names each week-end next season. He reports that he used local and regional units as a basic program, because these units could plug the shows on their own broadcasts. He reports other parks in the area are Lone Star Ranch, Reeds Ferry, N. H., and the Pine Crest Ranch, Nasonville, R. I. Houston is emceeing the Yankee Barn Dance Jamboree Friday nights at Lakeside Ballroom, Worcester, Mass. Names are booked in each week.

Carson Robison (MGM) reports that he and Texas Jim Robertson have produced a pilot TV film at his firm in Pleasant Valley, N. Y., as basis for a series of 13-minute open-end TV film shows.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

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. 29	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8
Advance Rolls (Genco).....	35.00	39.50	35.00(2)	39.50
roll-down).....	24.50	49.50	25.00	49.50(2)
Ali Babi (Gottlieb).....	27.50	39.50	39.50	45.00
Alice in Wonderland (Gottlieb).....	22.00	59.50	59.50	69.00
Aquacade (United).....	75.00	89.50	89.50	74.50
Arizona (United).....		119.50		
Baby Face (United).....		27.50		
Ballerina (Bally).....	12.50	15.00	45.00	
Bango (Chicago Coin).....		49.50		49.50
Banjo (Exhibit).....	35.00	49.50	35.00	45.00
Bank-a-Ball (Gottlieb).....		110.00		110.00
Barnacle Bill (Gottlieb).....	22.00	44.50	25.00	49.00
Basketball (Gottlieb).....	99.50	169.50	99.50	109.00
Basketball Champ (Chgo Coin).....		275.00		275.00
Basketball (Chicago Coin).....		39.50		
Be Bop (Exhibit).....	49.50	114.50	114.50	45.00
Bermuda (Chicago Coin).....		35.00		25.00
Big Top (Genco).....	64.50	65.00	75.00(2)	79.50
Black Gold (Genco).....	22.50	64.50	69.50	79.50
Blue Skies (United).....	69.50	79.50	85.00	79.50
Boston (Williams).....	12.50	54.50	50.00	54.50
Bowling Champ (Exhibit).....	64.50	95.00(2)	89.00	104.50
Buccaneer (Gottlieb).....		104.50		104.50
Buffalo Bill (Gottlieb).....	75.00	89.50(2)	85.00	79.50
Butterfly.....		69.50		69.50
Buttons and Bows (Gottlieb).....		95.00		95.00
Camel Caravan (Genco).....	69.50	75.00	79.50	85.00
Campus (Exhibit).....	85.00	125.00	115.00	125.00
Canasta (Genco).....		39.50		49.00
Caribbean.....		95.00		85.00
Carnival (Bally).....	69.50	75.00	65.00	69.50
Carolina (United).....		85.00		85.00
Catalina (Chicago Coin).....	45.00	49.50	49.50	69.00
Champion (Bally).....	29.50	35.00	25.00	29.50
Cinderella (Gottlieb).....	39.50	39.50	39.50	45.00
Circus (Exhibit).....	79.50	85.00	79.50	89.50
Citation (Bally).....	89.50	95.00	95.00(2)	99.50
Cleopatra (Marvel).....	99.50	125.00	99.50	105.00
Co-Ed (Exhibit).....		109.50		109.50
College Daze (Gottlieb).....	35.00	44.50	44.50	44.50
Contact (Exhibit).....		149.50		149.50
Control Tower (Williams).....		149.50		24.50
Cover Girl (Gottlieb).....		24.50		29.50
Crazy Ball (Chicago Coin).....	29.50	35.00	29.50	49.50
Daily Races (Gottlieb).....		49.50		35.00
Dallas (Williams).....	70.00	79.50	75.00(2)	64.50
De-Icer (Williams).....		95.00		75.00
Dew-Wa-Ditty (Williams).....	49.50	95.00	35.00	39.50(2)
Double Feature (Gottlieb).....	22.00	39.50(2)	45.00	89.50
Double Shuffle (Gottlieb).....		45.00		129.50
Dreamy (Williams).....		89.00		149.50
El Paso (Williams).....	80.00	124.50	124.50	125.00
Fiesta (Chicago Coin).....		125.00		125.00
Fighting Irish (Chicago Coin).....	74.50	79.50	74.50	85.00
Five Star (Universal).....	110.00	125.00	110.00	139.50
Floating Power (Genco).....		139.50		289.50
Flying Saucers (Genco).....	49.50	65.00	49.50	60.00
Flying Trapeze (Gottlieb).....	69.50	89.00	69.50	69.50
Four Horsemen (Gottlieb).....	112.50	125.00	105.00	112.50
Football (Chicago Coin).....		129.50		112.50
Freshie (Williams).....		10.00		10.00
Georgia (Williams).....	99.50	110.00	110.00	149.00
Gin Rummy (Gottlieb).....	39.50	75.00	80.00	89.50
Gismo (Williams).....	89.50	110.00	85.00	89.50
Gold Cup (Bally).....	49.50	75.00	49.50	50.00
Golden Gloves (Chicago Coin).....	64.50	84.50	45.00	50.00
Gondola (Exhibit).....		59.50		64.50
Grand Award (Chicago Coin).....	89.50	94.50	89.50	94.50
Harvest Moon (Bally).....		115.00		89.50
Harvest Time (Genco).....		50.00		59.50
Hawaii (United).....	44.50	50.00	55.00	59.50
Hit Parade (Gottlieb).....		59.50		59.50
Holiday (Chicago Coin).....	69.50	69.50	69.50	69.50
Hot Rod (Bally).....	64.50	84.50	70.00	85.00
Humpty Dumpty (Gottlieb).....		75.00		125.00
Jack and Jill (Gottlieb).....	17.50	29.50	25.00	29.50
Jeanie (Exhibit).....	34.50	49.50	34.50	49.50
Jockey Special (Bally).....	24.50	55.00	104.50	125.00
	30.00	54.50	30.00	54.50
		64.50		64.50

	Issue of Sept. 29	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8
Joker (Gottlieb).....				\$34.50
Jumbo (Bally).....	20.00	65.00(2)	70.00	79.00
Just 21 (Gottlieb).....		79.50	79.50	85.00
K. C. Jones (Gottlieb).....	79.50	129.50		119.50
Kilroy (Chicago Coin).....		16.50	16.50	16.50
Kino Arthur (Gottlieb).....	49.50	95.00	105.00	110.00
King Cole (Gottlieb).....		22.00	25.00	49.00
Knock Out (Gottlieb).....	100.00	125.00	135.00	139.50
Lady Robin Hood (Gottlieb).....		39.50	39.50	34.50
Lucky Inning (Williams).....	99.50(2)		99.50(2)	79.50
Madison Sq Garden (Gottlieb).....			130.00	
Major League Baseball (United).....	39.50	40.00	35.00	39.50
Majors of '49 (Chicago Coin).....	39.50	50.00	39.50	75.00
Mandalay (United).....		79.50		95.00
Manhattan (United).....	15.00	22.50	34.50	34.50
Mardi Gras (Genco).....		29.50	35.00	49.00
Maryland (Williams).....	19.50	39.50	95.00	99.50
Melody (Bally).....		95.00	110.00	99.50
Mercury (Bally).....	42.00	72.50		35.00
Mercury (Genco).....		95.00	72.50	95.00
Merrv Widow (Genco).....	34.50	39.50	34.50	39.50
Mexico (United).....		20.00		20.00
Minstrel Man (Gottlieb).....	100.00	169.50	169.50	169.50
Monterrey (United).....	17.50	22.50	22.50	34.50
Moon Glow (United).....	34.50	40.00	45.00	59.50
Morocco (Exhibit).....	22.50	39.50	39.50	49.50
Nifty (Williams).....		49.50		55.00
Noris (Exhibit).....	45.00	49.50	49.50	54.50
Oklahoma (United).....	45.00	49.50	49.50	54.50
Old Faithful (Gottlieb).....	100.00	135.00		75.00
One, Two, Three (Genco).....	79.50	125.00		95.00
Paradise (Gottlieb).....	50.00	115.00		95.00
Phoenix (Williams).....	49.50	59.50	49.50	50.00
Photo Finish (Universal).....	49.50	59.50	49.50	59.50
Photo Finish (Gottlieb).....	14.50	15.00	35.00	49.50
Pin Bowler (Chicago Coin).....		35.00	49.50	85.00
Pinch Hitter (United).....		49.50		85.00
Pinky (Williams).....	35.00	49.50	65.00	39.50
Play Ball (Chicago Coin).....	39.50	49.50	65.00	54.50
Play Boy (Chicago Coin).....		95.00		64.50
Playland (Exhibit).....		25.00		
Playtime (Exhibit).....		125.00		125.00
Puddin' Head (Genco).....	22.00	45.00	54.50	59.00
Punchy (Chicago Coin).....		54.50		69.50
Quarterback (Williams).....	100.00	100.00	100.00	100.00
Rag Mop (Williams).....	64.50	89.50		49.50
Rainbow (Williams).....		89.50		49.50
Ramona (United).....		100.00		49.50
Ranch (Bally).....		89.50		64.50
Red Shoes (United).....	69.50	129.50	129.50	99.50
Rip Snort (Genco).....	39.50	89.50	90.00	99.50
Robin Hood (Gottlieb).....	34.50	35.00	34.50	49.50
Rocket (Bally).....		49.50		49.50
Rocket (Genco).....		139.50		139.50
Rockette (Gottlieb).....		109.50		109.50
Rondeau (United).....		144.50		144.50
Roundup (Bally).....	17.50	30.00	39.50	45.00
St. Louis (Williams).....	45.00	69.50	69.50	75.00
Sally (Chicago Coin).....	59.50	65.00	59.50	69.50
Samba (Exhibit).....	69.50	79.50	79.00	79.50
Saratoga (Williams).....	20.00	34.50	25.00	34.50
Screwball (Genco).....		54.50		25.00
Select-a-Card (Gottlieb).....	50.00	97.50	50.00	97.50
Serenade (United).....	18.50	35.00	59.50	30.00
Shanghai (Chicago Coin).....	59.50	85.00	39.50	59.50
Shantytown (Exhibit).....	34.50	35.00	39.50	55.00
Sharpshooter (Gottlieb).....	65.00	69.50	59.50	79.50
Shoo-Shoo (Williams).....	15.00	39.50	39.50	39.50
Shortstop (Exhibit).....	35.00	49.50	15.00	45.00
Show Boat (United).....		40.00		49.50
South Pacific (Genco).....		49.50		49.50
Special Entry (Bally).....	39.50	95.00	89.50	95.00
Speedway (Gottlieb).....	109.50	110.00	109.50	110.00
Spinball (Chicago Coin).....	20.00	54.50	20.00	35.00
Stardust (United).....		39.50		40.00
Stop and Go (Genco).....		40.00		54.50
Stormy (Williams).....	34.50	35.00	34.50	49.00
Summer Time (Gottlieb).....		49.50		49.50
Sunny (Williams).....	29.50	35.00	29.50	49.50
Super Hockey (Chicago Coin).....		49.50		49.50
Swanee (Exhibit).....		49.50		49.50
Sweetheart (Williams).....	59.50	79.50	59.50	79.50
Tahiti (Chicago Coin).....	69.50	104.50	104.50	134.50
Tampico (United).....		134.50		49.50
Telecard (Gottlieb).....	64.50	99.50	80.00	99.50
Temptation (Chicago Coin).....		109.50		109.50
Tennessee (Williams).....		39.50		75.00
Texas Leaguer (Keeney).....	\$39.50	69.50	\$69.50	70.00
Thing (Chicago Coin).....	70.00	75.00	79.00	79.50
Three Feathers (Genco).....		79.50		90.00
Three Musketeers (Gottlieb).....		90.00		90.00
Thrill (Chicago Coin).....	105.00	115.00	115.00	115.00
Total Roll (Genco).....	27.50	35.00	27.50	45.00
roll-down).....		39.50		30.00
Towndown (Abco).....		30.00		39.50
Trade Winds (Genco).....	34.50	39.50	34.50(2)	39.50
Trigger.....		49.50		49.50
Trinidad (Chicago Coin).....		85.00		85.00
Triple Action (Genco).....	17.50	24.50	24.50	34.50
Triplets (Gottlieb).....	25.00	34.50	45.00	49.50
	35.00	49.50		49.50
	15.00	25.00	29.50	34.50
		29.50		29.50
	135.00			

# Shuffle Games

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.

Table with columns for machine names and prices from Sept. 29, Sept. 22, Sept. 15, and Sept. 8. Includes items like ABC Bowler, Ace Bowler, Baseball, Bowlette, Bowling Alley, etc.

# Coinmen You Know

## Chicago

Dick Hood, head of H. C. Evans, underwent surgery on his eye last week at St. Luke's Hospital. Les Reick, head of the phonograph division, and Rex Shriver reports Hood coming along fine, but says it will be several weeks before he leaves the hospital. Meanwhile, with the deadline approaching, Reick is planning his exhibit for the Midwest Coin Machine Convention in Omaha, and says a Constellation will be featured at the show, along with several games.

Art Weinand, vice-president and director of sales of Rock-Ola Manufacturing Company, was out on the road again last week, and the reports he received from operators on the Super Rocket were excellent. J. Raymond Bacon, executive vice-president, and David C. Rockola, president, were both at the plant last week supervising production on the new phonos and keeping tab on the progress of the 50-selection wall box due to be introduced to the trade soon.

The new Six-Player shuffle game recently introduced by J. H. Keeney has been drawing heavy reorders from operators all over the country, Paul Huebsch, sales manager, reports. Firm is busy trying to catch up with the backlog of orders on the unit and, as a result, reports shipments on its Four-Player conversion will now start in two weeks. The conversion is also going strong, and firm is hoping to have both units going out at the same time so that orders may be filled on time by early October. Meade Arthur, Keeney comptroller, and Sophie Berkowics, long-time employee of the firm, were married September 22.

Billy DeSelm, general sales manager, United Manufacturing, reports demand for Zingo is way ahead of supply at this point, but shipments are going out daily to catch up on the orders. DeSelm's phone was ringing all week as distributors from all parts of the country called in to hurry shipments on the in-line scoring game. Ray Riehl reports the Six-Player Shuffle Alley games still in demand, a fact backed up by visiting operators who said the game is one of the year's top grossers on practically all types of locations.

First Distributors last week opened its third showroom, and (Continued on page 88)

## FBI Snatches

Continued from page 50

Director J. Edgar Hoover reported that the seized machines totaled about 100 and represented some \$20,000 in value. Machines from which the slots were removed were also reported confiscated.

Seizures are believed to have begun last week in North Carolina at fairs in Albemarle and Shelby. Two units were confiscated this week at the Trenton (N. J.) Fair.

Justice Department, charged with the enforcement of the law, reportedly is interested only in confiscating the machines. Money and merchandise contained in the machines, together with motor transport equipment, has been released. No operating personnel is known to be held or charged with any law violation.

## May Test Law

Presumably, the equipment will be held until test cases clear the meaning of the legislation, whose sponsors reportedly denied the intent to curtail outdoor show business endeavors at the time of its passage.

Operators are perplexed, pointing out that the federal government collects a \$150 tax on each machine and that legislation boosting this fee to \$250 is now being considered. In addition, these machines can be legally operated in several States, including Vermont and Massachusetts, upon the payment of specified license fees.

Robert K. Parker, a prominent operator, was here this week to represent his interests.

Meanwhile the Senate Interstate and Foreign Commerce Committee this week favorably reported a bill to extend the Johnson Law so as to ban the interstate shipment of roulette wheels, pushcards and one-play pinball machines.

# BE PREPARED!

FIRST Class Equipment is the Best Anti-Freeze for Dropping Collections.



- SHUFFLE GAMES Satisfaction Guaranteed Completely Reconditioned All Playing Fields Resurfaced TWITTED 4 Player S. A. REBOUND \$285 TWINS A. REBOUND 225 SINGLE S. A. REBOUND 149 DOUBLE S. A. REBOUND 185 PRESS REBOUND 135 SHUFFLE SLUGGER 135 DOUBLE SHUFFLE ALLEY 75 SHUFFLE ALLEY 49 SHUFFLE ALLEY 45 Flyaway 29 SHUFFLE ALLEY 29 KEENEY LEAGUE BOWLER \$265 DOUBLE BOWLER 155 DUCK PINS 145 LUCKY STRIKES 75 ABC BOWLER 45 BALLY HOOK BOWLER \$275 SHUFFLE CHAMP 89 SPEED BOWLER 59 SHUFFLE BOWLER 45 CHICAGO COIN ACE BOWLER (F.P.) \$149 TROPHY BOWL 145 BOWLING CLASSIC 135 BOWLING ALLEY (Life-a-Pins) 59 BOWLING ALLEY 55 UNIVERSAL HIGH SCORE BOWLER \$175 SUPER TWIN BOWLER 135 TWIN BOWLER 65 GENCO BOWLING LEAGUE \$35 GLIDER W/ JAM \$30 DOUBLE HEADER, late \$125 DELUXE BOWLER 45 TWIN SHUFFLE 25 GOTTIEB BOWLETTE \$55 NEW SHUFFLE GAMES 6 PLAYER C.C. BOWLING ALLEY Keeney LEAGUE BOWLER United SHUFFLE ALLEY OTHER Bally SHUFFLE LINE Genco SHUFFLE TARGET C.C. HORSESHOES

- RECONDITIONED 5 BALLS SATISFACTION GUARANTEED FOUR MOREMEN \$115 SOUTH PACIFIC 119 3 MUSKETEERS 115 CAMEL CARA-VAN 115 SHANTYTOWN 109 TUMBLEWEED 109 BASKETBALL 109 TAHITI 105 COLLEGE DAZE 105 KING ARTHUR 105 UTAH SHARPSHOOTER 95 MARYLAND 95 BOSTON 89 DOUBLE SHUFFLE 89 SELECT-A-CARD 85 BOWLING CHAMP 85 JUST 21 79 ST. LOUIS 79 TELECARD 79 DALLAS 75 BIG TOP 75 ROUND UP 75 TAMPCO 75 MAJORS OF '49 75 CAROLINA 69 AQUACADE 69 RAMONA 59 ONE-TWO-THREE 59 PINCH HITTER 59 PUDDING HEAD 59 SCREWBALL 55 GRAND AWARD 55 MOONGLOW 55 SHOWBOAT 55 KING COLE 49 STARDUST 49 ALICE IN WOND. 45 ALI BABA 49 SPEEDWAY 49 GIZMO 49 CAMPUS 49 BARNACLE BILL 49 MARDI GRAS 45 WISCONSIN 45 RANCHO 45 MONTERREY 45 CINDERELLA 45 SHORT STOP 45

## WANTED CASH or TRADE

- Keeney LEAGUE BOWLERS Keeney BIG LEAGUE BOWLERS United 4 PLAYER SHUFFLE ALLEYS United TWIN S.A. REBOUNDS Exhibit SIX SHOOTER Seeburg SHOOT-THE-BEAR Genco BING-A-ROLL Bally BRIGHT LIGHTS United ABC LATE 5 BALLS

Phone Today for Top Deal!

## ARCADE

- Hollycrane \$255 Exh. Six Shooter 225 Minit Pop 175 (Like New) Wms. Star Series 125 Un. Team Hockey 125 Telequiz, w/Film 115 Muto, Skyfighter 105 Chi. Coin Goalee 95 Swinging Monk 95 Quizzer, w/Film 89 Exhibit Dale Gun 85 (Late Model) Shoot the Duck 85 Seeb. Chicken Sam 75 Bag-a-Bunny 75 3-Way Ath. Scale 69 Genco Advance Roll 35

## BRAND NEW FACTORY CLOSEOUTS

- C.C. HORSESHOES \$279 United TEAM HOCKEY 139 IRISH POKER, Pool Game 95 C.C. PLAYBALL 90 Bally TURF KING 395

# FIRST DISTRIBUTORS

Wally Finke & Joe Kline  
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

## NEW YORK and NEW JERSEY OPERATORS

You Are Invited To Attend the **SHOWING** of The **EVANS 20-RECORD, 40-SELECTION CONSTELLATION**

Come in to see this wonderful music machine today. You will also find on display in our newly decorated showroom the finest selection of new and used games, music and arcade equipment. The welcome mat is out.

### REMEMBER! FOR EXPORT IT'S INTERNATIONAL!

# INTERNATIONAL AMUSEMENT CO.

5 Parkhurst Street, Newark 2, New Jersey  
EXPORTERS • Bigelow 8-9707 • IMPORTERS

## SUPER SPECIALS!!

Univ. 5-Star \$275.00  
Keeney Lite-a-Line Write  
Bally Bright Lights Write  
KWIK Shoe Shine Mach., Black and Brown 79.50  
Wms. Quarterback 54.50  
Wms. Star Series 89.50  
E-Z-Bowl, 9 ft.-11 ft. 179.50  
Bally Speed Bowler 54.50  
Bally Shuffle Bowler, F.P. 49.50

**MID STATE CO.**  
2369 Milwaukee Ave. Chicago 47, Ill.  
Tel.: Dickens 2-3444

## "Central Ohio Coin Quality Buys"

United—ZINGO United—A-B-C Universal—5 STAR Keeney—LITE-A-LINE Bally—CONEY ISLAND	KEENEY 4 PLAYER CONVERSION FOR SHUFFLEBOARDS	SHUFFLE ALLEYS NEW Keeney—6 PLAYER Chi. Coin—6 PLAYER United—6 PLAYER United—SKEE ALLEY Genco—SHUFFLE TARGET
New WINNERS FUTURITY TURF KINGS	15 TURF KINGS LIKE NEW \$295.00 EA.	ONE BALLS WINNERS PHOTO FINISH CITATIONS CHAMPIONS GOLD CUPS
KEENEY ELECTRIC CIGARETTE VENDORS with Changer	WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254	

# CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH—COLUMBUS 15, OHIO

# Amusement Games

Table with columns for machine names and prices from Sept. 29, Sept. 22, Sept. 15, and Sept. 8. Includes items like Tri-Score, Tropicana, Tucson, Tumbleweed, Turf King, Utah, Victory Special, Virginia, Watch My Line, Wisconsin, World Series, Yank Williams.

**EXCLUSIVE!**  
World Wide Is Your Exclusive Distributor  
for ROCK-OLA, WILLIAMS, KEENEY, EXHIBIT

**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 5c, 10c or 25c Single Entry Drop Coin Chutes.

**KEENEY  
6 PLAYER REBOUND  
LEAGUE BOWLER**  
Giant Lite-Up Pins! Smooth as silk, action galore! Up to 6 dimes per game. Operators agree it was well worth waiting for!

**IN STOCK  
IMMEDIATE  
SHIPMENT  
NEWEST  
5 BALL  
GAMES**  
Keeneey Lite-a-Line  
Bally Coney Island

**ROCK-OLA  
SUPER ROCKET  
'52-50  
PHONO.**  
Complete New Cabinet design — beautiful coloring! Lite-up top and bottom. Available 78 or 45 R.P.M. set for 1 play 10c — 3 plays 25c. Easily convertible.

**GENCO  
SHUFFLE  
TARGETS**  
Brand New!  
Original Crates,  
Phone or Write for  
PRICE.

**WANT  
TO BUY**  
Cash or Trade  
Highest Prices Paid  
Bally BRIGHT LIGHTS  
FIVE BALL FLIPPER  
GAMES  
Bally TURF KING

**EXPORTERS**  
Our experience in exporting 5 Ball Games, Novelty Games, Music Machines and other types of Amusement Machines places us in the position to handle YOUR NEEDS IMMEDIATELY. We have a large stock of games on hand at all times. Call on us for prompt, courteous, efficient service.  
CALL, WRITE OR WIRE

**MISCELLANEOUS  
EQUIPMENT  
THOROUGHLY  
RECONDITIONED**  
Seeburg SHOOT THE BEAR \$325  
Exhibit SILVER BULLET... 165  
Wms. STAR SERIES... 100  
Exhibit DALE GUN... 95  
TELEQUIZ w/Film, Late... 95  
Rock-Ola MODEL 1424... 175  
Wurlitzer... 199

**ONE LOT DEAL**  
7 completely reconditioned ONE BALL Free Play GAMES, 5 Entry, and 2 GOLD CUPS Price for everything... \$210

**Bally HOT ROD**  
5 Ball Free Play Novelty Game. 7 coin entry. Special. \$95

**WILLIAMS  
MUSIC MITE**  
New 45 R.P.M. 10 selection phono. 5c or 10c play. Pedestal stand to match. Has 40 play accumulator. Write for price or will trade for late games.

**BEST BUYS AT WORLD WIDE**  
Williams Super World Series. Exciting! Terrific profit earner. All the thrills of baseball. Have these on location during World Series for... big play... Write!



**FIVE BALLS**

ALI BABA	39.50
BABY FACE	49.50
BARNACLE BILL	44.50
BANJO	29.50
BLUE SKIES	29.50
BOWLING CHAMP	69.50
CAROLINA	45.00
CONDOLA	34.50
GEORGIA	99.50
HUMPTY DUMPTY	29.50
JACK & JILL	34.50
JUST 21	39.50
KING COLE	34.50
KNOCKOUT	129.50
MONTERREY	29.50
OLD FAITHFUL	89.50
PARADISE	29.50
RAMONA	39.50
ROBIN HOOD	29.50
ROUND UP	44.50
SCREW BALL	34.50
SELECT-A-CARD	44.50
SUPER HOCKEY	69.50
SWEETHEART	99.50
STAR SERIES	109.50
RONDEVOO	29.50
TEMPTATION	34.50
TRINIDAD	29.50
WISCONSIN	29.50

**ONE BALLS**

10 CHAMPIONS	ea. \$ 79.50
20 TURF KINGS	ea. 215.00
1 GOLD CUP	49.50
10 WINNERS	ea. 179.50

**MUSIC**

2 SEEBURG LOBOY	ea. \$ 49.50
3 SEEBURG 146 M '48 Conv.	ea. 175.00
2 SEEBURG 146M Hideaways	ea. 149.50
2 SEEBURG 147M	ea. 219.50
2 SEEBURG 1100	ea. 325.00

**ARCADE**

2 EXHIBIT SIX SHOOTER	ea. \$185.00
1 GUN PATROL	225.00
1 DALE GUN	55.00
1 EVANS BAT-A-SCORE	125.00
1 SKILL TEST	24.50

SEND ONE-THIRD DEPOSIT WITH ORDER, BALANCE C.O.D.  
**OHIO SPECIALTY CO., INC.**  
539 S. 2nd. WA 2465 Louisville 2, Ky.



**Your future is in COVIDEO**  
COIN-OPERATED TELEVISION  
Write for Complete Information  
**COVIDEO, INC.**  
212 Broadway New York 7, N. Y.  
Pioneers in Coin-Operated Television  
BEekman 3-0038

**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. 29	Issue of Sept. 22	Issue of Sept. 15	Issue of Sept. 8
Ace Bomber (Mutoscope)....	\$75.00	\$95.00	\$95.00	\$95.00
Air Raider (Keeneey).....	89.50	125.00	125.00	125.00
All Stars (Williams).....	49.50 95.00 109.50	49.50 95.00 109.50	49.50 95.00 109.50	49.50 95.00 109.50
Astroscope .....	109.50	125.00	125.00	125.00
Atomic Bomber (Mutoscope). Bag-A-Bunny .....	75.00	75.00	75.00	75.00
Ball Grip .....		80.00	115.00	
Baseball (Bally).....		19.50		
Bat-a-Ball Jr. ....	19.50	75.00	75.00	75.00
Batting Practice (Scientific). Big Inning (Bally).....	75.00 195.00	75.00 185.00	75.00 195.00	75.00 185.00
Bomeroang (Amusement Corp.). Bing-A-Roll (Genco).....	75.00	45.00	45.00	45.00
Build Up (Exhibit).....	25.00		34.50	19.50 34.50
Career Pilot .....		95.00	95.00	95.00
Challenger (ABT).....	22.50 24.50	24.50	24.50	24.50
Champion Basketball..... Chicken Sam (Seeburg).....	22.50 75.00 109.50	22.50 75.00 109.50	22.50 75.00 109.50	22.50 75.00 109.50
Chinning Rings (Exhibit).... Dale Gun (Exhibit) .....	49.50 69.50 85.00	59.50 84.50 95.00	54.50 85.00(2) 95.00	49.95 69.50 84.50 85.00(2) 95.00
Deluxe Athletic Scale (Mercury) .....	49.50 69.00 69.50	69.00 69.50 69.50	69.00 69.50 69.50	69.50 95.00 69.50 95.00
Drop Pictures .....		45.00	45.00	
Dumbbell Lift.....		85.00		
Electric Hockey (Exhibit).... Field Goal (Scientific).....		149.50 175.00		
Fishing Well (Mutoscope).... Fist Striker (Exhibit).....		125.00 125.00		
Football (Ideal).....		225.00		
Goalbe (Chicago Coin).....	89.50 95.00 99.50	95.00 99.50 125.00	95.00 99.50 125.00	95.00 99.50 125.00
Grip Developer (Exhibit).... Heavy Hitter (Bally).....		185.00 65.00 69.50	59.50 65.00 60.00	59.50 65.00 60.00
Hi-Ball (Exhibit).....	19.50 25.00	19.50	19.50	19.50
Hit-a-Homer .....		165.00		
Hits and Runs (Genco)..... Hockey (Chicago Coin).....		75.00	75.00	75.00
Hollycrane (Como).....	255.00 275.00 425.00	255.00 275.00	255.00 275.00	245.00 375.00
Jack Rabbit (Amusement Corp.).....	109.50	100.00 109.50 195.00	109.50	109.50
Jungle Joe (Scientific)..... Knockout Punch (Exhibit).... Lift-o-Graph (Mutoscope)....		125.00		150.00
Lighthouse Grip .....				95.00
Lite League (Amusement Corp.) .....		95.00	95.00	95.00
Love Pilot (Mutoscope).....	125.00	125.00	125.00	125.00(2) 99.50(2)
Magic Pen .....		125.00		
Merchantman (Exhibit).....	99.50	99.50(2) 135.00	99.50(2)	
Metal Typer (Groetchen).... Monkey Shines .....		175.00		
Panorams (Mills).....		225.00	225.00	225.00
Periscope .....		125.00	125.00	125.00
Phil Toboggan Ski Ball..... Photomatic (Mutoscope)....		350.00 350.00(early) 695.00(early) 150.00	350.00 350.00(early) 695.00(early) 150.00	350.00 350.00(early) 695.00(early) 150.00
Pistol Pete (Chicago Coin).. Pitch 'Em & Bat 'Em (Scientific).....	79.50 149.50	79.50 225.00 275.00	79.50 225.00 275.00	79.50 225.00 275.00
Play Ball (Evans).....		49.50 49.50 99.50 18.50	29.50 99.50 29.50 99.50	49.50 99.50 49.50 99.50
Poker & Joker .....				150.00
Pokerino (Scientific).....				185.00
Pop Up (Marvel).....				125.00
Punch Bag Trainer (Exhibit). Punching Bag (Mutoscope).... Punching Bag (Mills).....				150.00 185.00 125.00
Q-Ball (Dixie Music).....	89.50			
Quizzer .....	89.00	125.00 175.00	89.00 125.00 175.00	89.00 125.00 175.00
Recordio (Wilcox-Gay)..... Rocket Busters .....		65.00		
Rotary Claw Mdr. (Exhibit). Seven High (Edelman).....	175.00	175.00 75.00	175.00 75.00	175.00 75.00
Shipman Art Show .....	49.50	49.50(2) 269.50	49.50 295.00	49.50 295.00
Shoot the Bear (Seeburg).... Shoot the Duck (Seeburg).... Shoot Your Way To Tokio .....	295.00 85.00 99.50 165.00	350.00 85.00 100.00 165.00(2)	269.50 85.00 100.00 165.00(2)	295.00 85.00 100.00 165.00(2)
Silver Bullet (Exhibit)..... Silver Gloves (Mutoscope).... Six Shooter (Exhibit).....	99.50 225.00(2)	165.00 225.00(2) 250.00 275.00 150.00	165.00(2) 225.00(2) 250.00 275.00 150.00	165.00(2) 225.00(2) 250.00 275.00 150.00
Skee Ball (Wurlitzer).....			150.00	150.00
Skillet Electric.....	25.00			
Skill Test (Groetchen)..... Sky Fighter .....	95.00 105.00	85.00 105.00 105.00 125.00	105.00 125.00	125.00
Star Series (Williams).....	59.50 119.50 125.00(2) 139.50	59.50 125.00(2) 139.50	89.50 99.50 125.00(2) 139.50	89.50 125.00(2) 139.50
Striking Clock (Exhibit) ... Super Bomber (Evans)..... Swinging Monk .....		95.00 95.00	95.00 95.00	95.00 95.00
Tail Gunner .....	89.50			
Team Hockey (United)..... Telequiz .....	125.00 95.00 115.00 119.50	125.00 115.00(2) 119.50 75.00(2)	125.00 115.00(2) 119.50 75.00	125.00 115.00(2) 119.50 75.00
Ten Strike (Evans).....				
3-Way Gripper (Gottlieb) .....	22.50	22.50	22.50	22.50
Tokyo Raider .....	75.00			
Tommy Gun (Evans).....		65.00		
Torpedo (Bally).....	75.00			
Twin Drive Mobile (Mutoscope) .....		350.00 95.00	350.00 95.00	350.00 95.00
Undersea Raider (Bally).... Western Baseball .....		85.00 85.00	85.00 85.00	85.00 85.00
X-Ray Poker (Scientific).... Zoom (Stoner).....		85.00 22.50	85.00	85.00

**Coinmen  
You Know**

Continued from page 87

Wally Finke and Joe Kline, partners, announced that there was a steady stream of visitors dropping in to see the new room which houses about 100 five-ball games. At one time there were 34 operators and their mechanics in the coffee room at First. Mal Finke, head of the premium division, and Kline will represent First at the Midwest Coin Machine Convention in Omaha. Firm will confine its exhibit to its premium lines.

Remington Distributors, suppliers of records to juke box operators in this area, moved into new quarters at 3176 North Clark Street last week. Rube Lawrence, formerly associated with Jimmy Martin's distributing firm, is now contacting operators for Remington.

Len Micon, World Wide Distributors, says deliveries on Keeneey's 6-Player League Bowler are increasing daily but are still behind demand. Firm hopes operators will be patient. Micon adds demand for both Jalopy and Hayburners is also at peak proportions. Used games also are the center of activity, and Al Stern and Monty West as well as Micon receive requests for a wide variety of them in every mail.

Chicago Coin Machine Company sales manager Ed Levin reports he is hard pressed to keep distributors satisfied on their orders for 6-Player Bowling Alley, the shuffle game with the formica playfield. He and Sam Lewis have had a steady run of visitors in the past two weeks. Meanwhile, owners Sam Gensburg and Sam Wolberg are gratified with the early response to the multi-player game.

Harold Saul, Coven Distributing, spent the week in the hospital recuperating from minor surgery. He expects to be back at his post soon. Joe Schuman, Coven shop foreman, is a handy man to have around in a pinch. While on duty with the volunteer police force in suburban Desplaines he captured four burglars who were trying to break into a department store.

Herb Perkins, Purveyor Shuffleboard Company, feels shuffleboard play is making a good comeback based on reports from operators. He is also getting steady action on games and is thankful he has a wide variety on hand. Perkins reports response to his color screen for TV sets proves there is a lot of business to be had in this field.

News from Monarch Coin thru Clayton Nemeroff indicates the firm's headquarters are lucky. Despite the extensive remodeling going on there the past few weeks the traffic has been increasing all the time. Charley Pieri, Monarch's other half, has lined up a lot of scarce merchandise for the company.

Exhibit Supply Company continues to get volume orders for its mechanical horses. Ford Sebastian, executive vice-president, has made several brief trips in the past few weeks lining up materials. Meanwhile, Frank Menceri and Chester Gore have been holding down the home front. Firm's electro-switch division is going full blast to keep up with contract orders. Bill Olsher is getting a steady run of customers in on repeat business for his TV color screen.

At D. Gottlieb & Company, Wild West output is coming along in fine style. Alvin and Nate Gottlieb have greeted several foreign and domestic coinmen in the past few weeks. Firm was one of the first to realize the potential of the exports market. Local distributors have received a lot of requests for those

**Vital Statistics  
Births**

A daughter to Gil and Valerie Kitt Wednesday (26) at Wesley Memorial Hospital, Chicago. Father is head of Empire Coin. Child is the couple's third.

**Marriages**

Meade Arthur, comptroller, J. H. Keeneey, and Sophie Berkowics, of the same firm, in Chicago September 22.

baseball pitching machines which were popular before the war. This is the unit which automatically throws a ball for the customer who hits it with a bat.

Col. Lou Lewis, Merit Industries, has his new quarters shipshape now. Front portion of the location has been remodeled and appointed with modern showcases and office equipment.

Harold Lieberman, Hy-G Music Company, Minneapolis, and Leo Weinberger, Southern Automatic, Louisville, were in for conferences with Sam Stern and Bill Ryan, Williams Manufacturing Company.

At Empire Coin Machine Exchange, Gil Kitt reports a pleasant kind of trouble, big demand for virtually every product in the house.

Joe Schwartz, National Coin Machine Exchange, reports Gottlieb's Wild West is going over with a bang and bringing in repeat orders.

Milwaukee

Local music operators are complaining about the lack of 45 r.p.m. disks available at the distributor outlets.

Regular monthly get together of music ops was held Wednesday at Joe Deutsch's eatery.

First vacation in a long time was enjoyed by Joe Pelligrino, of P. & P. Distributors.

Robbins reports biz at a peak level during his recent sweeps thru Northern Wisconsin for the Sam London firm.

Most disappointed coinman in town last week-end was Clyde Nelson, of General Novelty.

According to George Schroeder, biz has taken a slight decline in recent weeks, altho the general level is somewhat better than last year's activities.

Lee Kelly, routeman at the United, Inc., firm, is on a belated vacation.

New approach to the service problems of Wurlitzer music operators in the State is being handled by the United, Inc., brass.

Beverly Koenen, front office gal at the Major Distributors, was to be married September 29 to Don Black, of Pittsburgh.

Pittsburgh

Bob Stanton, Stanton Distributors, built a new five-room home at Stanton Heights.

Glen Mowry, Gem Vending Company, is continually on the lookout for a location where the sun will not shine on his candy machines.

Glen Gillette says school locations where the schools load machines themselves once a week are now opening up here.

Monroe Greene, Coin Machine Agency, on a buying trip to Philadelphia and Providence, looking for new lines.

Harry Rosen, of Milk Vending

Service Company, is fixing up older equipment by cutting eight inches off the top of the base.

Eddie Shore, sales manager, Atlas Novelty Company, reports music biz on the upswing with consolidation of routes a big factor.

Herbert Rosenthal, sales manager, Banner Specialty Company, reports about 300 people attended the AMI showing.

Meyer Popkins, head of Pittsburgh Coin Machine Exchange, bought a full-sized golf set for his 8-year-old son.

Frank Simons has the job of revamping truck bodies so that coin machines may be moved more easily without tipping over in transit.

New York

Al Simon, factory agent for Chicago Coin, has started tearing down the old building on 10th Avenue over the site where he is planning to erect a modern one-story building.

Out-of-town visitors to Barney Sugerman's Runyon Sales this week included James Tolisano, Superior Music Company.

sano took in the Pep-Saddler brawl Wednesday night (26). Morris Hood, manager of Runyon's New York outlet, bought a home in Maplewood, N. J., last week.

Harry Berger is reorganizing his store facilities at West Side Distributing. Locations of the premium and billing departments are being switched for greater efficiency.

Al (Senator) Bodkin, of Forest Hills Automatic, was bedded down

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 SICKING, INC. America's Oldest Distributor Established 1895 1401 Central Pkwy. Cincinnati 14, O.

EVANS' PROFIT STIMULATING COUNTER GAMES NOT COIN OPERATED! TAX FREE! NO LICENSE REQUIRED! MONTE CARLO Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature. H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEEBURG WURLITZER ROCK-OLA A.M.I. MILLS Buy With Confidence! WE ARE MUSIC SPECIALISTS! EVERYTHING GUARANTEED! ATLAS MUSIC COMPANY 2202 N. WESTERN AVE. CHICAGO 47, ILLINOIS Phone: ARmitage 6-5005

Atlas Corp.

Continued from page 75

dies from the Kautz estate. Jenkins stated all material has been removed to the Atlas plant, and that the unit will be marketed as the Atlas Lighter Filling Station.

Suggested locations are drug and cigar store counters, hotels, filling stations and "wherever there is a cigarette vender."

Univ. Twin Bowler, Flying Pins, Top Condition \$129.50 Wms. Double Header, Late Model Floor Sample \$149.50 18-20-22 Ft. Rock-Ola Shuffleboards, Good Condition, Ea. \$119.50

Check These 'Beautiful' Buys! SHUFFLEBOARD SUPPLIES Best Wax, case (12) \$ 4.50 Pucks (set of 8) 12.00 Score Sheets, 10 pads 7.50

WANT TO BUY! WILL PAY TOP DOLLAR—CASH OR TRADE HAPPY-GO-LUCKY MINTREL MAN JOKER SPOT BOWLER 4 HORSEMEN ROCKETTES TRIPLETS LATE 5-BALLS GOTT, BASKETBALL 5-STAR A-B-C BRIGHT LIGHTS MAD. SQ. GARDEN DOUBLE FEATURE OLD FAITHFUL KING ARTHUR K.C. JONES CONTROL TOWER SHOO SHOO 3 MUSKETEERS FIGHTING IRISH PIN BOWLER SHUFFLE GAMES UNITED TWIN SHUFFLE ALLEY REBOUND UNITED 4-PLAYER AND 5-PLAYER KEENEY LEAGUE BOWLER NATIONAL COIN MACHINE EXCHANGE 1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

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606 S. High St.    2333 Gilbert Ave.    1372 Capitol Ave.

# Coinmen You Know

Continued from page 89

last week with an attack of intestinal grippe. . . . **Sid Mittleberg**, head of the Progressive Music Company, has occupied new offices in Queens Village. . . . **Mrs. John Connolly**, wife of the local operator, is reported seriously ill.

**Sid Levine**, attorney for Automatic Music Operators' Association and chairman of the United Jewish Appeal's coin industry committee, was gratified at the more than \$19,000 raised last week at the Belmont-Plaza dinner honoring **Al Denver**, AMOA prexy. However, he remarked that some prominent coinmen didn't show up, and these are due for personal and early solicitation.

**Nash Gordon**, AMOA office manager, is deep in galley proofs rounding up and checking ads to appear in the association's souvenir journal. The book will be published in time for distribution at the AMOA annual affair, November 3. . . . **Barney Schlang**, of the jukemen's union, and his family are off to Washington this week-end on a sight-seeing tour.

Exhibitors at last week's Theater Owners of American convention included three major drink machine manufacturers. Among those demonstrating operating features of the equipment at the Astor Hotel were **Sam Kresberg**, **Mel Rapp** and **Dan Subarsky**, of Automatic Products; **Stuart Lyon** and **Harry Fehn**, of Lyon Industries, and **Pete Foster** and **Al Guzzi**, of Spacarb, Inc.

**Aleck Abrahamson**, vice-president in charge of sales for Chunky Chocolate, is back from a trip thru New England, the Midwest and points south. . . . **William Rabin**, of Empire Biscuit, reports use of a new glassine bag for vending-pack ice cream sandwiches.

**Carl Engelbinger**, business manager of the New York State Operators' Guild, is readying the next meeting of the association for October 16 at Poughkeepsie. . . . **Lou Brown**, head of the sister firms, Coradio and Covideo, visited coin radio and television operators in Pennsylvania last week. . . . **Mac Pollay**, of United Phonograph Service, moved a television set into his shop last week for the wind-up of the baseball season. . . . Operators in several near-by resort areas were reported peeved at the sales efforts of a local phonograph distrib. Locations were being circularized, they claimed, to needle ops into new machine purchases.

## Twin Cities

**Jack Weinberg**, Twin Cities correspondent for The Billboard, has been released from the hospital and is recuperating from a heart ailment at his home here. Jack will be back making the Coin Row rounds as soon as the doctor gives him the okay, probably by the end of October. While hospitalized, Jack reports his father-in-law died suddenly in Minneapolis.

**Herman Paster**, head of Mayflower Distributing here, traveled to Milwaukee last week where he hosted a showing for Wisconsin and Northern Michigan operators of the new AMI Model D phonograph. **Sam Cooper**, who manages the Milwaukee offices, reported Herman was, as usual, the center of attraction during the event.

Operators and distributors in this area are planning to attend the Midwest Coin Machine Convention in Omaha October 15-16. The Minnesota Amusement Games Association, one of the sponsors of the regional conclave, will hold a membership meeting at the Paxton Hotel in conjunction with the conclave. **Tom Crosby** heads the MAGA.

## Cincinnati

Automatic Phonograph Owners' Association will use **Al Morgan's** new tune "Sin" on a Decca record as their Hit Tune for October. All members have been requested to put this record on their phonographs during the month. . . . **Charles Kanter**, president of APOA, returns from a vacation in Miami Beach, Fla., October 5.

No date has been set for the group's October meeting. . . . **Leo Weingartner** has disposed of his phonograph route to **A. Bernstein**, who will be a member of the association.

## Hartford, Conn.

**Manny Leibert**, formerly with Vending Machines, Inc., will go into wrestling and boxing promotion this fall with his brother, **Herbie**, also formerly in the coin machine industry. . . . **Sam Roskin**, of Roskin Distributors hosted 25 Bendix retailers on a cruise to Canada. Roskin also distributes Philco in this area. . . . **Veeder-Root**, local manufacturer of counting and computing devices for coin machines, was host to 70 manufacturers of gasoline pumps. Firm builds computing mechanisms for automatic pumps.

**Eddie Sarnoff** and **Lou Roth**, of Radio and Appliance Distributors, East Hartford, were in New York for a few days on business. . . . Enough cigarettes were sold in Connecticut in August to provide two packs for every man, woman and child in the State, a tax breakdown disclosed. The revenue from cigarette sales totaled \$811,800 and total cigarette revenue collected so far this fiscal year is \$1,509,436.

**Joe Naclerio**, Waterbury operator, is planning to leave on his annual Southern vacation shortly. . . . **John Colucci**, of Colucci Brothers' Mattatuck Music, Waterbury, back from two-week fishing trip, was busy when Mattatuck moved to new quarters in that city. John operates the business with his brother, **Mike**. The two men also operate a 150-machine music machine route, using Seeburg and Wurlitzer machines.

**Jim Tolisano**, of Superior Music, is driving a new convertible. . . .

## Detroit

**Mrs. Anna Siegel** will carry on management of the route of Phonomatics and voice recorders operated by her husband, **Sam Siegel**, until his death a few weeks ago. Headquarters will remain on Richton Avenue.

**Mrs. Mark Linker**, whose husband is a local operator and former distributor, hit the press columns here when she received back her electric toaster from the utility company and the serviceman delivered it complete with a piece of ready toast, which flew out as he set it on her breakfast table. . . . **Lou Nemesh**, of Music Systems, Inc., Seeburg distributors, is taking over additional sales and office space, as well as warehouse room adjoining his present location. Space was formerly used by a refrigeration company.

## Cleveland

A number of operators have moved to new headquarters here in recent weeks. **Lou and Nate Pearlman**, L & N Music Company; **J. B. Music**, and **Joe Abraham's** Ohio Distributing Company are among those firms now settled in new homes.

**Jack Cohen**, president of the Cleveland Phonograph Merchants' Association, announces the addition of two new members to the association's roster. Newcomers are **Norman Cantlon** and **Earl Thompson**, who purchased the Central Music operation last week from **Dick Head**. Cohen has been invited to attend the Midwest Coin Machine Convention in Omaha October 15-16, and will accept if his schedule permits.

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Amusement Game

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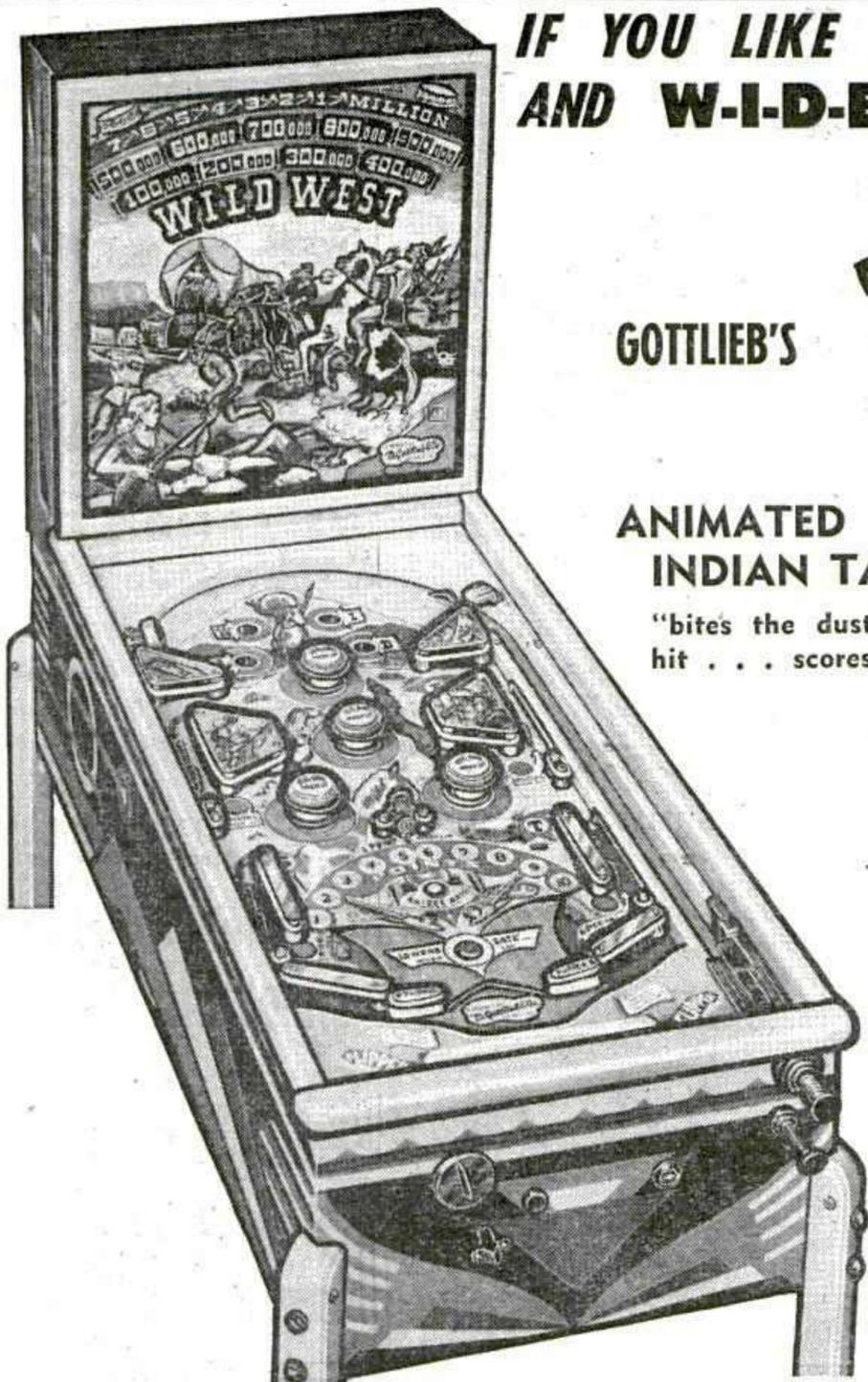
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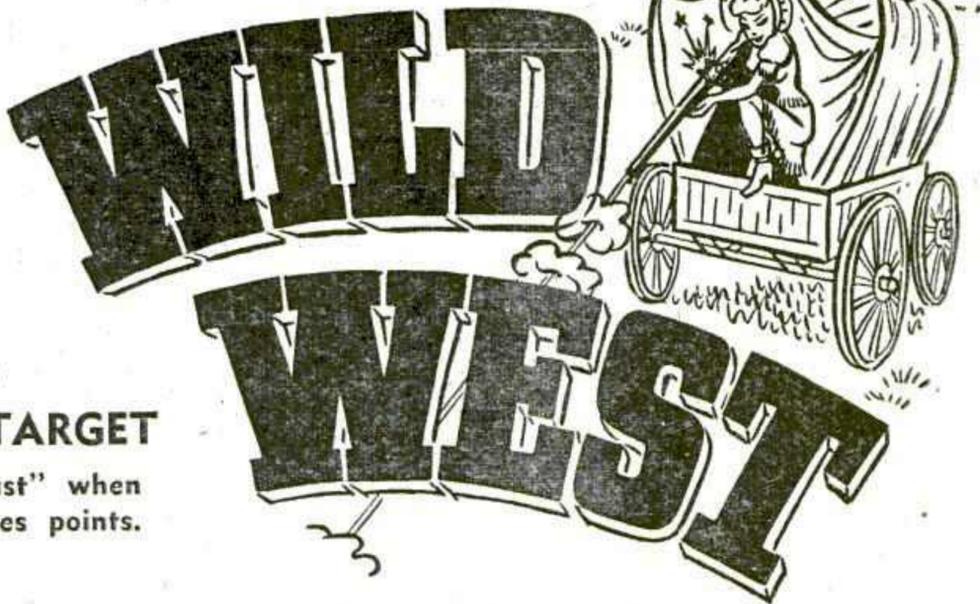
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Seeburg Colonels	49.50	Wurlitzer 780E	89.50
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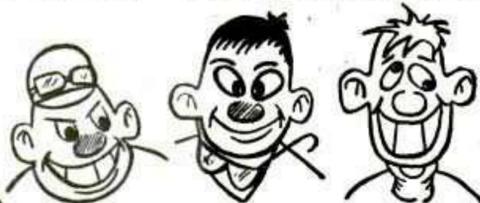
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Fighting Irish	...125.00	Serenade	...40.00
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Freshie	...75.00	St. Louis	...65.00
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Gin Rummy	...115.00	Tumbleweed	...100.00
Gondola	...50.00	Thrill	...35.00
Holiday	...65.00	Triplets	...135.00
Jack & Jill	...55.00	Triple Action	...25.00
Joker	...135.00	Trinidad	...35.00
Just 21	...65.00	Wisconsin	...35.00
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See Page 70...



# Chicago Coin's BOWLING ALLEY

Featuring for the first time on any shuffle bowling game

■ **High Score of the Week** ON BACK RACK  
(NAME OF HIGH SCORE PLAYER WRITTEN ON FROSTED GLASS)

■ **Formica Playfield Surface**  
FASTEST PLAYFIELD POSSIBLE! LONG WEARING AND COLORFUL

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■ REBOUND 20-30 SCORING ■ ROLLOVER CONTACTS ON PLAYFIELD  
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1 SWEETHEART	99.50
2 THE THING	110.00

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Old-established route in Florida for sale. Personal reasons for selling. Contact **BOX D-89**

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### OPERATORS WAKE UP!

Here's your chance to bring back to life your coin operated games! Just like old times, brings dimes to your bowling machines. Here are sensational repeat business deals that make YOU HAPPY, YOU LOCATION HAPPY and above all make the CUSTOMER HAPPY because winner gets a useful prize of valuable merchandise. ALL DEALS HAVE BEEN TESTED AND PROVEN ON LOCATIONS TO INCREASE PLAY UP TO 80%. SO YOU CAN'T MISS WITH MITCHELL'S NEW PREMIUM DEALS. CHECK THESE DEALS OVER CAREFULLY. THERE'S A "DEAL" DESIGNED FOR YOUR PARTICULAR LOCATION... ORDER NOW... DON'T DELAY, ORDER TODAY!

**NO SLUM!  
NO JUNK!**

ALL PRIZES QUALITY MERCHANDISE

**FOR A LIMITED TIME ONLY!**  
We will ship all orders of 5 or more deals PREPAID, when full remittance is received with order.

#### FOR SALE

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Seeburg 98	45.00
Wurlitzer 950	65.00
Wurlitzer 850	60.00
Wurlitzer Victory	40.00
Wurlitzer 500	45.00
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Sky Fighter	59.50
Liberator	59.50
Special Entry	34.50
Jockey Special	45.00
Rock-Ola Shuffle Jungle	19.50
Rock-Ola Shuffle Lane	19.50
Rock-Ola Shuffle Board	99.00
Shoe Shine Machine	49.50
Liquid Cola Machine (Original Cost \$595, Floor Sample)	150.00

**IDEAL NOVELTY CO.**  
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### NO NEED TO HUNT ANYMORE!

### Here's Mitchell's GUN DEAL

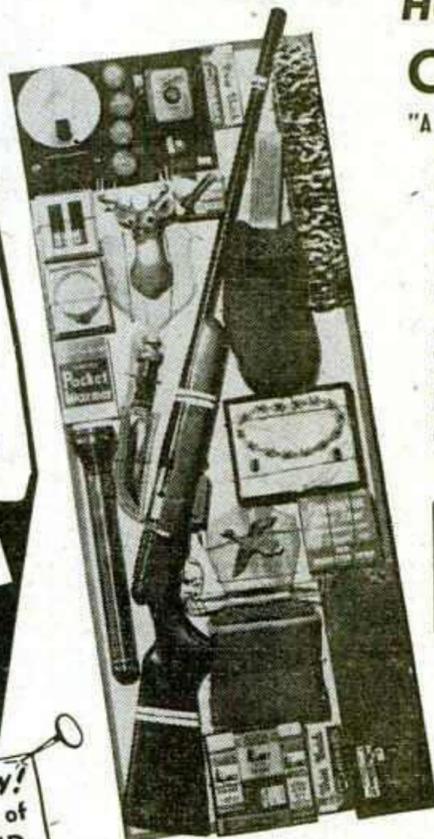
"A SURE SHOT FOR MORE PROFITS!"

This GUN DEAL consists of 20 good quality seasonable prizes which appeal to both men and women. Here's how it works—The GUN IS GIVEN ON A FINAL SKILL AWARD BASIS which insures interest until the entire board is gone. Your established winning score (Example . . . 175 or more; or you set your own score) entitles player to one sealed ticket from box which contains 2000 single tickets. Player drawing ticket with corresponding number on any tagged prizes receives prize immediately. NO WAITING. NO WEEKLY DRAWINGS EACH PRIZE IS INDIVIDUALLY TAGGED WITH NUMBER.

NOTE: In above FINAL SKILL AWARD DEAL you have a choice of gun, either a .410 gauge, 12 gauge, 20 gauge, or 5 shot .22 repeater. SPECIFY YOUR CHOICE OF GUN!

20 prizes with 2,000 tickets **\$54.75**

BE SAFE with your locations!  
BE SURE with more profits!  
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United A-B-C  
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Williams Hayburners—Jalopy

WRITE FOR LIST OF CLOSEOUTS—ALSO RECONDITIONED EQUIPMENT

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# NEW EXTRA BALLS IDEA

INSURES EXTRA PLAY-APPEAL AND EXTRA PROFITS

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**FUTURITY**  
all the profit-proved play-appeal of Turf King  
**PLUS NEW FUTURE-PLAY SHUFFLE-LINE**  
SHUFFLE-BOWLING ACTION PLUS "IN-LINE" SCORING

**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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After shooting first 5 balls, player may deposit extra coins to play for 1, 2 or 3 extra balls. Extra balls are released on mystery-flash basis... 1, 2 or 3 balls. Player may play as many coins as desired for extra balls, but only a total of 3 extra balls are released. Location checks prove players average 2 to 5 extra coins per game to turn near-winners into winners.

CONEY ISLAND combines the profit-proved play-appeal and earning-power of BRIGHT LIGHTS with the fascinating new Extra-Balls Feature that insures plenty of extra coins every game. Because every game played is either a winner or a near-winner, players can't pass up the opportunity to clinch a winner with extra balls. Try CONEY ISLAND today. You'll be mighty glad!

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"A"	299
AIREON	
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ROCK-OLA	
1426	\$179
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Envoy	69	780	79	Playmaster	69
Colonel	59	800	79	Commander	39
Major	59	850	59	Empress	\$39
Hightone	59	500	49	AIREON	
Classic	59	600K	49	Deluxe '46	\$49
Rega	49	600R	49	PACKARD	
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See Page 70 . . .

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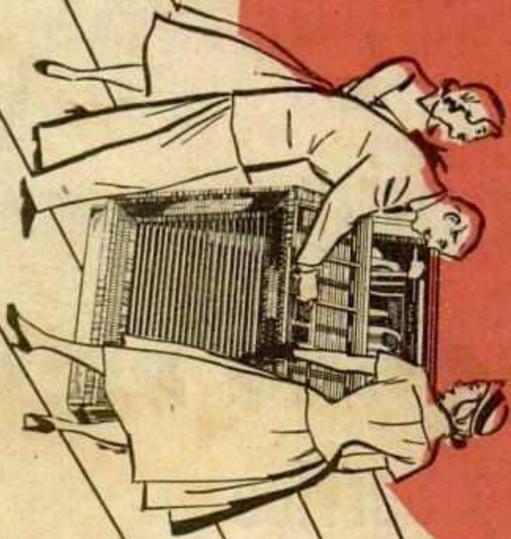


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