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Radio Stirred By NBC Plan; Some Love It, Others Angry

Education, Standard Sheet Music Business in Big Boom

By PAUL ACKERMAN

NEW YORK, Oct. 13.—Educational and standard sheet music is having its best sales spurge in years, according to various publishers, jobbers and printers who are closely connected with that phase of the business. The reasons are various. The fall season, with schools opening around the country, always registers an upsurge in educational sales. But the

current hype in sales is too marked to be considered just the normal fall upturn. Rather, it is apparent that the general educational and standard field is showing the effects of long promotion and effort on the part of various groups.

The school systems, thruout the country, for example, are adding more and more music periods to the curricula. Simultaneously, an increasing number of schools have been gradually obtaining larger music budgets, resulting in larger classes, more teachers and greater purchases of sheet music. Individual publishers, sensing the greater stability of the educational and standard field, have been putting more merchandising effort into it. In fact, the returns have been so good that a number of pop publishers, who have heretofore allowed the educational potential of their catalogs to lie dormant, are now moving to enter the field strongly. Prime example is E. H. (Buddy) Morris, who has retained Phil Lang, formerly with Mills Music, to activate an educational wing. (See separate story.)

Another long-range factor in the educational field has been the American Music Conference, promotion wing of the National Association of Music Merchants, which for years has campaigned

for the increased use of musical instruments in schools.

Publishers are loathe to give comparative figures on sales of educational music, but they have revealed enough to indicate the boom is really on. Bill Wiemann, for instance, of Music Publishers Holding Corp., states that business for the past September was 35 per cent above the same month last year. Wiemann emphasized that his figure represents strictly educational and standard business. (Continued on page 13)

Union Dues Up, Some to 100%

By BILL SMITH

NEW YORK, Oct. 13.—A dues hike up to 100 per cent will greet members of American Guild of Variety Artists November 1. The hardest hit will be the small actors and chorus people. The performers in the upper brackets will be virtually untouched.

New dues scale will be as follows: Initiation, \$100 (present figure is \$50). Chorus initiation will be \$50 (present figure, \$25). Dues for chorus will be \$24; it's now \$12. All performers earning \$500 or less weekly will pay \$36 a year; present figure is \$24. Those working for \$500 to \$990 will pay \$48; present bite is \$32. Those in the \$1,000 to \$1,999 brackets will pay \$60; current rap is \$48. All those in the \$2,000 class and over will pay \$100, the same rate currently in effect.

The major push for this sharp increase in the lower brackets came from Victor Connors, AGVA national rep, who is virtually the top man in the union today. Dues and initiation increase was okayed. (Continued on page 40)

Dallas Fair Off To Lead on '50

DALLAS, Oct. 13.—Spurred by perfect fall weather, State Fair of Texas thru Wednesday (10) was far ahead of its record-breaking 1950 run in both attendance and money.

Thursday's attendance results were expected to pare down the big lead over last year because Dallas Day, one of the fair's biggest, came this year on Wednesday. Last year it was Thursday.

Day-by-day attendance comparisons with '50 follows:

	1951	1950
Saturday (6).....	161,256	147,582
Sunday (7).....	189,175	173,500
Monday (8).....	47,791	52,627
Tuesday (9).....	52,084	45,369
Wednesday (10).....	176,895	47,898
Totals.....	627,191	446,976

Fair opened Saturday (6) with hot Texas weather which broke. (Continued on page 43)

TV Sports Lid May Be Lifted

NEW YORK, Oct. 13. — Two separate actions this week pointed to an end, after this season, of the "experimental TV plan" which currently limits telecasting of college football games.

These are the Federal government's anti-trust action against the National Professional Football League, and the decision by major league baseball clubs to remove all AM and TV restrictions on airings in the territories of minor league clubs.

The latter action was accompanied by the two leagues divesting themselves of all power of negotiation for broadcasts, these rights now reverting to the individual teams themselves. The grid loop, on the other hand, in its by-laws, prohibits airings in the territory of any other league team which is playing at home or airing an away-from-home game without permission of the home club, visiting clubs and league commissioner.

Assistant Attorney General H. Graham Morison, in filing the suit, said the action was brought to clarify the position of AM and TV with regard to sports, and said other suits would likely follow should this be successful. Inasmuch as the NCAA's limited telecasting plan never gained actual approval of the department's anti- (Continued on page 6)

TV IN FOR SOME MONKEY SHINES

NEW YORK, Oct. 13.—In search of new occupations to spice up their video roster, "What's My Line" producers this week asked The Billboard's burlesque editor Charlie Uno for some tips on available strip tease talent. In addition to run-of-the-runway fan dancers, Uno advised there are gals who disrobe in wine, water and oil. For double human interest he noted one fem who features a twin strip routine with a pet monkey. While gal goes thru her paces, the monk doffs his own apparel. At least half of this act, opines Uno, would be great for television.

But No One Is Indifferent to New Proposals

Those for It Like Minute Man Plan, Spot Sales Leeway

NEW YORK, Oct. 13. — A nation-wide survey of National Broadcasting affiliates, made by The Billboard this week, revealed that station reaction to the NBC plan for reshaping its radio network operations falls into three broad categories:

- (1) Stations who like the plan, from fairly well to extremely well.
- (2) Those who oppose it, from mildly to violently.
- (3) Affiliates who simply feel they do not yet know enough about it to form a conclusion either way.

That the plan has stirred vast interest, however, in all quarters of the industry, was made clear by a number of important meetings which official NBC announcement of the project has sparked.

Walter Damm, of WTMJ, Milwaukee, has called a meeting of NBC affiliates in Chicago for 10 a.m. Thursday (18). On that same day, the Affiliates (all webs) Committee, formed as a result of the Columbia Broadcasting System rate cut last July, will meet at 5 p.m. in Chicago. The National Association of Radio and Television Station Representatives scheduled a meeting for Monday (Continued on page 4)

AM Radio Growing In Spite of Video

Stations Now Number 2,300 While FM Declines; 500-Watters on Increase

By BEN ATLAS

WASHINGTON, Oct. 13.—Launching of new AM radio stations in the nation is quietly booming despite gloomy soothsaying that the year 1951 would witness a decline. The number of new licensed and operating standard broadcast stations has been climbing uninterruptedly since February at the rate of nearly 10 a month. The groundswell has brought the latest count of licensed and operating AM stations virtually to the 2,300-mark for the first time in the industry's history.

At the Federal Communications Commission, the flow of applications from AM prospectors shows no signs of drying up, even though interruption-free spectrum space has long been at a premium, and most of the new stations have been squeezing into pint-sized communities.

The new horizons turning up in the face of speculation about

TV's inroads have been spectacular, compared with gains in the number of going stations in previous years, but the net rise has been significantly steady. Also, there have been strikingly fewer deletions this year than had been generally predicted. In addition, the industry has been carving out fresh horizons for itself in increased wattage in going stations this year, as well as finding room for new stations. In the last three months alone, (Continued on page 6)

FRACTURED YIDDISH

One Man's Living Is Another Man's Hobby

By JOE MARTIN

NEW YORK, Oct. 13. — The writing of parodies and special material can be a lucrative business. It has attracted talented folk—Abe Burrows is one—who have jumped from that field into relatively high show-business positions. One man, however, has been writing parodies for more than 20 years, but only as a hobby.

Louis Markowitz, who admits to doing "quite well" as a printer, still keeps his hand in show business by writing Yiddish language versions for Banner Records of the current pop hit tunes. Hand Louis Markowitz the words and music to a pop like "The Thing," "Come On-A My House," "Love Is Such A Cheat," "Never Been Kissed" or "Goodnight Irene"—and out comes a Yiddish version loaded with humor, satire and even philosophy. Lately, Markowitz has turned his hand to writing pop material in English, but under the pen name of Steve Carol. It all started in 1914, when Markowitz was a theatrical re-

porter and cartoonist for a Yiddish language newspaper. After serving in the Army during World War I, Markowitz returned to find his job filled. He turned (Continued on page 14)

Red Probe Hits Radio Industry

NEW YORK, Oct. 13.—The McCarran Senate Internal Security Committee this week was reported to have subpoenaed about 40 radio directors, actors and writers to appear at a closed session in Washington October 24. The McCarran committee has moved back to Washington from Hollywood, where it investigated communism among film industry personnel.

CRESCENDO

\$150 to 35C In One Year Of Warbling

NEW YORK, Oct. 13.—Dollar-and-cents value of success spiral scaled by canary Rosemary Clooney and singer Tony Bennett in 1951 was noted by comedian Jan Murray this week.

Last year Murray paid both performers a flat \$150 each, when they guested on his TV show "Songs for Sale." This year he signed both warblers up again as part of a package show for his Capitol Theater date in Washington, D. C., Thursday (18). On the strength of their current hit recording artist status, price on each has sky-rocketed to a weekly \$3,500.

Billboard Backstage

By JOE CSIDA

Persistent reports from Berlin re-emphasize the tremendous job done by the Radio Corporation of America and the Columbia Broadcasting System (particularly the former) with their television showings in the German hot spot. RCA had two large theater-size TV screens, plus 100 nineteen-inch sets picking up black and white TV shows from a transmitter erected by the company. CBS had five color TV sets scattered around town and telecast tint programs. Between them they did a most fabulous job of selling Berliners on America and democracy as opposed to communism and the U. S. S. R. The Economic Cooperation Administration Propaganda films were featured a good deal of the time, sandwiched in between such stand-out entertainment as an American company doing "Oklahoma," via the RCA hook-up.

The papers have been full of reports about the tremendous turnouts for these videocasts. What hasn't been detailed is the fact that three and four hundred people would stand before the store windows in which the RCA sets were on display for hours before showtime, patiently waiting for the programs to begin each day. More important, almost a half million of the blue-shirted East Berlin kids (whom the commies have been organ-

izing into a Red Youth Movement) sneaked across one or another of the 142 streets marking the East-West border to see the telecasts. To do it, they thumbed their nose at the commie cops guarding those streets, and while two or three of them at a time were grabbed, the remainder of a group of thirty or forty would scamper thru. If it wouldn't turn out poor propaganda, the commies would have shot a flock of them, but as it was they just gave a handful their lumps, while the half million squeezed thru and got a load of what the West was doing.

All this leads up to a thought, simple to state, but extremely complex to execute or even initiate. But this Backstage is in the nature of an arrow in the air. It's written with the hope that some live government official, some far-seeing industry leader will pick up the arrow and run with it.

Senator Mundt, are you reading? General Sarnoff, got a minute? General Clay, you busy right now?

Radio Free Europe, Radio Free Asia and the Crusade for Freedom are wonderfully worthy and necessary projects. But how about using television to help do a job of selling what a free people have to sell? How about using the medium with the most tremen-

dous impact of anything yet devised by man?

Certainly it's impractical to consider using TV in the same broad, over-all way the Crusade for Freedom and the Voice of America (you should excuse the expression) is using radio. But how about picking out just one spot—the single spot in the world where we've got a real problem, the biggest problem of all—maybe Iran, maybe Egypt, maybe Berlin. How about picking out this problem spot and concentrating a television job in that one spot? That's not impractical. RCA and CBS just got thru doing it in Berlin, in a very limited way. It was no tough trick. RCA's Dick Hooper and his crew set up the operation from scratch and in record time. CBS's Pete Goldmark and his people found the going similarly smooth.

A concerted, combined all-industry, government effort could set it up in any one spot—maybe even two or three—with no trouble at all. And with any kind of smart handling a most vital contribution toward solving any problem, achieving any honest end could be made.

Only one thing—if we do it, let's not dump it into the lap of the State Department and the Voice of America. At least not until VOA proves it can do its present job a lot more efficiently than it's done it up to now.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Oct. 13.—Swivel chairs have been squeaking nervously in Pentagon offices of a lot of Navy brass since Justice Department slapped its long-expected antitrust charges against pro football this week for restricting telecasts. Navy nabobs went into a quick huddle on the suit's forebodings for National Collegiate Athletic Association's stoutly encouraged Naval Academy's support of the NCAA pact and are blushing under not-so-gentle ribbing from fellow-Pentagonians, especially West Pointers. There's no doubt that Justice will lower the boom on NCAA's pact if the suit against the football pros is a winner.

John Ford Urges Movies Marry TV . . .

Film Director John Ford, who stopped off here this week to regale a "Movietime U. S. A." luncheon audience, volunteered a candid view on Hollywood's courtship of TV. The hard-boiled director suggested that Hollywood without more ado should marry the girl. "I'm blue-printing a television film myself as a tryout," he said. Incidentally, Ford scored a hit in his talk to an assemblage that included Commerce Secretary Charles Sawyer and Federal Security Administrator Oscar Ewing. "I'm just to prove how average I am, I'm

leaving here for the American Legion convention in Miami where I'm going to get a little high." Adjusting his sun-glasses, he added: "As for politics, I'm at the bottom of the ladder; I'm a State of Maine Republican who voted for Harry S. Truman, and I'll vote for him again."

RCA Chieflain Coy on Paramount Color Tube . . .

Radio Corporation of America's top engineers haven't seen Paramount's new TV color tube yet, according to Dr. E. W. Engstrom, RCA veepee. Sole RCA staffer who's witnessed the widely publicized Paramount tube so far, says Dr. Engstrom, is a minor engineer who hasn't seen much of RCA's color. "Naturally," remarked Dr. Engstrom with a sly smile, "not having seen ours, he can't tell how Paramount's tube compares." . . . Congress is quietly but effectively applying the economy ax to radio-TV personnel in non-defense agencies along the Potomac. Most pay rolls have been hacked at least 25 per cent. . . . Slash has hit Federal Security Agency, political target of congressional bloc of Dixiecrats and northern Republicans cold to FSA Administrator Oscar Ewing's national medical plan. FSA's office of the administrator was forced to fire its TV-radio consultant in New York and lop off two thirds of its information

staff in D.C. . . . Pile-up of TV allocations briefs at FCC mounted to a thousand this week, and they're still pouring in. . . . Supreme Court is due to hand down a decision on transit radio's writ for appeal from lower court ban on commercials on bus and streetcar radio. Fate of nearly a dozen transit radio outlets with \$1 million investment is in the balance.

OSS Director Sez

Yes, No and Maybe . . .

Office of Salary Stabilization is no less confused than showbiz on the agency's jurisdiction over professional talent earnings. OSS Executive Director Joseph D. Cooper at a press conference this week attempted to define his agency's area of control. He reminded that he had spelled out OSS's jurisdiction in a recent press release listing 15 talent categories, Cooper denied ever having seen the release. When a huddle with staffers revealed that his okay was on it, Cooper said the okay was an "unfortunate slip." Subsequent huddles with legal experts, all during the press conference, changed Cooper's mind. "It's unfortunate," he announced, "that I called the press release an unfortunate slip." Meanwhile, it's anybody's guess as to just what OSS is supposed to control.

Congress Nears Final Action on Excise Tax Bill

WASHINGTON, Oct. 13.—Broad excise tax exemptions for the amusement industry survived in a joint House-Senate conference committee report which was handed up this week for final action on the tax bill in both houses. The conference report assures ballrooms of exemption from the cabaret admissions tax. The bill also exempts non-profit fairs, concerts and operas from admission tax payments. In addition, the conference version of the tax bill wipes out an earlier proposed provision to impose a withholding tax on copyright royalties.

The bill goes along with previous versions in refusing President Truman's request for a hike in the admissions' tax, and it provides for only moderate hikes in several other excises in defiance of the Treasury Department's demand for stiff increases. Excise increases include a penny on cigarettes from 7 to 8 cents, and \$1.50 a gallon on hard liquor. The 15 per cent tax on radio, TV sets and phonographs is unchanged.

\$30 Mil Voice Cut Up to HST

WASHINGTON, Oct. 13.—A \$30 million slash in the State Department's global information setup which includes the Voice of America came closer to being written into law this week after the House voted approval of a conference committee's version of an appropriations bill for financing State, Justice and Commerce departments for the current fiscal year. The bill slashing the Voice outlay by \$30 million passed the Senate Friday (12) and was sent to the White House for President Truman's signature.

The Voice slash, previously approved in earlier versions in the House and Senate, was kept intact despite revisions made elsewhere by the Joint Senate-House Conference Committee which sent the bill back to the House. The latter body approved the measure this week without a word of discussion of the Voice slash, which had been recommended originally by the House Appropriations subcommittee headed by Rep. John J. Rooney. The subcommittee assailed the Voice operations as inept, bungling and extravagant and the view was supported in charges by several members in both houses.

Albert Wade Dies at 82

NEW YORK, Oct. 13.—Albert G. Wade, 82-year-old founder of the Wade Advertising Agency, died Wednesday (10) at his home in White Pigeon, Mich. Born in England, Wade founded his agency in 1909 and held control until March of this year, when a grandson took over.

London Dispatch

By LEIGH VANCE

LONDON, Oct. 13.—Every year since 1947 Britain has held a Royal Film Command Performance which the royal family attend bringing with them \$3 million (\$3,000,000) worth of free publicity to the epic chosen. Originally, the idea was to run American and British films alternately, but to avoid last year's ill-feelings over the choice of "The Mudlark," the committee of 11 announced that this year's choice would be the best film "from any country."

Among such choices as "Outcast of the Islands," "Carrie," and "No Vulture's Fly" the committee has selected "No Vultures." Producer Harry Watt commented, "This is like a dark horse winning the Derby." . . . Other producers feel that if the committee is going to play safe every year, the whole project should be dropped. "If they haven't the guts to pick the best . . . then let's forget the whole thing."

Super Festival Hall Takes Nose Dive . . .

When the government planned Britain's South Bank Festival and announced the building of a super Festival Hall for concerts and rallies, Londoners thought that at last they would have a musical center worthy of the city. Last week South Bank Exhibition closed down amid a fanfare of farewell, but, the sponsors had planned a series of concerts to continue the hall on a regular basis. First to appear after the run of the Festival was the Belgian National Orchestra, but at the last minute the show had to be cancelled. Three days before the concert only 300 seats of the 2,291 were sold, about \$250.

Why was the response so poor—after the hall was three quarters full for the recent visit during the Festival of the Danish National Ork. Admission remained reasonable—from 49 cents to \$2.10. Over \$800 was spent (Continued on page 46)

Paris Peek

By ANNE MICHAELS

PARIS, Oct. 13.—The Mars Club gave an opening night party recently to announce the return from St. Tropez of Quenton Foster and Ray Taylor. From the news that reached Paris they could have stayed at the Riviera resort indefinitely, so great was their success. The team was booked into an expensive nitery named The Cave but when they arrived the space problem of working with a piano was so acute that Ray Taylor bowed out of the act and arranged the music for the two guitarists that accompanied Quenton Foster during his 15-minute turn. When the show was over they made for another cabaret, The Staircase, where Sandra, also a Mars Club alumna, was holding down the fort, and sang on into the morning hours. Now back in Paris, they have added some new songs to their repertoire with topnotch lyrics written by Leon Judson. Two especially good are "Formidable" and "What Does It Cost in Dollars?" Taylor goes to America for a three-week vacation in December and when he returns the team hopes to open a club of its own. With the following they have in Paris, plus the additions garnered on the Riviera, there should be no worry about patrons.

News and Notes on People & Productions . . .

Juliette Greco about the busiest cabaret star in Paris. El Greco appears at Carrere's, swank right bank club at midnight and 1 a.m. She is due on in the show at Rose Rogue. . . . Looks as tho Josephine Baker has finally made up her mind as to her plans for the coming winter. Miss Baker left this week for a night club engagement in New York equipped with a wardrobe from Balmain and a new song by husband Jo Bouillon, titled "Fruits and Vegetables." Milton Mezzrow, apostle of pure jazz and author of the book, "The Rage of Life," playing on the left (Continued on page 46)

Picture Business

By LEE ZHITO

HOLLYWOOD, Oct. 13.—Value of personal appearances to boost the b.o. has long been recognized by film showmen, but picture makers have never before gotten behind the star p.a. plan to so great a degree. Studios today realize that pic demand higher geared selling, both in building takes for individual films as well as bolstering public acceptance of Hollywood's product on an industry-wide basis. Twentieth Century-Fox is the latest to set up star tours, timing p.a.'s with the release of films. On the all-industry side, the Council of Motion Picture Organizations' high-voltaged "Movietime, U. S. A." campaign is leaning to a great degree on pic celebs' p.a.'s to tell Hollywood's story to the public. Latter, of course, differs from studio-sponsored tours in that the personals aren't staged in ticket-taking theaters, but rather before public and civic groups. This is aimed at bringing the current movieland pitch above the level of the b.o. and on a basis of Hollywood's contribution to Amer-

ican life and culture. Power of the pic star p.a.'s on a world-wide plane can be seen in the recent American Federation of Labor's plea to Hollywood to provide top names for overseas missions against Moscow. AFL is waging an international battle against Red-dominated unions in the countries this side of the iron curtain to block the Kremlin from further infiltrating free unions and swinging world labor into the Commie camp. Leaders of this AFL world movement feel that the prestige of Hollywood stars would go a long way in swaying foreign labor groups to free unionism. Screen Actors' Guild has indicated it would co-operate fully in providing picture names as long as the overseas junkies won't conflict with actors' working schedules.

Moviemen Fear Retaliation on TV . . .

Fear of exhibitor retaliation which has been stalling some of

the bigger studios from swinging to more TV film activity was evident this week here in a federal courtroom where Republic Pictures prexy, Herbert Yates, was testifying in the TV film rights suit Roy Rogers has filed against Republic. Yates indicated that his studio has seriously considered going deep into TV movie making, but the biggest stumbling block has been the great concern over possible theater exhibitors' reaction. The exhibit still remains any studios' only important product buyer, and if a studio gets theater men against it, it may as well quit the field. Since tele's rise and the growing decline in the picture b.o., exhibs have made themselves heard with mounting intensity against the release of theatrical films to TV and the participation in TV via special tele film production. This explains to some degree why picture companies have formed subsidiary TV film firms so that the studio name would not be associated with tele film venture.

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U. S. Looks for Help On Wage Problems

By BEN ATLAS

WASHINGTON, Oct. 13.—Seeking to clarify Office of Salary Stabilization jurisdiction over talent earnings, OSS Executive Director Joseph D. Cooper announced this week jurisdiction extends over earnings of all professionals receiving more than \$75 a week, provided they bargain as individuals with employers for pay. Acknowledging that this broad definition leaves many loop-holes, Cooper said he looked to the October 22-24 New York talent industry panel to study this problem.

Cooper indicated the agency's difficulty in determining whether certain professionals actually bargain as individuals for pay or whether they are represented collectively by unions. The latter group comes under Wage Stabilization Board control rather than OSS. Such persons as dress and dance extras, who must receive minimum pay set by a union, but who negotiate individually for work, which is often at pay above minimums, are one group the panel will try to classify.

Cooper also said that his agency may have a "difficult" time if there is a trend in the entertainment world to move away from salaries to pay by fees,

which do not come under OSS control. He added that "we will give as much latitude to employers as possible."

"We probably can't have general enforcement," he said, "but we'll pick out major violators and go after them hard."

Talent industry representatives who will attend the N. Y. panel include: Charles H. Tower, National Association of Radio and Television Broadcasters; William C. Fitts, Jr., Columbia Broadcasting System; George Heller, Associated Actors and Artists of America; Hyman R. Faine, American Guild of Musical Artists; Mortimer B. Wolf, Radio and Television Directors Guild; T. R. Jackson, representing various org writers and composers; Charles H. Hornworth, American Hotel Association; Evelyn F. Burke, Authors League of America; Omar F. Eder, American Broadcasting Company; John Dales, Jr., Screen Actors Guild; Richard Murphy, Screen Artists Guild; Adrian McCalman, Artists Managers Guild; Charles Boren, Association of Motion Picture Producers; and a representative of the Screen Directors Guild of America.

Equity Faces Red List Move

HOLLYWOOD, Oct. 13.—Equity Council next week will weigh a resolution calling for the actors' union to go on record opposing employers blacklisting the sps found to be affiliated with Red orgs. Committee named to present the resolution consists of Philip Loeb, Sam Jaffe and John Randolph. Resolution calls for Equity to oppose blacklisting of entertainers on the basis of race, color, creed and political beliefs.

Sidney Blackmer, member of the Equity Council now on the Coast, told The Billboard he would go along wholeheartedly with the resolution's references to race and religion, but would oppose it on the matter of politics. This, Blackmer said, would mean that talent unions would protest if a radio sponsor would dismiss Paul Robeson.

"I don't think any Communist would help make a sponsor's product salable," Blackmer said, "and similarly, I am opposed to indirectly pressuring employers to hire persons known to belong to subversive groups."

Blackmer said he wants the real liberals to be protected in Equity, but he doesn't want that to go to a degree where radicals would benefit. The resolution, he feels, should be rewritten.

Tokyo Mushi Mushi

By RALPH KRZYZAK

TOKYO, Oct. 13.—The signing of the Japanese Peace Treaty in San Francisco was received quietly here. Many night club ops had made plans for elaborate floor shows and fireworks, which were scotched when the chief of police issued a statement putting a ban on all parades, demonstrations or any signs of rejoicing. Hit badly were novelty makers, who got stuck with a big stock of papers flags and friendship objects.

Extremely humid weather during September kept the folks in mountain and seaside resorts. And Tokyo was made to look extra somber by the curtailment on the use of electricity because of the extended drought. Even at this date night clubs are on a summer sked because of the electricity shortage, which means closing at 11 p.m.

Menuhin's Tokyo Concerts Complete Sellouts . . .

Yehudi Menuhin's first two Tokyo concerts were complete sellouts. Specs were asking three times list price. Menuhin's sked calls for 18 concerts in Japan at \$1,000 each plus expenses. But the Japanese government will not allow other foreign artists to work here for dollars. Tokyo has no theater with a seating capacity greater than 3,000.

Air Corps "Holiday" To Start Tour . . .

U. S. Air Corps produced a show here last month entitled "Airmen's Holiday," which will be given a 30-day tour of the Korean battle fronts. A song-and-dancer, "Holiday" has moments of real brilliance. Cpl. Theodore Le Brasseur of Fitchburg, Mass., and Cpl. Alfonso Gonzales of Vacaville, Calif., get most of the honors with their slapstick. Capt. Alvin Downing directs the music and does a couple of piano solos, and a good job of vocalizing is turned in by Cpl. Lionel Chamberland, of Quebec. Lt. Col. Lionel Layden put the show together.

A number of film distribs in Great Britain, France, Italy and the U.S. have put in their bid for "Rasho Mon," the Japanese film that copped first prize at the Venice Film Festival last month. Most surprised of all was Daiei Studios, producers of the

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Highlight Reviews

TELEVISION

Corn on the Cob, Kindly, Folksy: Shriner's the Name, of Indiana

By BILL SMITH

A format consisting of Shriner's folksy humor; a plot about small town people commented upon by Shriner, using the technique employed so well in the legit "Our Town," plus a couple of genuinely amusing commercials with Shriner as the salesman, kicked this series off in good style. The studio audience yocked it up at such lines, "People back home who heard I'm going on television have started buying sets. It's something when you realize we don't have a station back home."

As a stand-up story teller, the comparison between Shriner and Will Rogers becomes inevitable. Like Rogers, Shriner too slouches in and out, and in a shy manner describes his home town folks. Those who got "drunker than skunks," or sheriffs who "didn't know the meaning of fear—or many other words"; the postmaster who was the best informed man in town because he read everybody's mail. These and others were part of the Shriner routines in cafes, and are apparently

equally successful on TV.

The sketch has Shriner describe certain people: the librarian who uses a quill to write love stories that never see print; Mrs. Brooks, whose grandfather founded the town; Alice Brooks, her daughter, who is in love with the Hanson boy against the wishes of her mother; Hanson, Sr., a self-made man, who doesn't want his son to marry a town girl; and the barber, Al, who listens to the problems and comments on them. Over and thru it all, Shriner saunters thru in "invisible" fashion, dryly observing the characters and making his remarks in affable fashion.

The dramatic plot is stereotyped, tho the solution of the love problems of the two young people was unusual if contrived. The supporting actors did fine jobs, tho some of the performances could stand less overacting. The sets by Romaine Johnson were appropriate to the story, and gave it plausibility.

The commercials were gems of

Shriner humor. In the middle commercial, Shriner, via a film, was taken thru the Cleutt, Peabody plant. He said: "When I see how much trouble and time Arrow spends in making shirts, I wonder if they can't go out and buy them cheaper."

In the final commercial, Shriner, commenting on the fit of an Arrow shirt on a store dummy, observed: "That shirt fits beautifully. If you had three fellows pinning up your shirt, it would fit too."

TELEVISION — Reviewed Thursday 11, 9-9:30 p.m. EST. Sponsored by Cluett, Peabody via American Broadcasting Company-TV thru Young & Rubicam. Producer-director, Ashmead Scott; associate producer, Keith Brown. Writers, Roy Cameron, Arthur Stander, Herb Shriner. Cast, Herb Shriner, Lenka Peterson, Peggy Allenby, Biff McGuire, Eda Heineman, Joseph Sweeney and Paul Huber.

ARENA

Vaughn Monroe Twirls Fast Lariat, Capturing Rodeo With His Vocals

By TOM O'CONNELL

Crooner Vaughn Monroe tried walking on in a street suit as the feature attraction of the World's Championship Rodeo at New York's Madison Square Garden for the first few performances, which started Monday (8), but by mid-week, he was making his entry on horseback in two-gun cowboy attire. The audience paid scant attention to his clothes, but liked his singing.

Monroe will be the rodeo name thru the end of the run, Sunday (21). Altho he has one Western movie to his credit, the crowd yesterday afternoon (12) seemed to get as much kick from his straight pop tunes as from his cowhand numbers. Out of the six selections given, three were Westerns, while all were songs familiar to Monroe record grabbers.

Husky physically, he made a

good appearance entering on a docile nag and, half-circling the arena before joining his orchestra, who were dressed as if for a regular date, he went thru a few bars of "Racing With the Moon." Rodeo announcer had provided a short introduction and Monroe immediately belted out "Mule Train," assisted by the company's male vocal group, the Moonmen. "Cool Water" followed, with both the Moonmen and Moonmaids, fem singing foursome, assisting. Applause picked up strongly for "Ghost Riders in the Sky," and the crowd got with it on side-man Ziggy Talent's blow-top rendition of "Maharaja of Magador."

Monroe switched tempo with a soothing "Because of You" to fair reaction, and finished on top as the group paraded thru "Sound

Off." His horse was brought forth, and the singer trotted off after another quick circuit of the garden.

6 in 16 Min.

The switch from street garb to cowhand came with Wednesday's matinee (10), and the crooner experienced a bit of difficulty that was smoothed out by Friday. At the beginning of the week, Monroe worked an eight-tune 21-minute stint that never dragged, but by Friday he was moving in bang-bang fashion, six songs being given in about 16 minutes.

The company was spotted in box formation on entrance, with

(Continued on page 46)

Vaughn Monroe; Reviewed at World's Champion Rodeo at Madison Square Garden, New York.

TELEVISION

Uncle Milt May Lose Many Nephews If Sinatra Show Keeps Kick-Off Pace

By JOE CSIDA

The Sinatra show stacks up as the most formidable competition NBC's Milton Berle "Texaco Star Theater" has yet encountered. In every sense the CBS parties involved played it smart: (1) By featuring a bevy of top recording and music names they figure to appeal to the teen-age mob Sinatra himself is calculated to attract most readily; (2) in utilizing this talent, not simply along vocal lines (tho there was an abundance of highly entertaining song selling), the show figured to sell itself solidly to adults who just want some relaxed general entertainment, and (3) in setting up such comedy and comic-dramatic bits in a completely at-ease, informal, almost non-pro style, as delivered by the singing names, they built an appeal directly opposed to the brash, slam-bang, hard-punching aura generated by Berle.

Sinatra, himself, has become an amazingly polished performer, as distinct from a singer. He displayed, on this stanza, a truly pro light comedy style, and an authoritative, pleasant facility for emceeding the proceedings. He, the writers and producers are wise, too, in building bits on a let's-kid-Frankie-boy basis. Thus, the difficulty he encountered in get-

ting into his own show, the constant ribbing he took thru the stanza, all wins him audience sympathy.

The showmakers would be well advised to continue on this rib-Sinatra kick.

SINATRA KNOCKS BERLE OFF 18%

NEW YORK, Oct. 13.—Frank Sinatra knocked nine points off Milton Berle's rating Tuesday (9) when Sinatra's new show premiered on CBS-TV and caused an 18 per cent drop in Berle's share of audience, a special Trendex report revealed today.

Sinatra's kick-off hit a Trendex rating of 13.4 and cut Berle's Trendex rating from 54.4 on Tuesday, October 2, to 45.4 on the 9th. At the same time, Berle's share of audience dropped from 87.2 to 71.2 per cent. Sinatra's audience was clocked at 21 per cent. The Trendex measurement was conducted in 16 of the largest markets, all multi-station cities.

Frank's own vocalizing has fallen off in effectiveness, tho what he's lost in voice he amply compensates for by the self-confidence, poise and over-all song-selling showmanship he employs. Perry Como and Frankie Laine ran virtually neck and neck, each in his own style, in the warble department. And the Andrews Sisters trio chirping is still unmatched by any fem group.

In the comedy and comic-drama bits, well written and well staged, all the singers gave the constant impression they were enjoying themselves, and consequently the viewer enjoyed the proceedings, too. CBS's only problem, and it's not a small one, is to maintain the fine pace set by this opener. If they're able to, Uncle Miltie figures to lose plenty of nephews.

TELEVISION—Reviewed Tuesday (9), 8-9 p.m. EST. Sponsored (15 minutes) by Ecko Products thru Ludgin Agency via CBS-TV. Producer, Max Gordon. Associate producer, Marlo Lewis. Director, Jack Donahue. Writers, Arnold Auerbach, Al Schwartz, Howard Snyder, Hugh Wedlock. An-

This One



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Vol. 63 No. 42

AFFILS HOWLING MURDER, BLAST AT NBC'S REVAMP

See Radio 'Given Away' to Advertiser, Harm to Stations, Industry Hardships

NEW YORK, Oct. 13.—Affiliated station opposition, from mild to violent, to the National Broadcasting Company plan for reshaping the radio network operation (The Billboard, Oct. 13 issue) is coming from some of the web's most important and influential member stations, a survey of affiliates by The Billboard, conducted this week, reveals. Unlike member stations who are for the plan, or non-committal (see other story this issue) affiliates opposing the plan declined to be directly quoted, for obvious reasons.

Several important affiliates, however, view the plan as the first step toward another downgrading of radio generally.

"NBC is permitting the advertiser to buy just 75 per cent of the full continental network in dollar costs, with no specifications as to which stations must be used, or other guarantees," said one important affiliate. "What's to prevent the advertisers, six months from today, from demanding that the requirement be dropped to 65 per cent. And when the TV freeze thaws out, and there's further video penetration, what's to prevent a further reduction in requirements to 50 per cent. Every time that happens, a few more stations are hurt."

Said another affiliate: "Compe-

titution will force other networks to meet NBC's new challenge. More and more network radio will be 'given away' to the advertiser, and more and more the stations will take the beating."

"A Quick Buck"
Protested a third, and one of the web's long-time staunch supporters: "I can't understand why the radio network of NBC must make an immediate dollar at the risk of seriously damaging radio as a whole, as many phases of the new plan seem to do. WNBT (the web's New York owned-and-operated video outlet) will net close to \$4,000,000 this year. That's a lot more than many radio affiliates put together will earn. I don't see why NBC can't take reasonable losses on the radio network operation until such a time as they can evolve a plan which constitutes no risk of downgrading radio generally."

A number of affiliates pointed out that station revenue from the

network has been on a constant decline since the peak year (for most stations) of 1948. Several pointed out that their web checks today were only 40 per cent to 50 per cent of what they had been in '48. In this connection one station manager said: "We have never discounted network service, and we want the network to stay in business and operate profitably. But there comes a point at which it's better for a station to operate without a network, and any serious reduction in our network rate,"

(Continued on page 47)

DEAL DYES

Irked Client Cancels CBS Sunday Slot

NEW YORK, Oct. 13.—Tintair this week continued its running battle with the Columbia Broadcasting System when it decided not to program Sunday evening, 5:30-6, on the radio web. The advertiser allegedly had been committed to a 13-week cycle on CBS and the web is extremely unhappy over dissolution of the deal. "Somerset Maugham Theater" was to go into the radio slot.

Martin Strauss, head of Tintair, has been feuding with CBS ever since CBS-TV pre-empted the sponsor's Wednesday-night slot last season. Relations between the video network and Strauss further deteriorated because of differences during Tintair's sponsorship of the Sam Levenson Show. Cecil & Presbrey are the agency.

NBC PLAN—OK OR KO??

NEW YORK, Oct. 13.—Harold (Preacher) Essex, vice-president and general manager of WSJS, Winston-Salem, N. C., and a station member of the Basic Economic Study Group which evolved the NBC plan for reshaping the web operation, told The Billboard the following this week, re reaction to the plan:

"I haven't heard too much screaming to date. Maybe there won't be as much as anticipated—or perhaps the boys haven't gotten up off the canvas yet."

NEW LOOK OR OLD HAT?

Rivals Sneer at NBC "Revolutionary" Note

NEW YORK, Oct. 13.—"New look" of the National Broadcasting Company's blueprint for radio is pretty "old style," according to execs of the three other networks. When asked to comment on NBC's new formula, the webs were in general agreement on opinion that press hoopla is much ado about little or nothing in the way of "revolutionary" new planning for broadcasters.

A Columbia Broadcasting System spokesman thinks NBC will have a tough time carrying out its projected station rate adjustments, since some of the NBC affiliation contracts have two

more years to run. However, CBS concedes that, if NBC is successful in its rate revisions, CBS will have to follow suit to stay in competition.

Spokesman was also of the opinion that a sponsor buying only 75 per cent of NBC's total gross network, would, in effect, lose the 10 per cent discount granted him when he purchases a full web.

NBC's new option time plans were brushed aside as "unimportant," since CBS considers its present option time set-up with affiliates satisfactory. At present, the spokesman added, CBS is keeping its affiliates happy via permission to sell a one-minute spot announcement on all sus-

(Continued on page 47)

J. Fairbanks To Reissue 2 Film Programs

HOLLYWOOD, Oct. 13.—Jerry Fairbanks will reissue the former "Bigelow" and "Silver" theater films under the "Hollywood Half Hour" program tag. Pix are skedded for immediate release.

Re-edited and retitled, series will be made available to regional and local sponsors for first-run rights in 30 areas and reissue playdates in the others. Such players as Virginia Bruce, Chico Marx, Diana Lynn, Don Defore, Lee Bowman, Barbara Lawrence, Ann Dvorak, Gig Young, Pamela Britton, Nancy Kelly, Ward Bond and Beverly Tyler are featured in the films.

Shows chosen include "Bad Guy," "Double Feature," "Minor Incident," "Wedding Anniversary," "Kerry Fallon's Birthday," "Make Your Bed," "Wedding Morning," "Papa Romani," "His Brother's Keeper," "Walt and Lavinia," "Coals of Fire," "Closeup" and "Lady With Ideas."

BASIC WOC, WCSH, WDEL NOT ON "PRIMARY" LIST

NEW YORK, Oct. 13.—The Billboard learned this week that among the National Broadcasting Company affiliated stations somewhat seriously and negatively affected by the network's plans for reshaping its operations are WOC, Davenport, Ia.; WCSH, Portland, Me., and WDEL, Wilmington, Dela. These three stations were formerly on the web's list of basic "must buy" stations. Under the proposals in the new plan, they are not included in the 40 to 50 outlet group of Primary NBC stations.

Oddly enough, managers of the three stations were not nearly as outspokenly opposed to the over-all NBC plan as many another affiliate. William Rines, managing director of the Portland affiliate, told The Billboard that he approves the plan generally, altho there is a good deal about it which he does not yet understand. He definitely believes the plan requires considerably more discussion before any part of it is accepted. He feels that WCSH may actually benefit by a general review of the rate situation since the station increased its power some time ago but got no increase because the Columbia Broadcasting System rate cuts had been made just about that time.

Rines saw some opposition to the NBC requests for changes in option time. He felt the Minute Man idea was a good one.

Ralph Evans, public relations head of WOC, Davenport, told The Billboard that the Palmer interests do not like the suggested changes. He said that many factors other than a cold formula enter into a determination of the value of a station to an advertiser. WOC was one of the first stations in Iowa to go on the air, and is a highly respected and influential part of its community.

Clair McCullough, president of WDEL and the Steinman stations, said he found it difficult to follow NBC's reasoning regarding the Wilmington outlet. McCullough pointed out that the area has the highest purchasing power per capita of any town in the United States, and he certainly could see no reason for downgrading the station in any way.

Minute Man Plan, Spot Idea Favored

Continued from page 1

(15) to determine how the plan may affect affiliates repped by NARTSR members.

Typical of comments from NBC affiliates who like the NBC proposal are the following:

George Burbach, general manager, KSD, St. Louis: "As a result of study we made of NBC's proposed new operating policies, we are favorably impressed. It offers stations several innovations such as the Minute Man plan, one-minute spots, and other services which should make radio advertising even more attractive to advertisers and affiliates. After study of specific markets, it may be advisable to make some adjustments in the new rate structure. Affiliates should enthusiastically support the plan and do what they can to make it a success."

Eugene Hill, general and commercial manager, WORZ, Orlando, Fla.:

"These off-hand views are more opinion than reaction because we feel the plan is evolutionary—not reactionary—nor, for that matter, revolutionary, as it has been termed in some quarters. NBC's forthright appraisal of the changed situation and realistic approach to the problem it has created should come much closer to delivering fair-priced merchandise to the advertiser than any major medium is doing today. Furthermore, the rates and station groupings offered will enable advertisers to make much greater utilization of radio's No. 2 asset,

flexibility, and still preserve its No. 1 asset, coverage.

Opportunity

"WORZ AM and FM feels this offers an unparalleled opportunity to emphasize changed values in its Orlando, Fla., market. Despite a 34 per cent population increase since 1947 when it went on the air, the peculiar and growing importance of FM listening in the interference-clogged rural areas at night, the upswing in sets

(Continued on page 47)

RTMA Prexy Sees '51 TV Sets Off 5 Mil.

WASHINGTON, Oct. 13.—Radio-Television Manufacturers Association President Glen McDaniel this week predicted that estimated 1951 output will reach between 5,000,000 to 5,250,000 TV sets as compared to the 7,400,000 produced in 1950. He added that "a rather sudden change from an over-supply to a shortage of the more popular models of both television and radio sets could occur in the near future, possibly even before the end of the year."

Some 4,000,000 TV sets have been produced during the first nine months of this year, McDaniel said. August shipments totaled 156,015 sets as compared to 117,862 shipped in July. McDaniel said that neither color TV nor ultra high frequencies will be so widespread in the immediate future as to threaten obsolescence of black and white receivers.

Philly TV in Midnight Deal

PHILADELPHIA, Oct. 13.—Last remaining segment of the 11 p.m. to midnight time on WPTZ was sold to the Pure Drug and Chemical Company of Chester, Pa., thru Lohmeyer-Adleman Advertising Agency here. On behalf of its No-If foot health aid, sponsor takes the 11:40 to midnight period on Thursday nights for the showing of "Laurel and Hardy" comedy movies.

Late evening hour is now completely sold out from Sunday thru Saturday. Other sponsors in the time bracket include Old Reading Beer, Arthur Murray Dance Studios, Valley Forge Brewing Company, Camel Cigarettes, Grey-stone Wines and Schmidt's Beer.

Morency Group Busy on Two-Front War in Chi

NEW YORK, Oct. 13.—The Affiliates' Committee, headed by Paul (Fritz) Morency, WTIC, Hartford, Conn., which was born as a result of the Columbia Broadcasting System rate cut last July, has swung back into action on two fronts. AC, with Morency, Clair McCullough (the Steinman stations) and Ed Kobak (consultant) carrying the ball, met with the Association of National Advertisers' group Monday (8). ANA spokesmen were Paul West and Duke McElroy, ANA brass; Walter Lantz, of Bristol-Myers, and Bill Smith, of Lipton Tea.

While details of the meeting were on the hush-hush side, general tenor of the meet was registration of a protest by the AC members against the ANA practice of taking the information and data supplied ANA by radio (much more than the same stuff

from printed media) and utilizing same to crucify the air medium. The AC also attempted to straighten out the ANA boys on the misuse of certain radio figures. For example, ANA members repeatedly refer to Hooper and other rating figures as radio circulation—while actually radio circulation, calculated in the same sense as magazine and newspaper circulation, is about 96 per cent of the nation's 46,000,000 radio homes.

General feeling on the radio side was that some progress had been made. The AC's next meet, at which the current NBC plan to reshape its network operations figures to come in for some study, is scheduled for Chicago October 18.

NPA Ponders Metals Request

WASHINGTON, Oct. 13.—The National Production Authority is preparing to announce whether it will give the radio and television broadcasting industry a reclassification permitting firms to secure more than their present quarterly allocation of two tons of steel and 200 pounds of copper.

The National Association of Radio and Television Broadcasters requested the reclassification after newspaper and publishing enterprises recently were permitted 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum per quarter.

Color Prestige Series Sought for CBS Sked

NEW YORK, Oct. 13.—The Columbia Broadcasting System this week was negotiating with top name producers to use their talents for special hour-long color shows to begin shortly in the 1:30-2:30 Sunday afternoon slot. Already committed are Rudolph Bing, general manager of the Met, and Otto Preminger, film and legit producer. Under consideration as Bing's contribution is a color version of the enormously successful "Die Fledermaus," which he produced last year for the Met. This opera is now on the road.

CBS is using as bait the fact that while color telecasts won't hurt the properties at the b.o. it will give these names some experience in a new medium. It is entirely conceivable, therefore, that "Moon Is Blue," the Preminger-directed Broadway hit, might go before CBS color cameras. And there are any number of Broadway properties that also might be acquired for such telecasting.

The program would present varied forms of entertainment—musical, variety, dramatic and ballet. CBS figures that beside the publicity pay-off, such programming will stimulate audience interest. The web undoubtedly will make a special effort to concentrate color viewing at points of heavy traffic to assure maximum coverage.

From the advertiser's point of view, however, unless CBS can distribute enough color sets to get more than a token audience, value of sponsorship will be quite limited. This is evidenced by inability of CBS to sell its color football to clients even tho the games being presented are of a top nature and unavailable on black and white.

Newsstand TV-er To Pair With Celanese Show

NEW YORK, Oct. 13.—A TV adaptation of "Newsstand Theater" this week was regarded as a top prospect to alternate with the high-budgeted "Celanese Theater" dramatic show via the American Broadcasting Company. The web currently has "King's Crossroads," group of film shorts, inked in for the 10 to 11 p.m. time next Wednesday, but ABC toppers are known to feel that another prestige dramatic stanza is needed for the alternate weeks when "Celanese" is not airing.

Also there is some talk of reviving "Pulitzer Prize Playhouse," which Schlitz sponsored via ABC-TV last season, this is regarded as a second choice, because of the problems that series had in securing clearances of properties. "Newsstand," which is a highly-lauded AM series on ABC, has this greatest TV bugaboo licked, however, since it has access to stories by top-name writers from the files of "Collier's," "American" and "Woman's Home Companion" magazines. Radio version recently pulled coups via adaptations of James Michener and James Jones stories, and was renewed following 26 weeks on the air.

Inasmuch as ABC is seeking a high-powered, big-budget dramatic opus to swing with "Celanese," it is kindly disposed toward publicity potentials of "Newsstand," which probably will take on the title of "Great Fiction Theater" for its TV version. In addition to offering a major vehicle for name performers and writers, series would get heavy promotion by Crowell-Collier via the magazines from which the yarns are culled, and from which material is selected and cleared with the active cooperation of the editors.

ABC Worry: Features Vs. Shorts on TV

NEW YORK, Oct. 13.—There's a battle brewing at the American Broadcasting Company over the video audience merits of feature films as compared to shorts. ABC film buyer Nat Fowler, who sides with shorts, sparked the spat when he bought Sterling Television's "King's Crossroads" (Carl King) and slotted the short subject film series as an alternate for "The Celanese Theater" in WJZ-TV's Wednesday night 10 o'clock period.

Also the Sterling series pulled high ratings during a test run over WOR-TV here last spring, some ABC programming heads are dubious about the appeal of short subjects in a prime evening time period and are pulling for features as a replacement. Consequently the package's initial may be its last if audience reaction fails to bear out Fowler's faith.

The ABC exec bases his position on contention that short subjects are cheaper, newer and generally better quality than the usual run of video feature films today. As a case in point, he notes that "King's Crossroads" includes many 1950 and 1951 films, some of which have received Academy Awards.

SORRY, WAGA, AN OVERSIGHT

ATLANTA, Oct. 13.—When TV's newest station, WLTW, here, debuted, The Billboard erroneously stated that it was the second station to operate from this city. The fact of the matter is that it is the third station, the other two being WSB-TV and WAGA-TV. Our apologies to the latter video outlet which was not mentioned.

B&K Garrick To Serve as Video Studio

CHICAGO, Oct. 13.—The Garrick Theater, a 1,300-seat Loop movie house which has been dark since August, 1950, will be remodeled into an audience television studio by Balaban & Katz, owners of the theater and of TV Station WBKB here.

B & K hasn't definitely decided to turn the house over to television. The present wooden floor will be replaced by concrete, the stage will be widened, control booths will be built, and the place will be redecorated. However, it will be suitable for use as a movie house, and WBKB will have to show it can produce as much revenue as films would bring in.

WBKB execs are confident they'll get the Garrick. They have tentative plans for five shows which could use the place. One would be the morning hour-long "Creative Cookery," which they may feed to the Columbia Broadcasting System.

WBKB now operates in cramped quarters in the State-Lake building in the Loop. The Garrick renovations are expected to be finished within three or four months.

"Voice" Ups Polish Casts

WASHINGTON, Oct. 13.—Seeking to cut down a time lag in news programs originating from New York, the State Department's "Voice of America" this week embarked on a series of Polish language broadcasts originating in Munich.

The program consists of Eastern European news and special features, supplementing the "Voice's" standard Polish language program from New York.

OLD RADIO STILL BIG

Advertest Shows TV Losing Prime Place

NEW YORK, Oct. 13.—Radio has forged ahead of TV as the actual source of news in television homes, according to a study just completed by Advertest Re-

search. The study found that although in 1949 TV ranked second behind newspapers in TV homes, it now ranks third, behind both newspapers and radio. This, says the study, is not due to any advance in popularity by the latter two media, which have remained about the same percentage-wise, but because TV's percentage has dropped.

In terms of announced preferences, people in TV homes had radio and video about on a par. TV viewers take in an average of 1.74 different news shows per week now. Locally, the coverage of WPIX is most preferred among TV outlets, just as it was in 1949. Second place has been taken over by WCBS-TV, which has replaced WNBT, now third. Some 8 per cent of respondents labelled TV newscasts generally as poor or very poor, but more than two-thirds rated the shows good or very good. Equal viewing of TV news shows was noted among all educational levels.

Green Light Given Excess Tax TV Relief

WASHINGTON, Oct. 13.—A joint House-Senate conference, in its final report this week, approved relief to TV stations from excess profits taxes along the lines championed by the National Association of Radio and Television Broadcasters. The committee provision, which is expected to stand in the final tax bill headed for passage in Congress, whose radio operations are offset by TV losses.

In computing excess profits taxes, such firms will first determine radio earnings, exclusive of TV, and the assets used in the radio business, exclusive of TV assets.

The average rate of return for radio alone is then computed. Secondly, the firm applies its TV assets to the average rate of return for radio, and from this figure the company's entire average net income for a base period is computed.

8 New Affils Go to Mutual

NEW YORK, Oct. 13.—In wake of its recent programing deal with Metro-Goldwyn-Mayer, the Mutual Broadcasting System has acquired eight new affiliates.

Stations are KLFJ, Lafayette, La.; WIRO, Ironton, O.; WEVE, Eveleth, Minn.; KIFI, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KWIK, Pocatello, Idaho; WKHM, Jackson, Mich., and KIUP, Durango, Colo.

Macy-Tire Merger May Fuse MBS-TV

NEW YORK, Oct. 13.—Trade oracles foresaw a new TV network in the Mutual Broadcasting System's eventual future this week, as result of announced plans to consolidate the TV and radio interests of R. H. Macy & Co., Inc. and General Tire & Rubber Co. Pact, involving more than \$20,000,000 worth of radio-TV properties, will undoubtedly have a direct bearing on immediate events for Mutual, by strengthening the web's position in a predicted forthcoming struggle with NBC over affiliates. (See story elsewhere in this issue.)

Consolidation, pending okay by Federal Communications Commission which will be sought in 60 days, will invest in one operating company the radio and TV properties of Macy's General Teleradio Inc. and General Tire, with capital stock owned by both outfits—General Tire holding the majority. Deal was made by Macy's Jack Straus and Thomas F. O'Neil, vicepres of General Tire and prexy of Thomas S. Lee Enterprises, Inc., operator of the Yankee and Don Lee Networks. General Teleradio and the Lee firm are shareholders in and affiliates of Mutual.

The consolidation agreement comes as something of a surprise to the trade, following a report that Metro-Goldwyn-Mayer had recently bid \$5,500,000 for the Macy radio and TV interests. MGM has reportedly been trying to buy up Teleradio for the past two years, and their final bid was

supposedly upped considerably from their original offer, which Macy's board of directors rejected as "too low" the first time around.

Radio and TV stations involved in the new company include WOR, AM and TV, New York; WNAC, AM and TV, Boston; KHD, AM and TV, Los Angeles; WEAN, Providence; WONS, Hartford; KFRC, San Francisco; KGB, San Diego, and the Yankee and Don Lee Regional radio networks. Details of plan are still undeveloped, but they will not involve any change in present operations or personnel of the constituent companies.

\$\$ ALLOTMENT

GF to Shell Out \$3 Mil for Rogers Series

HOLLYWOOD, Oct. 13.—General Foods will spend \$3,000,000 on Roy Rogers TV film series in one year. This was revealed by Walter Craig, Benton & Bowles radio-TV vicepres, in testimony this week before Federal Judge Peirson M. Hall, who is hearing the Roy Rogers vs. Republic Pictures suit. Rogers is suing his former film studio in an effort to block Republic from releasing his theatrical features to television in a precedent setting court battle that may well determine from here on out the availability of Hollywood's picture backlog for TV.

Craig testified that of the \$3,000,000, General Foods intends to devote a full \$1,000,000 to advertising and promoting the Rogers series. Approximately \$700,000 will be paid to Rogers for his film, with the remainder going for time and other talent. According to Craig, sponsor will pay Rogers \$18,000 per TV film for 30 weeks. During an additional 14 weeks (bringing cycle to 44 weeks), Rogers will be paid \$11,000 for second running of films selected out of the original 30 weeks' sked. This brings Rogers' total take to \$694,000, with the cowboy retaining ownership of the pix after the initial runs. Rogers and wife, Dale Evans, will get \$1,500 for the radio series (part of the combined radio-TV deal with General Foods) out of a package cost of approximately \$3,500.

Kathi Norris Signs 7 Clients

NEW YORK, Oct. 13.—Kathi Norris, who this week moved over to WABD, New York, from WNBT, already has seven participating bankrollers signed, with more expected next week in her 11 a.m. to noon time across the board.

The clients include: Dolly Madison Ice Cream (104 participations); Eastern Division of A&P (39 participations); Seabrook Frozen Foods (participations thru February 5, 1952); Personal Products Corporation for Co-Ets; Libby Pre-Cooked Chicken (26 participations); Princess Place Mats (eight participations), and Golden Blossom Honey (eight participations).

AVC Pulls Out of TV

HOLLYWOOD, Oct. 13.—One of the fattest tele bankrollers, American Vitamin Corporation, is pulling out of TV until it readjusts its ad sked, dropping both the Spade Cooley show and "Frosty Frolics," both on KTLA. "Frolics" is originated by KTLA for stations on the American Broadcasting Company's tele net. Firm earlier lopped three shows from KLAC-TV. Cooley show budget is estimated at \$5,000 per week, while "Frosty's" national figure is pegged at \$20,000.

Par Firms to Have Say at ABC Hearings

WASHINGTON, Oct. 13.—Federal Communications Commissioner George E. Sterling this week accepted the late appearance of several Paramount firms in proceedings on the American Broadcasting Company-Paramount Pictures, Inc., merger case.

The firms are Paramount Picture Corporation; Paramount Television Productions, Inc., and Paramount Communications, Inc. Meanwhile, theater companies owned by Fanchon & Marco, Inc., this week appealed a decision by Commissioner Sterling barring their intervention in the merger proceedings. The theater companies had charged that the proposed merger company's TV projects would be "injurious" to small firms.

WGAR Racks 30 Clients in 30 Days

CLEVELAND, Oct. 13.—Averaging a new account a day for September, WGAR, here, had its best 30 days of business since January, 1951. Among the new sponsors at the station were Anacin, General Electric, Gulf Oil, Italian Swiss Colony Wine and Trend. John B. Garfield is the sales manager.

Grocers Plan 40G TV Show on Co-Op Basis

NEW YORK, Oct. 13.—On the heels of the networks' announced plans for big merchandising activity on local retail levels this fall, the National Association of Retail Grocers is readying a \$40,000 weekly network TV show for January. Co-ordinated Advertising Corporation, here, is packaging the hour program, and is currently dickering for time with two networks. Show will go to the web which offers the best co-operative plans for helping merchandise the series.

Lester L. Wolff, prexy of Co-ordinated Advertising, specializes in food merchandising and promotion for more than 69,000 grocers. For the past year and a half, he has tested a "master" national merchandising plan, via a group of local grocery chain promotions on radio and TV, including local packages on WPIX; WOR-TV;

WINS; WMCA; and WHIL, Long Island.

In addition to 69,000 Retail Grocers, Wolff represents 210 Raulston Food Stores; 250 Associated Food Stores; 437 Manhattan Quality Food Stores; Sunrise Markets; Pioneer Grocery Stores; and the Diamond K Chain.

Wolff's shows are supplemented by extensive merchandising programs. Wolff keeps a minimum of two men assigned to each account as roving merchandising and promotion service supervisors. Time costs on shows are shared by markets and food product outfits on a co-op basis, and participants are not required to make a set amount of buys. All the programs are produced by Wolff and Charlotte Armstrong, who have ticketed a radio version of the forthcoming network TV series for production next year.

LOCAL TV DOES IT

Vitamins Splurge To Terrific Payoff

By LEON MORSE
NEW YORK, Oct. 13.—In the short space of a year, primarily thru the use of intensive local TV programming and spots, the Vitamin Corporation of America has achieved nation-wide acceptance. This spring the company, which was then producing 500,000 Rybutol vitamin gelucaps a day, tripled its production capacity, doubled again in early fall, and now is making 4,000,000 gelucaps a day which are being sold as fast as they are produced.

Vitamin's advertising budget, most of which goes into TV and secondarily into radio, has been upped from \$500,000 in 1950 to about \$2,000,000 this year at its current rate of spending. When it is considered that there are not many more than 25 advertisers who spend \$3,000,000 yearly on one product, the Rybutol record is all the more spectacular.

The sponsor buys local programming in the large cities, and then, if the shows click, moves them to other cities on kine. The Lorraine Cugat Show, which originated on K-ECA-TV, Los Angeles, is being moved into New York, San Francisco, Chicago and Minneapolis. "Texans Have Talent," which started at KRLD-TV, Dallas, is slated for showing in San Antonio and Dallas and plans are in the works to move several other local shows to other cities. Advertiser also uses sports programming on a local scale: the Chicago Cubs were sponsored this summer over WBKB-TV.

Penny-Ante Budget

The programs are put together for practically nothing—\$250 to \$1,000—handled by a trouble-shooting production staff main-

NBC's Early A.M. Show Postponed

NEW YORK, Oct. 13.—The new early 7 to 8 a.m. morning TV show has been moved back to a tee-off date between November 15 and December 1 by the National Broadcasting Company.

The stanza, which probably will feature Dave Garroway, originally was slated for a November 1 bow, but studio space shortages have been the main factor for the postponement as web execs continue to try to dig up facilities.

Show was beginning to shape up this week, with plan now calling for a small ork and one or two singers as well as the various personnel who will handle the news element of the program.

Prestone Buys More Grid TV

NEW YORK, Oct. 13.—Continuing its accent on sports sponsorship, Prestone this week purchased the initial half hour of the Sunday afternoon 12:30-1:30 football film, "Take Another Look," on the Columbia Broadcasting System's TV web.

Red Barber and Mal Stevens will handle the commentary on the show's highlights of the preceding day's pigskin clashes. The deal runs for seven weeks, and begins tomorrow (14). William Esty is the agency.

tained by Harry B. Cohen, the agency for the client. Since the stations get their full rates for time, there is a minimum problem in finding time periods. Where Rybutol doesn't find a local show to its taste, it buys video spots or films.

To do a specific merchandising job in a territory (as for example, Los Angeles) Rybutol poured it on and bought 600 radio spots and 100 TV spots for the L.A. campaign only.

The Vitamin Corporation, now that it has entrenched itself locally, expects to buy a filmed video show sometime this fall and place it on a local basis. Morton Edell is the president of the Vitamin Corporation of America.

SAIL THE SEA FOR YOUR TV

MILWAUKEE, Oct. 13.—Lake freighters plying the Great Lake waters are on the way to being completely equipped with television receivers, according to a recent survey. Pittsburgh Steamship Company boats engaged primarily in transporting ore, report that the nature of their cargoes have no bad effects upon their TV reception.

Only difficulties are encountered when the ships sail out of the range of TV stations. Normally, however, reception is top grade, and the range is greater than it is ashore.

Practically continuous reception is enjoyed thruout Lake Erie, with most channels to chose from. Lake Superior is almost completely out of viewing range, with southern half of Lake Michigan scanning gaining an excellent rating.

RADIO: THERE SHE GROWS!

AM Stations Now Number 2,300 But FM Declines at Same Rate

• Continued from page 1

nearly a dozen stations won authorizations from FCC for increased power, while the commission issued 27 licenses in that period for new AM stations, and an additional 11 construction permits. Four stations got cancellations of licenses and deletions of call letters.

Significantly, FM stations have been declining at a rate almost equal to AM's gains. The number of FM's dropped from 703 at the year's start to 656.

Practically all of the AM expansion this year has been

taking place in small cities and lesser hamlets. The Midwest, Far West and South have shown biggest gains. The trend has been toward 500-watters or better in small communities. In Wisconsin, for example, the roster of new construction permits and licenses

the last few months included: a 500-watter in Prairie du Chien, population 4,622; 500-watter in Monroe, population 6,182; 1kw in Beaver Dam, population 10,356; 250-watter in Sparta, 5,820; 250-watter in Menomonie, population 6,582.

Last month, several of the new licenses went to larger cities, including Richmond (pop., 193,042), where a new kilowatt has been launched; Williamsport, Pa. (pop., 44,355), a new 1kw station; and Salem, Ore. (pop., 31,000).

Biggest month of the year for AM station license gains was April, when the net increase in licenses and operating and construction permits was 25.

Beer Account To New Agcy.

PROVIDENCE, Oct. 13.—The Standish ad agency this week voluntarily relinquished the Narragansett Brewing Company account, ending a relationship which started 46 years ago. The agency is liquidating at the end of this year, with two principals retiring and its president, Myles Standish, devoting his time exclusively to his outdoor advertising interests in the future.

The account is moving to Cunningham & Walsh, New York, on December 1. L. H. Martineau, radio-TV director for the Standish agency, also moves over to the C. & W. staff.

Pacey Heads ABC Public Affairs Dept.

NEW YORK, Oct. 13.—John W. Pacey last week was set as director of the American Broadcasting Company's public affairs department. He has been serving as acting director for about two months, and prior to that had been head of the web's publicity department.

Pacey first joined ABC as trade news editor in October 1945.

See Lid Lifting on Limited Sportscasts

• Continued from page 1

trust division, and since its restrictions are regarded as about as severe, if not more so, than those of the pro gridgers, it is highly likely that some action would be forthcoming should the restrictions be continued next season. Altho some tradesters believed that this might also mean moves against theater TV exclusives of events such as boxing bouts, Morrison this week denied that theater TV entered into the matter at all, provided rights were secured in open bidding.

The baseball rule change is not expected to enable airings of major league games in territories of other major league clubs. With

right of negotiation now in the hands of each club, none is expected to set off a TV battle, altho nothing prevents them from doing so. However, both Mutual and Liberty radio webs now will have to negotiate individually with the 16 teams for 1952 rights, instead of with the two leagues.

TV-PITCH THE STRONGEST

Video Plugs Beat Radio's; Mag Proves They Read Less

NEW YORK, Oct. 13.—A survey of television viewing habits, just completed by Good Housekeeping magazine, indicates that 64 per cent of TV viewers pay more attention to video commercials than they do to radio plugs. On the other hand, 5 per cent said they pay less attention to the tele pitches, while 28 per cent said there's no difference, and 3 per cent made no reply.

The survey questionnaire was sent to 1,915 subscribers of the magazine in 22 TV cities who are serving as a voluntary panel. Replies were received from 1,403 (73 per cent). Of these, 57 per cent own tele receivers. Among the 43 per cent of non-set owners, more than half watch some TV each week, and only 47 per cent see no tele shows at all. Non-owners view an average of 1.7 hours weekly.

Among set owners, 33 per cent

owned their receivers between one and two years, and only 12 per cent less than six months. Effect of video is seen in that the following percentage of set-owners have cut down on the listed activities: moviegoing, 70 per cent; reading magazines, 35 per cent; reading books, 47 per cent; reading news-sports events, 35 per cent; home entertaining, 9 per cent; going out, 47 per cent; radio listening, 82 per cent; playing cards, 40 per cent.

Further development of these figures shows that of set owners who have had their receivers from one to two years (the largest group), 20 per cent now do more entertaining and 65 per cent do the same amount, 75 per cent go to fewer movies, 38 per cent now read less magazine fiction, and 20 per cent read less magazine advertising than before they had their sets.

Defense Ad Budget Is Axed by Congress

WASHINGTON, Oct. 13.—Legislation wiping out Defense Department's appropriations for radio-TV advertising is awaiting President Truman's signature as the result of Senate concurrence late yesterday (13) of a House-passed bill. At the same time broadcast interests led by the National Association of Radio and Television Broadcasters began mustering forces for a strong crusade to restore the cuts next session.

A \$3 million curtailment of radio-TV-sponsored shows annually is estimated. NARTB officials expect that the crusade for restoration will be strongly bulwarked by newspaper publishing interests which also face heavy losses from liquidated advertising budgets in the Defense Department appropriations bill.

President Truman's signature is

seen certain for the bill since a veto at the present late stage of the congressional session would jeopardize departmental outlays for the current year. Liquidation of the advertising outlays came as the climax of criticism by some lawmakers that several of the radio and TV shows failed to benefit military recruiting. NARTB has contended, however, that recruitment has been strongly aided and that the newly approved legislation would restore the Defense Department's discarded policy of relying wholly on contribution of free air time and talent, a policy which NARTB two years ago had successfully demonstrated was "inequitable." NARTB is readying to go to bat again with additional facts and figures.

The legislation specifies that not a penny of the Defense Department's appropriations can be used in recruitment advertising, including sponsorship of radio and TV shows by the Army, Navy and Air Force. This liquidation clause was contained in a section earmarking \$10,950,000 for expense outlays. The slash will not affect shows already committed to take the air, or on the air, but will preclude new contracts. Under Defense Department's distribution of funds for this purpose, \$3 million have been designated for annual expenditure, including \$1 million for use in the various military districts, a third of which is used by the commands for radio commercial spots, another \$750,000 for nationwide web programming and \$50,000 to \$100,000 yearly on special spots for recruitment.

Crosley Film Stanza Draws Station Mail

CINCINNATI, Oct. 13.—The success of "Family Theater," WLW-TV's program of first-run television movies, has brought inquiries from TV stations in New Orleans, Minneapolis, Omaha, Louisville, Syracuse and Philadelphia seeking details on the format employed by Crosley on its recently instituted TV film seg, Crosley Broadcasting Corporation executives announced today.

According to Crosley officials, "Family Theater," on the night the series opened, attracted 83 per cent of the TV viewers in the Cincinnati-Dayton-Columbus area. The popularity of the late-evening movies with Cincinnati audiences was further uncovered in a survey made this week by the Crosley Research Department. Of those contacted, 82 per cent reported watching late movies on a more-or-less regular basis; 88 per cent stated that they were aware of the fact that WLW-TV was showing first-run TV films.

WPTZ Signs 8 A.M. Newscast

PHILADELPHIA, Oct. 13.—What is believed to be the first early morning sponsorship of a television news program is claimed by WPTZ in announcing the sale of its 8 a.m. news strip to the Tom Thumb Donut Corporation of Philadelphia.

Account placed by Abner J. Gelula & Associates, local ad agency, and calls for the local baking concern to take over the five-minute, Monday thru Friday, news show starting Monday (15). Period features live news and overnight sports results, and is one of three such strips televised during the Ernie Kovacs' "3 To Get Ready" record show running from 7 to 9 a.m.

Joe E. Brown Inked by CBS

NEW YORK, Oct. 13.—The Columbia Broadcasting System has signed Joe E. Brown to do a video series this season. The web is building a kids' program for the comedian, which is slated to go into the Sunday morning network line-up.

Your Top TV Sales Opportunity

WDEL-TV

CHANNEL 7

Wilmington, Delaware

In the Market which has highest income per family in the country.

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

A STEINMAN STATION

NBC
TV AFFILIATE

ANOTHER YET!

Son Lindsey Is Latest Crosby On Decca Wax

NEW YORK, Oct. 13.—The perpetuation of the Crosby clan, on wax at least, apparently is one of the key long-range projects of the Decca diskery. Bing, the pater Crosby, has been the catalog mainstay of the company for many years. Over a year ago the diskery induced Papa Crosby to put his eldest lad, Gary, in the groove and they fared quite healthily with a pair of platters. Last year Decca put Bing and his four sons together for a special Christmas waxing.

Last week the diskery imposed on der Bingle once again to make a wax soloist of his youngest boy, 12-year-old Lindsey. Lindsey, apparently on the theory that he didn't have to depend on the old man for help, made two sides all by his lonesome with the help of John Scott Trotter's accompaniment and a chorus of kids of his own age. The platters he cut are for Christmas; the coupling's titles are "That's What I Want for Christmas" and "Dear Mister Santa Claus." The latter tune is an original written by Sol Meyer and is based on an idea of five-year-old Richard Raskin.

Decca's Rady Pacts Field With "Uncle"

CHICAGO, Oct. 13.—Decca Records this week pulled a switch on the currently popular pattern of inking network TV kiddie show characters, when Cy Rady, Decca kidisk chief, signed and exclusive waxing pact with Marshall Field & Company, and CNC Productions here for the character, "Uncle Mistletoe."

The Decca deal differs from those made by other diskeries because "Uncle Mistletoe" is the principal character on a local TV seg (WENR, 5:45-6 p.m., Monday, Wednesday, Friday), and gets no viewing outside the Chi area. Rady got the okay on the deal from the big department store here because the Field store owns the show outright.

CNC Productions, composed of Johnny Coons, the actor who does the "Mistletoe" voice; Bill Newton, who does illustrations on the show, and Ray Chan, who writes the kiddie segs, will do the illustrated sleeve singles for Decca with the Marshall Field okay. The two-year Decca pact guarantees the trio four sides the first year. First dinking will carry Coons doing the song, "Uncle Mistletoe," with an original story on the flip.

CNC Productions, which had the "Panhandle Pete and Jennifer" show sustaining on NBC web for 10 months before its demise six months ago, are peddling a new kiddie package, "Professor Puffer," thru Jack Brow, TV package salesman in the Frank J. Hogan office here.

OPS Continues Vinyl Ceilings

WASHINGTON, Oct. 13.—Manufacturers' ceiling prices for polyvinyl chloride resins used in making phonograph disks will continue at the same levels established in the price freeze last January 26, Office of Price Stabilization announced this week. The new order, effective October 15, exempts the resins from control under CPR 22 and places them under the general ceiling price regulation.

The polyvinyl chloride industry produced 315,000,000 pounds of material at a value of \$117,000,000 during 1950, it was announced. The resins covered in the new OPS order include polymer copolymer whose main constituent is vinyl chloride in the amount of not less than 50 per cent by weight and which is a raw material intended for further processing, in the forms of resins, latices, color master batches and compounded resins in powder or granular form, but not films, sheets, rods, tubes, plastisols or applied coatings.

PUBS NO. 1 PLUG IS U. OF M. BAND

NEW YORK, Oct. 13.—While the educational music publishers have no disk jockeys to worry about, the pubbers do have a "No. 1 plug" on symphonic band music and arrangements. The best plug in the educational music business is said to be the University of Michigan symphonic band. The U. of M. band and the university's music department are combined in the operation of music clinics, recordings, etc., and are considered to be the best showcase for symphonic band music. Once the U. of M. plays a work, hundreds of similar bands will usually order orchestrations and help to promote the piece.

Gordon Maps Formula for Laine Show

NEW YORK, Oct. 13.—Max Gordon, who moved from legit to television as producer of the new Frank Sinatra show is working on a format for a new TV opus to star Frankie Laine. Laine last Sunday (7) started his first starring radio show. The chanter has also made three musical films for Columbia Pictures.

The Laine radio show is sponsored by the United States Army over the Columbia Broadcasting System network from 4:30 to 5 p.m. on Sundays. Laine also guested Tuesday (9) on the opening show of the new Sinatra series for CBS.

Capitol Execs Map M'dising Bally Plans

Re-Alignment of Regional Setup Also Discussed at Five-Day NY Sales Meet

NEW YORK, Oct. 13.—Capitol Records' sales brass, including all of the firm's regional managers, gathered here this week for a five-day semi-annual sales meeting which was highlighted by a resume of the early results of the diskery's fall anticipation program and a statement of its Christmas merchandising and exploitation program.

The diskery's plan to re-align its regional setup, particularly in the eastern territory, which was predicted in The Billboard two weeks ago, was outlined during the meetings. The plan calls for subdivision of the eastern region, which has headquartered in New York, into three separate regions. In addition to New York, the eastern area will be sub-divided so that new regions will be built with Boston and Philadelphia as hubs of sales areas.

Capitol's Christmas merchandising program will be pegged mainly on package merchandise, with two albums serving as the leaders. Diskery is pinning major hopes on a Walter Schumann package, "Christmas in the Air," and on a Les Baxter album, "Sacre du Savage." Five kidisk packages will also be highlighted and these will be aided by the diskery's continuing Bozo exploitations. Diskery will also use its longhair line as seasonal exploitation matter, with its recordings of Tschakovsky's "Swan Lake" and "Nutcracker Suite" ballets as the chief items.

The report made on the Cap fall anticipation program, which

June Keegan Fourth Newie for Decca

NEW YORK, Oct. 13.—Decca Records this week inked its fourth new fem chirp in the past two months, June Keegan, a 16-year-old singer. Miss Keegan was put to a contract as the result of her work on the Paul White-man TV teen-age show.

Other new singers inked by the diskery of late include Jane Wyman, Delores Gray and Roberta Lee.

Big Upswing Felt in Standard & Educational Sheet Music Biz

Many Publishing Houses Report Sales Booming in School Field

Continued from page 1

ness, not popular. Mills Music, one of the pioneer pop firms in the educational field, reports business is better than at any time during the past two years. Others are even more optimistic. Dave Kuperman, of Kuperman and Del Gurcio, music printers, states printing orders for educational items have jumped up 300 per cent as against recent years. "If it were not for this business, music printers would be twiddling their thumbs right now," said Kuperman.

By Leaps & Bounds

Music Dealers Service, leading jobber, stated the field is growing "by leaps and bounds," traceable not only to greater music awareness on the part of schools but also to better merchandising by publishers particularly in the production of new method books, studies, choral works etc. The big increase, says MDS, has been on band and orchestra method books and chorals.

Kuperman points out that much work has been done by publishers on re-arrangements of standard numbers to simplify them for school orchestras and bands. An example of the type of merchandising being done is the flock of jumbo note books being published by Charles Hansen Music Company. Notes are enlarged, fingering is easy, and the books are collections of waltzes, Latin-Americana, children's songs, spirituals, hymns, Stephen Foster melodies. Orders

on each of these items this week have been for 5,000 copies.

Wiemann, talking of the business hype, pointed out the chief task was still up to the individual publisher. Promotion in the educational field is even tougher than in pops, he said. You need eight times the staff as in pops, and merchandising of the material is a business in itself. Help from buyers in stores is inadequate, he added. It takes seven years for a store buyer to learn catalog—all of which puts the burden on the publisher. Most promotion, he added, is done via field men. Warners has seven on the road constantly, attending conferences, calling on schools, etc., for 45 weeks of the year.

Chappell, too, attributes the boom season to individual publisher effort, such as direct mail, work by field men, attendance at conferences, etc. The Big Three, noting that business is considerably up over last year, states the

educational and standard field is showing the effect of long promotion. Items published five and six years ago are beginning to pay off now, it was stated.

Herbert Marks, E. B. Marks topper, stated all serious and semi-serious music is selling very well. The season started earlier than usual—in July. He attributed the overall trend to various things, primarily the new approaches to education in schools. The Middle West particularly, he pointed out, is making great strides in the teaching of music. Orders from colleges, conservatories—so called private orders as compared with dealers' orders—are growing.

Credit Educators

G. Schirmer Inc., stated music enrollments are growing. Arthur A. Hauser, of G. Ricordi and Co., and president of the Music Education Exhibitors Association, said much credit must be given to the music educators, altho publishers have anticipated the needs of the field. He added that business is considerably ahead of other years, but the saturation point has not been reached by any means even tho music in schools has attained its maturity.

As indicated, pop pubbers are champing at the bit to get into the business, and those in it are endeavoring to expand and promote. It's a rough struggle for a newcomer, however, inasmuch as catalog, special staff and considerable financial assets are required. Leeds Music, a relative

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Pluggers Push Pension Plan

NEW YORK, Oct. 13.—A committee representing members of Music Publishers Contact Employees will meet soon with a committee representing music publishers to renew talks relative to a pension plan for the professional men. Contact men brass sent out a letter requesting that the pubbers' committee name a date next week. Prior to the past summer, contact men worked out a plan providing for their org to make a contribution equal to that made by pubbers for the creation of a pension fund. The contribution would be a percentage of the contact men's salary—the minimum of which is \$75.

Publishing houses that are film-affiliated already have a pension plan for employees, and this is regarded in some quarters as providing an out for indie pubbers. Contact men's union, however, states it is not adverse to any individual pension plan worked out by film pubbers, just so that all professional men are taken care of. Contact men's execs state the union's plan would be workable with a participation of 75 per cent of the pubbers.

JAZZ PAYS OFF

Norman-Bull Coast Concert Gross 15G

HOLLYWOOD, Oct. 13.—Close to 7,000 jazz enthusiasts jammed Shrine Auditorium Friday (5) for the Gene Norman-Frank Bull fourth annual Dixieland Jubilee, ringing the till to the tune of \$15,617. Nine bands paraded across the stage, marking this shindig as the most successful of all Dixie events here. Highlight of the Jubilee was the reforming of the old Bob Crosby Bobcat band. House was scaled at a \$3.60 top.

For Crosby's sidemen, it was old-home week. Under the Crosby aegis were Charlie Teagarden, Zeke Zarchy, Ray Linn, Warren Smith, Ted Vesely, Moe Schneider, Eddie Miller, Matty Matlock, Willie Schwartz, Chuck Gentry, Stan Wrightman, Phil Stephens, Nappy LaMare, Nick Fatool and special solos by Jack Teagarden, Billy Butterfield, Bob Haggart, Ray Bauduc and Jess Stacy. Butterfield and Haggart were flown to the Coast for the concert.

No matter how you liked your jazz, you were bound to have found a favorite among the participating orks. Supplementing but in no way taking a back seat to Crosby's band were Kid Ory's Creole band, Rosy McHargue's Ragtimers, Turk Murphy, Eddie Skrivaneck, Banjo Kings, Fire House Five Plus Two, Pete Kelly's Big Seven, Pete Daily and

a finale with the more than 60 windjammers slugging it out for honors.

All the immortals were played—"Aunt Hagar's Blues," "Maryland," "Jazz Me Blues," "Dixieland One-Step," "St. James Infirmary," "That's a Plenty," "Alabama Bound," "12th Street Rag," "Bluin' the Blues," "South Rampart Street," "Fidgety Feet" and "Johnson Rag," to name a few. If one man has to be singled out as 'ops (applause-wise), then it was Pud Brown, who drew a thunderous hand for his solo-saxing on "Johnson Rag" with Daily's outfit. Joe Bleeden.

H. Miller Gets Help From M. Miller in Mdse. Deal

CHICAGO, Oct. 13.—The one-man crusade against some of the merchandising tactics used by mail-order disk packagers on radio, started by Howard Miller, local free-lance d.j. (The Billboard, October 19), is continuing, with Miller this week getting an assist from Mitch Miller, Columbia's a.&r. biggie.

Miller flew in Monday (8) and conferred with Ed Benkert, secretary of Local 10, American Fed-

NEW YORK, Oct. 13.—With the appointment of Phil Lang as general manager, Edwin H. Morris has launched a full-fledged educational department, using the White-Smith catalog as the basic framework.

Lang, who has been with Mills Music for 12 years and is regarded as instrumental in Mills' ascendancy in the educational field, plans to utilize material out of the Morris pop catalogs for educational purposes, in keeping with the modern trend of using pop songs as the point of departure in instructing. Lang, who is a well-known brass band arranger, has also arranged for Morton Gould, Alfred Wallenstein, the Boston Pops and various radio and TV shows. He has done orchestrations for such legit shows as "High Button Shoes," "Two on the Aisle," "Make a Wish" and others. He also writes original compositions for the educational field.

Lang will be assisted in the educational venture by Michael Cimino, sales manager for the Morris holdings. The White-Smith library is a venerable educational catalog of Bostonian origin, purchased by Morris a decade ago. Lang says that his principal endeavors will continue to be in the band field. He says that the band field weighs about as importantly as the two other educational groups combined—the chorus and the orchestra, to which he will also devote considerable effort.

eration of Musicians, here, regarding making an appearance on Miller's show to talk about the mail-order disk packagers. After explaining to Benkert the purpose of his visit, the AFM chief agreed to drop for the first time a 10-year-old musickers' union ruling which bars AFM-ites from making gratis radio appearances.

Miller, in his interview with the d.j., pointed out that in many

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MARKOWITZ MAKES HIS MARK

Peerless Parodist Puts Pops Into Folksy, Catchy Yiddish

Continued from page 1

to the printing trade, and opened a business printing sheet music for the top Yiddish tunesmiths of the day who would publish their own songs and sell copies at the Yiddish theaters in which their music was being performed. Markowitz printed sheet music for such old-timers as Louis Gilrod, David Meyerowitz, Sholem Shmulowitz, Jacob Jacobs, Sholem Secunda, Isador Lillian, Molly Picon and Joseph Rumshinsky.

"Gay" Parody

Some 20 years ago Markowitz was called in to write his first parody of an English language hit. The pop hit was "Gay Caballero" as recorded by Frank Crummit. Markowitz turned out a Yiddish version for Columbia Records' artist Pesache Burstein, and called it "Galitzianer Caballero." Since then Markowitz has written over 100 of the parodies, and for such names as Molly Picon and Menashe Skulnick. Currently, he confines his activities to writing for Seymour Rechtzeit and Mirriam Kressyn on the Banner label.

According to Markowitz, the ideal Yiddish parody stays close to the meaning of the original English version and also close to the phonetic sound of the English

lyrics. Prime example, he says, of this type of parody was on "South Of The Border." Yiddish language version written by Markowitz was "Sol Is A Boarder."

Markowitz has also written both words and music for Yiddish language musicals staged here, has written special material for many acts, and has teamed with Sholem Secunda on show tunes. His printing firm handles programs for both Yiddish and English theaters. Markowitz also spends much leisure time in painting. "I had the good fortune," he says, "to sell one of my paintings to the Manichewitz food people. It was called 'Haym Solomon At Services,' and they used it on a Yiddish calendar for distribution to the public."

MONEY BACK

Utah Symph Makes Tix Sales Offer

SALT LAKE CITY, Oct. 13.—An unconditional guarantee of "satisfaction or your money back" was offered to spur the sale of season tickets to the coming Utah Symphony concert series.

A full cash refund at the box office if they do not like this season's concerts was offered ticket purchasers today by David S. Romney, managing director of the symphony. Romney made the offer because he believes more people would be strong symphony boosters if they gave themselves a chance to hear the music.

"You have to see it first hand to get the full measure of enjoyment," he points out. Ticket sales already are near the 2,000 mark. Romney reported.

VEEP SOUNDS OFF ON MUSIC

HOLLYWOOD, Oct. 13.—Vice-President Alben C. Barkley displayed interest in pop music this week during a Demo rally at the Palladium and posed an interesting question regarding "Tennessee Waltz." KMPC's Johnny Grant snared an exclusive by taping the Veep for his afternoon platter show.

Barkley said his favorites were "My Old Kentucky Home," "Wagon Wheels" and "Tennessee Waltz." He added that he failed to see how the fella in the song could lose his gal in such a short time. "What kind of a man was he?" queried the Veep.

Casual Dates In Hefty Gain For Local 47

HOLLYWOOD, Oct. 13.—Casual engagements for the first nine months of the year are up more than \$32,000 as compared to the same period last year, according to Al C. Meyer, financial secretary of Local 48, American Federation of Musicians. Number of jobs for the span increased from 3,220 to 3,491. With three big months remaining, volume is expected to top last year's figure of \$563,433.30 and possibly the 1949 tally, \$565,243.98. Volume peak, since the union's advancement fund became effective June 1, 1942, is \$667,632.97, in 1948.

The 1950 volume for nine months is \$402,130.64 as compared to the current \$434,677. Casuals do not include singles or doubles. December in particular is always hefty.

Meyer told The Billboard that while some members have complained that business is off, these figures tell the true story. Reason for the increase might mean that work is being spread to in-

TV-PHONO MERCHANDISING:

Manufacturers Prepare for Continuing Major Sales Push

NEW YORK, Oct. 13.—That the TV industry is getting set for a major and continuing sales, promotion and merchandising push is becoming evident these days as companies on all levels are re-aligning their sales and merchandising staffs, advertising budgets and, in many cases, reviewing their distribution relationships with other levels of the industry. In recent days, such firms as RCA Victor, Motorola, Hallicrafters, Bendix, National Electronics and General Electric have all switched key personnel. Distributors and dealers too are active in manpower market.

Apparently many traders have come to the realization that not even such factors as price, style, quality and possible shortages will be enough to maintain sales. This thinking persists despite many definite signs of a pick-up in sales across the board and across the country. For the dealer able to participate in the big sales pushes coming up by enlarging his sales and promotional efforts, the results are expected to be excellent. The dealer who can

do little more than hope that some of the activity will reach his shop is also expected to gain from the hoop in sales activity.

Most trade observers strongly believe that the manufacturers will continue to promote heavily on a continuous basis instead of the usual seasonal promotions.

Bloch Signs Up Lawrence

NEW YORK, Oct. 13.—Band Leader Elliot Lawrence this week signed a personal management pact with Ray Bloch Associates. The deal calls for the Bloch office to handle Lawrence for radio, TV and films. The pianist-orkster still retains his agreement with Joe Glaser, whose Association Booking Corporation will continue to rep Lawrence for work outside of radio, TV or films. The Lawrence ork will continue to fulfill bookings set by Glaser.

The Bloch office is readying both a radio and a TV package for Lawrence in addition to selling his talents as a radio TV conductor. The Lawrence ork currently records for the King label.

Walker Gets MGM Renewal

NEW YORK, Oct. 13.—Frank Walker, for five years prexy of MGM Records, has been renewed to retain his position at the helm of the Loew's, Inc., disk operation.

As has been the custom for the past few years at this time of year, a point when Walker's contract comes close to its annual expiration date, there had been trade speculation that the MGM topper was about to be replaced. C. C. Moskowitz, veepee-treasurer of Loew's, Inc., made the formal announcement of Walker's renewal.

clude more tootlers or that wind-jammers are getting higher moola for jobs.

Lincoln Schedules Sun. R.&B. Shows

HOLLYWOOD, Oct. 13.—A flesh rhythm and blues package bows Sunday (14) at the Lincoln Theater (2,000 seats), with blues deejay Hunter Hancock emseeing more than an hour's entertainment. Initial show has Big Jay McNeely and King Perry's ork.

Hancock, who airs his radio programs on KALI (Pasadena) and KFVD, will have both professional and amateur talent, audience participation and gimmicks for kids. Lincoln Manager Jack Chazen set the show for 4 p.m. every Sunday, with 60-cent top. House will pay the nut, with Hancock having final okay on talent.

Capitol to Move Offices

NEW YORK, Oct. 13.—Capitol Records has acquired new space for its local headquarters, which now also includes the diskery's national sales offices. New office will occupy ground floor space in the new Mutual Life Building on Broadway and will face 55th Street. Offices currently are in the Fisk Building. Cap will move to the new location on or around the first of the year. Diskery has a 10-year lease for 5,000 square feet.

A Great NEW Artist
A Great NEW Record
NORMAN KAYE
Singing...
"A Petal From
A Rose"
and
BLUE VELVET
Capitol 1848



FORECAST

FULL WAIT FOR YOU
by
CLIFF AYERS
27808*

DECCA DATA

YOUR WEEKLY RECORD GUIDE

TO
AMERICA'S FASTEST SELLING RECORDS

★ ★ ★ ★ ★
FLASH!

SAN ANTONIO ROSE
and
BULLY OF THE TOWN
by
Grady Martin
46375*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators Everywhere

TO BUILD PROFITS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	SALES*
17	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
9	COCK-A-DOODLE DOO SUGARFOOT RAG SQUARE DANCE Red Foley	46349*
11	PRECIOUS LITTLE BABY Hey La La Ernest Tubb	46338*
9	I'M WITH A CROWD BUT SO ALONE Rose Of The Mountain Ernest Tubb	46343*
24	JUST A CLOSER WALK WITH THEE Steal Away Red Foley	14505*
3	TENNESSEE BLUES SIXTY MINUTE MAN Hardrock Gunter and Roberta Lee	46363*
7	THE WEAPON OF PRAYER Jesus And The Atheist Red Foley	46357*
4	I'LL MEET YOU IN CHURCH SUNDAY MORNING GET DOWN ON YOUR KNEES AND PRAY Bill Monroe	46351*
2	CHEROKEE BOOGIE I WISH I'D NEVER SEEN SUNSHINE Jimmie Davis	46356*
1	DOWN YONDER Horse Hair Boogie Spade Cooley	46355*

SEPIA

5	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
10	PLEASE DON'T LEAVE ME THREE HANDED WOMAN Louis Jordan	27694*
6	HIS EYE IS ON THE SPARROW Milky White Way Sister Rosetta Tharpe and Marie Knight	48227*
9	CASTLE ROCK But She's My Buddy's Chick Sy Oliver	27718*
6	SIN IS TO BLAME I Thank God For My Song Sister Rosetta Tharpe with Sam Price Trio	48230*

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

**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	ARTIST	SALES*
2.	1.	SIN The Love Of A Gypsy	Arthur Prysock	27769*
3.	2.	AND SO TO SLEEP AGAIN Long Ago	Dick Haymes	27731*
4.	3.	BLUE FEDORA Laura Lee	Guy Lombardo	27776*
5.	4.	BE MINE TONIGHT CHIU—CHIU	Lina Romay and Guy Lombardo	27744*
11.	5.	DADDY Carioca	Andrews Sisters	27757*
13.	6.	LIES, LIES, NOTHING BUT LIES Telling Me Yes—Telling Me No	Eileen Wilson	27774*
8.	7.	THE FROZEN LOGGER Darling Corey	The Weavers	27726*
14.	8.	BORROWED ANGEL MY EVENING PRAYER	Anita Kerr Singers	27767*
6.	9.	TENNESSEE BLUES COLD, COLD HEART	Eileen Wilson	27761*
7.	10.	THE SWEETHEART WALTZ I Will Never Change	Camarata and Don Cherry	27755*
9.	11.	BLUE VELVET THE MORNINGSIDE OF THE MOUNTAIN	Arthur Prysock	27722*
—	12.	CALLA, CALLA BELA BIMBA	Ronnie Gilbert	27799*
—	13.	I WANNA PLAY HOUSE WITH YOU SLOW POKE	Roberta Lee	27792*
—	14.	SIN JEALOUS EYES	Al Morgan	27794*
—	15.	DIXIE ALABAMA JUBILEE	Red Foley	27810*

COUNTRY

3.	1.	I'M CRYING SEVENTH AND UNION	Hank Garland	46368*
—	2.	I WANNA PLAY HOUSE WITH YOU SLOW POKE	Roberta Lee	27792*
—	3.	BORROWED ANGEL MY EVENING PRAYER	Anita Kerr Singers	27767*
—	4.	HIGHWAY OF SORROW SUGAR COATED LOVE	Bill Monroe	46369*
4.	5.	DETOUR Address Unknown	Foy Willing	46365*
—	6.	DIXIE ALABAMA JUBILEE	Red Foley	27810*

SEPIA

2.	1.	TRUST IN ME COCK-A-DOODLE DOO	Louis Jordan	27784*
4.	2.	THE GLORY OF LOVE You And I	The Starlings	48241*
—	3.	MY EXPECTATIONS Every Day Every Hour	Marie Knight	48233*
1.	4.	CHEROKEE BOOGIE HOBO BOOGIE	Joey Thomas	48236*

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

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	POPULAR	SALES*
5	I GET IDEAS A Kiss To Build A Dream On Louis Armstrong	27720*
6	SMOOTH SAILING Love You Madly Ella Fitzgerald	27693*
1	GOT HER OFF MY HANDS I Ran All The Way Home Mills Brothers	27762*
9	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
13	VANITY Powder Blue Don Cherry	27618*
2	I DON'T STAND A GHOST OF A CHANCE WITH YOU I'm Lucky I Have You Ink Spots	27742*
16	BECAUSE OF YOU Out O' Breath Gloria De Haven and Guy Lombardo	27666*
11	IN THE COOL, COOL, COOL OF THE EVENING Misto Cristofa Columbo Bing Crosby and Jane Wyman	27678*
8	KISSES SWEETER THAN WINE When The Saints Go Marching In The Weavers	27670*
25	ON TOP OF OLD SMOKY Across The Wide Missouri The Weavers and Terry Gilkyson	27515*
8	BALLIN' THE JACK On The Riviera Danny Kaye	27597*
6	BLACK STRAP MOLASSES How D'Ye Do And Shake Hands Danny Kaye • Jimmy Durante Jane Wyman • Groucho Marx	27748*
15	SWEET VIOLETS Lonely Little Robin Jane Turzy	27668*
8	VALENTINO TANGO El Choclo The Castilians	27511*
4	SWEETHEART OF YESTERDAY MARY ROSE Guy Lombardo	27719*

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

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

NEW RELEASES

SINGLES

Children's Songs (Two Parts)
Guy Lombardo
Baal Baa! Black Sheep—Farmer In The
Dell—Pop Goes The Weasel—Three Blind
Mice—Hickory Dickory Dock—London
Bridge—Lazy Mary—Ten Little Indians
27800*

Cold, Cold Heart
Louis Armstrong
27816*

Always, Always
I Remember You, Love
Victor Young
27815*

The Closer You Are
Let The Worry Bird Worry For You
Both from RKO Picture
"Two Tickets To Broadway"
27781*

River Of Gold
Gil Huston and Victor Young
They Call The Wind Maria
From Musical Production
"Paint Your Wagon"
27821*

Have Faith
"Jersey Joe" Walcott and Marie Knight
Say A Little Prayer
14594*

Tennessee Moon
Les "Carrot Top" Anderson
She's Dynamite In Blue Dungarees
46370*

It's Hard To Be Loved
Stubby and the Buccaneers
I Was The Last One To Know
46371*

I'm A Man Of Experience
Charlie Harding
Peach Tree Boogie
48245*

Laura
Tiny Davis and Her Orchestra
How About That Jive
48246*

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

ALBUMS

MOONLIGHT MUSIC
by
Russ Morgan and His Orchestra
"Music In The Morgan Manner"
Instrumental

A-887 \$4.15
9-276 \$3.75
DL 5365 \$3.00

RED FOLEY

sings

PEACE IN THE VALLEY and **WHERE COULD I GO BUT TO THE LORD**

with the Sunshine Boys Quartet

Decca 14573 (78 RPM) and 9-14573 (45 RPM)



"BOUND TO BE COPIED - CANNOT BE TOPPED"

SWING AND SWAY WITH

SAMMY

KAYE

Breaking
for a
HIT
from
Coast
to
Coast



IT'S NO

SIN

"JEALOUS EYES"

coupled with

Columbia 78rpm 39567 33 1/3 rpm 3-39567 45rpm 4-39567

Listen to **SUNDAY SERENADE** on ABC (Radio)
for Sylvania Television* * * * *
THE SAMMY KAYE SHOWon CBS-TV, 7 P.M., Saturday, EST
for Listerine and Pro-59 Toothbrushes

Columbia Records

First, Finest, Foremost in Recorded Music

"Columbia," "Masterworks," Reg. U. S. Pat. Off. Marcos Registradas

Decca-U Talk Cues Thinking

• Continued from page 12

other show business fields. RCA Victor, Columbia, Capitol and MGM are examples. These diskeries, too, have proved that it has not yet been possible to lick completely the slack selling periods despite intensive advertising and promotion drives. Decca has always believed that come summer, it is almost as tough to sell disks as overcoats.

With this philosophic background, the diskery has on various occasions entertained the thought of a merger with radio or television manufacturers. It was figured that with the diskery's merchandising know-how, strong and stable progress could be made to smooth out the rough spots in the disk sales picture. However, Decca would never make such a merger except on one condition—that Decca control the company.

To date, a deal such as outlined above, with a TV or AM manufacturer, has not materialized. But failing such a deal, the overall philosophy would nevertheless hold true, and Decca could easily train its sights on the type of deal which is now being bruited.

Such a deal—with Decca in control of the company—could conceivably stabilize over-all income. Instead of a manufacturing affiliation there would be a film programing set-up. From Decca's point of view, the film programing venture would be chiefly for the purpose of providing and selling films to TV. Decca, of course, would not write off whatever revenue could be derived from motion pictures as such. But the chief opportunity would be to jump into TV full force, with facilities, talent, production know-how, etc.

Such a TV film programing venture would not be completely alien territory. The diskery is accustomed to working with talent, both contractually and artistically. It could expand into TV production naturally, and, in fact, the two mediums, TV and disks,

could be used to better the position of the company's artists. Failing a manufacturing tie-up, then, a film programing TV deal seems a natural, particularly when the future of film on TV seems assured.

Some ask the question: Why is Decca trying it with U-I? It has been pointed out that both organizations have the same bank, the First National Bank of Boston, and that Serge Semenenko, vice-president, could have been instrumental in acting as liaison on the projected deal. What is more to the point, however, is the fact that U-I has a successful history of cashing in on low-budgeted films. For a venture by Decca into TV, this kind of know-how would be invaluable, owing to sky-high TV production costs and the belief on the part of sponsors, agencies and networks that costs must be pruned.

Meanwhile, it is interesting to note that Decca brass, while not denying the negotiations, insist that what has appeared in print thus far is far from the truth. It is also notable that regarding the November 1 date, Decca has stated: "We are a long way from anything taking place."

Meanwhile, some traders feel that the whole deal could blow over as the result of the stock market fluctuations which have occurred since the deal speculation began to make the public rounds. Both Decca and U-I stocks have been making un-called-for rises on the market and both have been hitting their highs for the year. Decca has hit 11 points and U-I has gone over 14, advances of about \$4 per share since the rumors first started about two months ago.

The rise in the per share price of the U-I stock, unless a book value deal is being made, would raise the cost of Decca of any sizeable block to \$500,000 or more over what the U-I stock was trading for when the diskery allegedly made its initial considerations in the matter.

Big Upswing in Music Biz

• Continued from page 13

newcomer in the field, is now tremendously pleased with the way the educational facet of its business is paying off. But the initial costs are hard to take. This is particularly true in view of the fact that on many educational and standard items, there are virtually no mechanical royalties and no performance monies. Everything depends upon sheet music. On the other hand, some publishers make up as many as 40 and 50 editions on a single copyright, and this mass volume pays off. Examples are the various band, orchestral, choral and other arrangements of Mills' "Star Dust," The Big Three's "Deep Purple," etc. This material, as compared with pop sheet music, is non-returnable. The profit margin is not as great as in pop sheet music, which a publisher can print for two cents and sell for 22 cents, but it is stable and durable. A school's glee club, for instance, may have 200 voices and orders accordingly.

Examination of costs are interesting. Initial print order for a large size concert band work runs approximately \$1,000 for 1,000 copies. Putting out an operetta costs a publisher \$4,000 to \$5,000, and sometimes more. Production costs, to put out the basic sheet music and professional copies for a pop tune, run to slightly over \$200. This is figured as follows: \$25 for a piano arrangement; \$30 for plates; \$40 for title blocks and cuts for the covers; \$30 additional if a new title page is bought; \$45 printing cost for 2,000 copies and \$25 for 2,000 professional copies.

Dance orchestrations on a pop run to about \$470 roughly. This is figured as follows: \$175 for the arrangement; \$100 for autographing, and \$200 printing bill for 2,000 orchestrations. A pop vocal arrangement for male and female voice costs about \$150, which covers the arrangement and the printing of about 150 copies for professional use.

Pop publishers, while managing to stand the production cost of pops, find the going difficult in the educational field, as a comparison of costs above will show. However, alert pop publishers are increasingly developing the educational potential of their copyrights even though publishing houses are not yet set up to enter the educational field on a full

basis. The Howard Richmond pubbery, for instance, publishes choral arrangements, band arrangements and instrumental solos on "Good Night, Irene," and has eight or nine band arrangements of most of the firm's hits. The pubbery, however, does not merchandise this educational material itself. Rather, selling agencies are licensed. Thus, Charles Hansen handles Richmond's instrumental solos. Nat Tannen has the agency on choral arrangements. Hal Leonard of Wisconsin is the agent on band music.

Alexander Invades

• Continued from page 12

Association is holding its annual convention here November 6-7 and Art Talmadge, of Merc, has arranged to send special invitations to all visiting dancery men to spend the evening at the big Aragon show, digging the new band.

The competitive, yet healthy condition of the band business, was evidenced further by the announcement that McConkey Artists' Corporation has set its first 20 date one-night tour on Henry Busse, who recently joined the office. Starting at Fort Leavenworth, November 9, Busse works thru the Midwest to the Rainbow Ballroom, Denver, where he does three days, starting November 30. Tour is the second big band swing set by McConkey recently. Office booked Russ Morgan thru the Midwest and East on 30 dates before he opened in New York.

Specialty Adds 3 To Talent Roster

HOLLYWOOD, Oct. 13.—Specialty Records' talent ranks were expanded to a total of 24 artists. Rhythm and blues diskery inked exclusive pacts with Lil Greenwood, Jesse Thomas and Willard McDaniel. Threesome will cut a minimum of 12 sides a year.

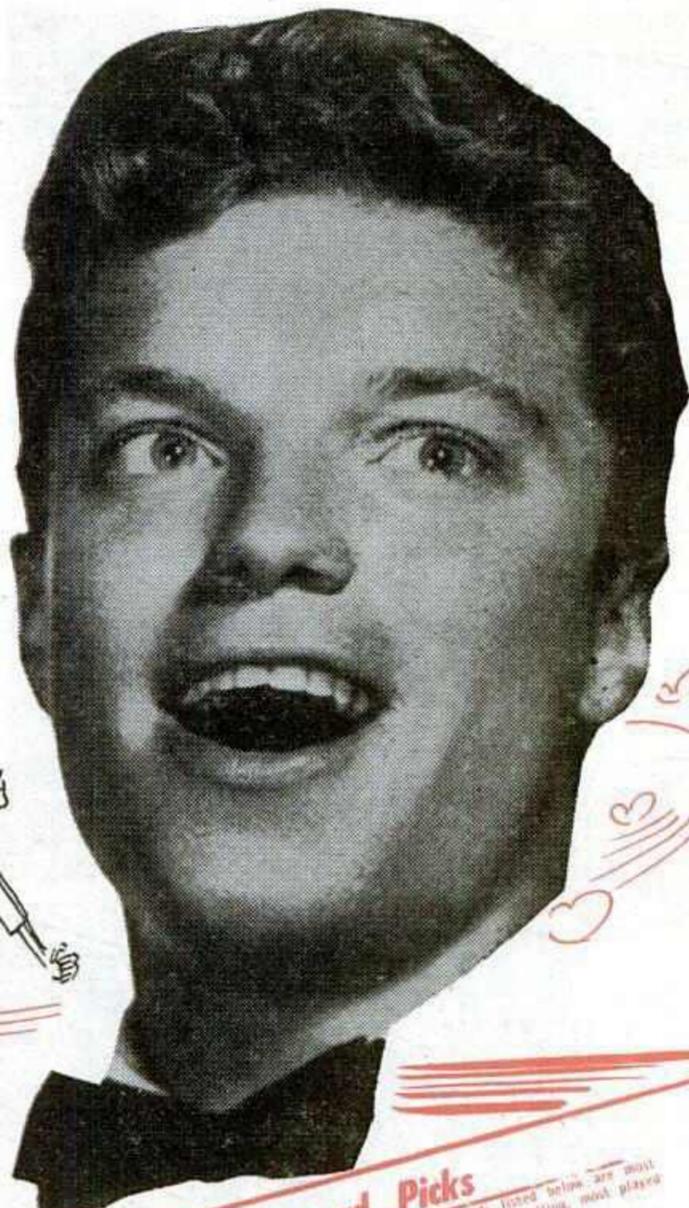
Label's prexy, Art Rupe, did four sides with each artist, and will release a pair in October. Miss Greenwood was backed by Roy Milton, Thomas by his ork (5) and McDaniel, a rhythm section.

A Winning combination

with their

1st

Hit Ballad! . . .



GUY

MITCHELL



Singing

"I CAN'T HELP IT"

(IF I'M STILL IN LOVE WITH YOU)

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.
I CAN'T HELP IT Columbia 39595
THERE'S ALWAYS ROOM AT OUR HOUSE, Guy Mitchell-Mitch Miller Ork.
"Help It" is a touching ballad performance of a standout torch tune written and recorded originally by Hank Williams. As with any great tune, it is as much pop as country, and Mitchell sells it sincerely to a simple arrangement. "House" is the French horn side, a rousing, folksy affair which figures to continue in the line of the Mitchell-Miller excitement numbers.

Coupled with



"THERE'S ALWAYS ROOM AT OUR HOUSE"

COLUMBIA 39595

featuring

MITCH MILLER and his Orchestra



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

DECCA
RECORDS



A
Hit

DICK
HAYMES

Victor Young and his Singing Strings

"AND SO TO
SLEEP AGAIN"

With
4 HITS and a MISS
and

"LONG AGO"

Decca 27731 (78 RPM) and 9-27731 (45 RPM)

America's Fastest
Selling Records

DECCA
RECORDS



Life and Deals of "Life"

• Continued from page 12

mas"—plus something called "Up and Down Mambo."

How, the question presents itself, do three of these songs get enough live plugs each week to appear among the most played tunes in the country, along with "Too Young," "Because of You," and "Stardust?" How does a song like "On the Motor Boat" rate No. 15 in performances among all the songs in the country?

Recording?

Investigation will show that there is no recording on a major label by a major artist of any of these songs. There may be a minor artist on a large label represented, but the record, if any, is fabulously obscure. Sheet music sales are minimal. If they bore any proportion to performances, they would consistently be reported by the jobbers in the best-seller lists. But they retain their anonymity here, too.

Are these tunes performed on commercial shows, either radio or TV? Rarely, if ever.

Their sole existence is over the remote radio sustainers, usually after 11 o'clock at night.

Why do the small batoneers who thrive on these late wires with such avidity and unflagging regularity? The Billboard doesn't profess to know.

However, curiosity prompted us to look into Life Music, and here is what we found.

A man named Barney Young is apparently the proprietor. He has a small office at 1650 Broadway, at which it took several tries to locate him. Phone calls, during business hours, were usually taken by an answering service, altho on one occasion a fem voice called us back saying that she was Mr. Young's secretary.

Some Questions

However, when we finally did see Mr. Young in his office, at 3 o'clock one weekday afternoon, nobody other than himself was in sight. He declined to tell us anything about his business, or how he obtained the plugs each week with unflagging regularity. He also declined to tell us who had recorded the tunes and on what labels. He also declined to say whether he had a well known band leader as his partner, or, indeed, if any partners at all.

He refused to comment on our query about a deal he is reported to have had with a major record company whereby the date and a guaranteed number of pressings, were paid for (not by the company), with the following artists: Una Mae Carlisle, Bob Chester and Vincent Lopez. He refused to tell us about his arrangement with Broadcast Music, Inc.

For Young does have an arrangement with Broadcast Music, Inc., which BMI says is "not essentially different" from arrangements with other publishing affiliates. However, several years ago, BMI tried out a plan which was unofficially dubbed the "incentive plan." This was a form of encouraging small BMI publishers by paying them a definite sum, usually reported as \$48, for each network plug. (BMI maintains that the amount was never fixed at any definite sum). The plan was dropped when the plugs, concentrated largely on the late-hour remotes, began to mount up in impressive totals. Apparently some bandleaders seemed very willing to plug tunes for which the publisher got something like \$48 per plug. At any rate, BMI soon dropped the incentive plan.

Is It So?

Could it be, however, that Life Music, for some reason, is still on this plan, the sole publisher to enjoy the incentive arrangement? Could it be that the remote batoneers see unusual merits in tunes published by a publisher who gets a fixed sum from BMI for each plug?

Many BMI publishers today wish—out loud—that they could get on some such footing.

The network plug at BMI is rated at 6 cents per station. If an average of 50 stations carry the shot, the publisher would be credited with \$3. Many music men wonder how Young is able to persuade band leaders on remotes to play his tunes so consistently if he receives in the vicinity of only \$3 a plug from BMI. Some suspect that he may be getting as much as \$12 per plug from BMI. With such extensive per-plug capital, it is reasoned, his efforts to persuade orksters to play his tunes figure to be as successful as the Peatman sheet actually shows them to be. (Of course, there are quite a

few BMI pubbers who get the "guarantee" deals, which pay them as much as four times their actual performance earnings, but they are usually required to spend this money on some sort of professional or promotional activity. Young's operating expenses are not apparently stringent.)

Ranks No. 4

Young reportedly is the fourth ranking BMI publisher in Network plugs, accounting for more than 10 per cent of BMI's live shots. He also is reportedly taking \$30,000 out of BMI for one quarter this year.

A BMI official once told The Billboard: "We have to make a showing in network plugs. We do very well on local shots with records. This is probably as good a way as any as making a showing." During the past two years, when queried as to how long Life would be continued on whatever plan he is on, the BMI exec would say each time: "They're just finishing out their present contract."

Rival Orgs License Tune

NEW YORK, Oct. 13.—"Never," the Robbins plug tune from "The Golden Girl," forthcoming 20th Century-Fox flick, is being non-exclusively licensed for performance by both the American Society of Composers, Authors and Publishers and Broadcast Music, Inc., the first split-licensed tune to be handled by an important ASCAP house.

Number was written by Lionel Newman, who is signed to an exclusive BMI cleffing pact, and Elliott Daniel, an ASCAP member. Altho the tune is published by Robbins, Newman's share of the performances will be paid by BMI, with Robbins and Daniel collecting from ASCAP. In the case of stations carrying blanket licenses with both ASCAP and BMI, there will be no clearance or credit problems. However, quite a few stations are on a per-program basis with ASCAP and blanket with BMI. One such, WTIC, Hartford, Conn., has taken the position that it can play any tunes even partially licensed by BMI without paying ASCAP. ASCAP has a suit pending against WTIC, which could resolve this problem. However, most stations will have no obstacles to programing the tune.

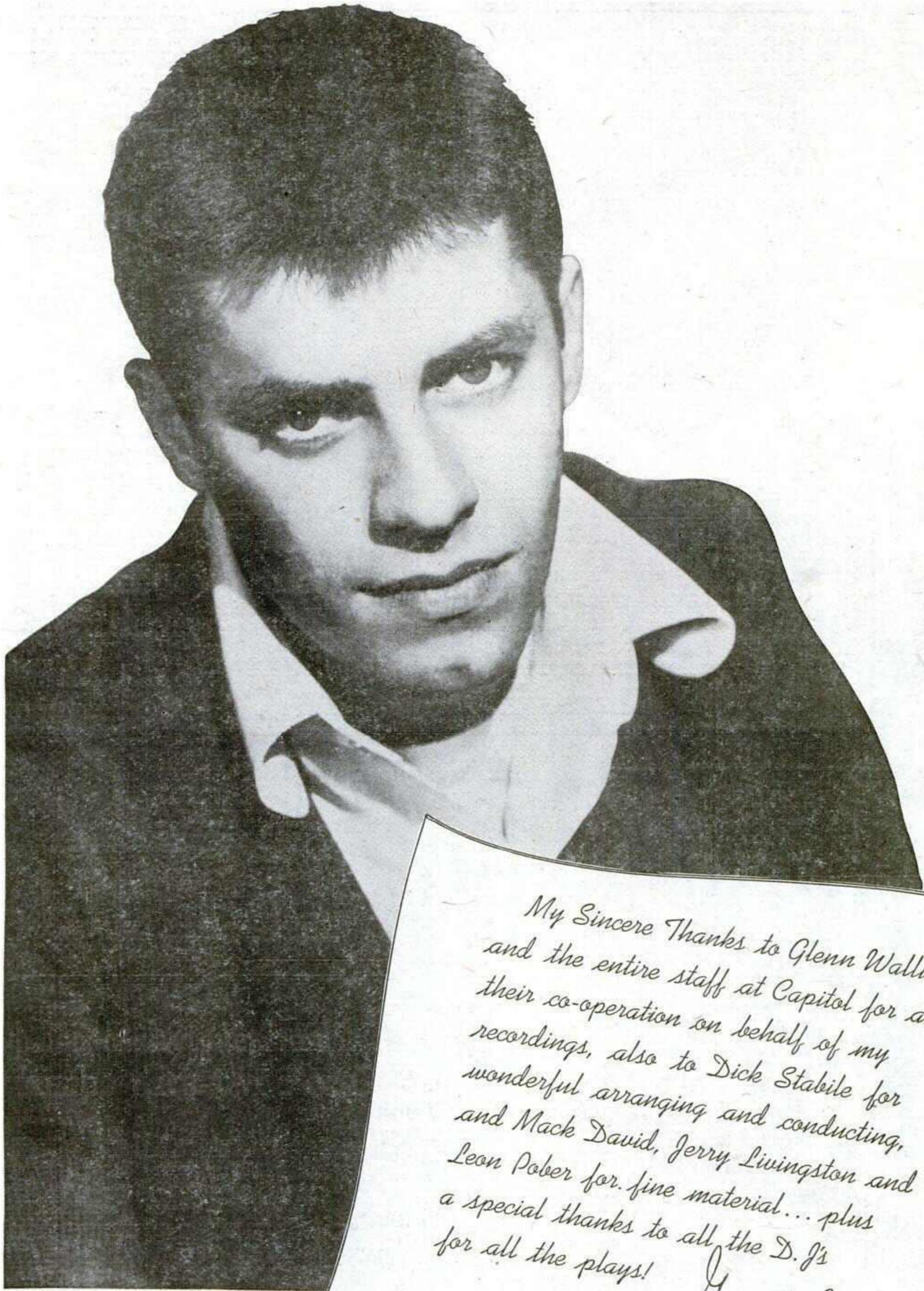
The number has been waxed across the board, with Victor releasing a sound track version done by Dennis Day for the movie, and purchased by the diskery from the flick company.

Ella Fitzgerald, Decca Renew

NEW YORK, Oct. 13.—Ella Fitzgerald, for 15 years a key recording fixture of the Decca diskery, this week signed a renewal contract with the firm which will keep her with Decca for at least another five years. Leonard W. Schneider, exec veepee for Decca, announced the renewal deal. She began with the diskery originally as the vocalist for the late Chick Webb's orchestra. She currently is on tour with the "Jazz at the Philharmonic" concert troupe. There had been some trade talk that the thrush would leave Decca to take a deal with Mercury thru Norman Granz, who is the JATP impresario.

Pat Lombard Joins Gen. Artists Corp.

NEW YORK, Oct. 13.—Pat Lombard will join General Artists Corporation's New York office staff on October 22. Lombard will work as a general agent in the agency's band and act departments. Lombard's last agency association was with the William Morris Agency. He was head of that agency's Chicago band wing and was moved to New York at the time the Morris office began its shuttering operation of the ork department. He left the agency when the band wing closed to take a series of talent-buying posts with mid-western hotels.



My Sincere Thanks to Glenn Wallichs
and the entire staff at Capitol for all
their co-operation on behalf of my
recordings, also to Dick Stabile for
wonderful arranging and conducting,
and Mack David, Jerry Livingston and
Leon Pober for fine material... plus
a special thanks to all the D.J.'s
for all the plays!

Gratefully
Jerry Lewis

**Oberstein to Coast
On New Talent Hunt . . .**

Eli Oberstein, in his guise as pop recording boss for King Records, heads for the West Coast next week for a two-week talent trek. Last week Obie arranged a deal to use warbler **Dick Brown** on the King label as a house singer. Brown will be used as vocalist with several of the orks on the label and will be groomed in that manner for his own niche as a solo waxer. Brown last waxed for the Jubilee label.

**Arnold-Shaw Weds
Mrs. Joseph Schillinger . . .**

Arnold Shaw, manager of Leeds' Duchess catalog, took the plunge Thursday (11). Shaw fractured the hearts of all the Leeds beauties by marrying Mrs. Joseph Schillinger.

**Coral Records
Signs Dorothy Shay . . .**

Coral Records last week signed Dorothy Shay to a term recording contract. Miss Shay formerly recorded for Columbia Records and is noted as the "Park Avenue Hill-billy." She will do mainly special material waxings for Coral.

**Lawhorn Cashes in on
Jazz in Oregon . . .**

An experiment billed "Jazz in the Afternoon" paid off for promoter Ray Lawhorn on Sunday (7), when more than 1,200 piled into the Playhouse Theater, Portland Ore., to hear his assemblage of top jazzmen at \$1.35 per copy. Lawhorn, himself a side-

man, said he hoped to take the group, some 15 tootlers and vocalists, to Seattle, Wash., and Eugene, Ore., for concerts. The downtown house was filled nearly to capacity by these performers, a top selection from among men working local spots.

**Jack Robbins
Sings a Sad Song . . .**

Jack Robbins, back last week from a deejay tour thru the Midwest, reports that the largest Kresge store in Detroit closed down its sheet music department. Robbins bemoans the ever-dwindling outlets for sheet music and would like to see Music Publishers' Protective Association square up to the issue and take action. In Chicago Robbins sang tunes behind the counter of a Kresge store on State Street, with songwriter **Marty Bloom** playing piano for him. Robbins would like to see teams of songwriters tour the retail outlets across the country with the old-time demonstrations.

New York

Decca Records is rushing its Gold Label series recording of Brahms' "Quintet in B Minor," featuring clarinetist **Reginald Kell** and the **Fine Arts Quartet** of the American Broadcasting Company, to have the set on the market in time for tie-in promotions with the quartet's fall season concert appearances in and around the Chicago area. . . . Decca cut its first pop session with **Dolores Gray**, co-star of the legit musical, "Two on the Aisle." . . . Same diskery also cut its first sides with thrush **Jeri Southern** with **Tutti Camarata** doing the backgrounds and also made its initial wax under her new contract with **June Hutton**, whose hubby, **Axel Stordahl**, did her arranging and conducting.

MGM Records has scheduled four new albums to go into its 10-inch LP "Popular Classics" series on the diskery's mid-October release. Previously the MGM longhair wax has appeared on a sporadic basis, but, beginning with the new issue, the classics will be released regularly on a monthly schedule. . . . RCA Victor Records threw a cocktail party for deejays and press at **Toots Shor's Thursday** (11) to present **Vaughn Monroe** with a gold record, indicating a million sale, of his theme, "Racing With the Moon." It's Vaughn's fourth gold disk. . . . Capitol Records held a cocktail party Monday (15) in honor of **Les Paul** and **Mary Ford**, who open at the Paramount Theater Wednesday (17) on a show with **Frankie Laine**. Cap's party is being held at the Hampshire House here.

Audrey Williams, wife of top country artist **Hank Williams**, joins her husband on the MGM label as a solo recording artist. She previously had made a duet with her husband, who was billed under his nom-de-recitatif, **Luke the Drifter**. . . . **Frankie Laine** has been booked for concert dates early in November. November 2 he works Tuscaloosa, Fla., and November 4 he plays New Orleans. If details are worked out, the singer will sandwich-in Dallas November 3. . . . **Cisco Houston**, a local folk-singing vet who recently signed a deal with Decca Records, has changed his name to **Gil Houston** for his recorded bid for fame beyond the borders of Greenwich Village.

Marshall Robbins is doing disk promotion working out of Los Angeles. Among his first accounts is **Don Cherry**. . . . **Sen. Fred Morit**, counsel for the contact men's union, is doing English lyrics to a number of Puccini

melodies on commission of G. Ricordi Company. The works are due to go into the public domain soon. . . . **Harold Desfor**, publicity director for RCA Victor, was to arrive in Hollywood Friday (12) to flack for the annual convention of the Society of Motion Picture and Television Engineers. . . . **Sam Wigler** and **Otis Pollard** have changed the name of their pubbery from Pollmoor to Pollsam Music.

Norman Granz's "Jazz at the Philharmonic" troupe, with **Ella Fitzgerald**, will give two shows at Taft Theater, Cincinnati, October 20. Others slated to appear with the troupe are **Gene Krupa**, **Oscar Peterson**, **Flip Phillips**, **Illinois Jacquet**, **Bill Harris**, **Ray Brown** and **Hank Jones**. . . . **Harold F. Oxley**, Hollywood, recently visited **Don O. Robey**, head of Peacock Records, and **T-Bone Walker**, for whom he is agent, in Houston. Robey, prexy of the entertainment service bearing his name, has completed a series of dates featuring **Louis Jordan's** band and vocalists **Valli Ford** and **Fatman Smith**.

Chicago

The big Record Week promotion, started by d.j.'s **Jim Lounsbury** and **Howard Miller** here (The Billboard, October 13), has spread thru the industry with **Art Talmadge**, of Mercury, as record manufacturer chairman. **Herman Forst**, of Hudson-Ross, is co-chairman representing juke ops and record retailers. In addition to **Ralph Marterie's** band, **Don Cherry** and **Johnny Desmond**, the line-up for the dance-concert November 5 includes **Pee Wee King** and **His Golden West Cowboys**, featuring **Redd Stewart**; **Tennessee Ernie**, with a possibility that **Les Paul** and **Mary Ford**, **Georgia Gibbs**, **Lee Monti's Tu-Tones** and a Columbia artist participating. Night's proceeds will go to a charity effort. Distributors here are making up a \$500 record collection as a door prize.

Clarence Lejcar, oldest son of **Ben Lejcar**, op of the Melody Mill, Riverside, Ill., is confined to the Berwyn, Ill., hospital, after he narrowly escaped losing his right leg in a construction accident. Young Lejcar is active in management of his dad's terpalace. . . . **McConkey** is putting its first orks into the week-long location date at **Shepard Army Air Base**, Texas, with **Don Reid** opening November 3; **Leo Pieper**, January 2, and **Ray Pearl**, January 16. . . . **Tony Desantis**, op of the Martinique here, is confined to his home with ulcers, but expects to return to work soon.

Philadelphia

Grimes Music Publishers here have become the sole selling agents for **Superior Songs Publishing Company**, taking over the three songs published by the local firm, "Ol' Jake," "Thru the Years" and "Just How Lucky You Are." . . . **Norman Granz**, who overflowed the Academy of Music last month with his "Jazz at the Philharmonic," returns the jazz concert to the Academy for a Thanksgiving night repeat. . . . After eight years with the same sidemen, **Billy Kretchmer**, clarinet-playing owner of the Jam Session, after-dark spot, brings in **Fats Wright** at the 88 and **Steve Davis** on bass. . . . **Frankie Adams** is back in action with his revived **Saphire Record Company**. He also gets the **Red Caps** to record "Under the Stars," the number he wrote some time ago in collaboration with maestro **Victor Hugo**. . . . **Dottie Malone** leaves the canary spot with **Chuck Gordon** at **Wagner's Ballroom** to join up with **Bernie Cummings**. Set to take over the Wagner bandstand is **Johnny Austin**, making it a return trip to the terp temple.

Milwaukee

Thrush Lois Costello, appearing with the **Ray Pearl** ork at the **Schroeder Hotel Empire Room**, and **Bill Darlow** have cut a disk that has been adopted by the National Restaurant Association as a theme song. Title is "Pass the Meat and Pass the Potatoes." . . . Appearance of **Woody Herman** aggregation for one nighter at **George Devine's Eagles ballroom** netted about \$5,000 toward the building fund of **St. John's Cathedral** high school here, his alma mater. . . . **Connie Baxter**, appearing at the **Towne Room** with the **Dante Trio**, recently completed 58 weeks at **Chicago's Blackhawk**

Restaurant with the "Roaring Twenties" troupe. **Connie** has been inked by **Television Productions, Inc.** to handle vocal chores on the **Singer's Sunday afternoon WTMJ-TV stanza** for the next three weeks. . . . After close to 11 years of 88 work on local radio stations, **Wally Behl** has called it quits to open a tavern on the north side of town. . . . **Ken Keck** recently packed his **Hammond organ** and made his way out to try his luck in sunny California bistros.

Dave Waldman's ork inked as house band for the recently opened ballroom in the **Patton Building**. . . . Local 8 prexy, **Volmer Dahlstrand**, was presented with a watch by the **Downtown Association** for his civic contributions. . . . Banjoist **Ken Harvey** is showing signs of improvement in his battle with a serious ailment. **Harvey** is now a patient at the **Goldwater Memorial hospital** in New York. . . . **Olympic Restaurant**, **Lawrence College** rendezvous in **Appleton**, goes on a jazz kick each Wednesday night when the **Jimmy James** crew of sidemen take over. . . . **Bert Hansen**, bass fiddler with the **Tommy Sheridan Trio**, became the daddy of a baby girl, August 21.

Hollywood

Abe Diamond, of **Diamond Record Distributing Company**, has been named by **Bibletone Records** exec **Don Becker** to rep the line on the Coast. . . . **Northwest Tempo** distributors in Seattle have informed **Vita Records** that the latter's disk on "They Say" is over the 10,000 mark. . . . **Four-Star** topper **Bill McCall** leaves in three weeks for New York to huddle with **Broadcast Music, Inc.**, regarding performances. . . . **Les Brown** plays the **University of Arizona (Tucson)** dance November 16. . . . **Abe Olman** due here the end of the month to outline plans for **Lion Music**, a **Robbins Feist** and **Miller** affiliate. . . . **Tempo Prexy Col. Irving Fogel** is in Vienna in the middle of a three-month junket over the Continent. . . . **Fogel** will return early in January. . . . **William Lave** will score WB's "Carson City," the **Lucille Norman** pic. . . . **Billy May**, whose diskings are being released nationally by **Capitol** once clefted kid tunes for the plattery. He also fronted a full ork for **Nellie Lutcher's** latest "Birth of the Blues." . . . **Denise Darcel** cut "I Don't Know Why" for **Metro's** "Young Man In a Hurry." . . . The **Jerome Kern-Dorothy Field** perennial, "A Fine Romance," added to **MGM's** "Lovely to Look At." . . . **Bruce Humberstone** will meg "She's Working Her Way Thru College" at **Warners**. . . . **Max Steiner** is scoring "Room for One More" at **Warners**. . . . **Ginger Crowley**, ex-**Horace Heidt** chirp, checks in at **Warners** for a minor role. . . . **Al C. Meyer**, Local 47, AFM, financial secretary, back after an illness of several weeks. . . . **Georgie Stoll** will score **Metro's** "Glory Alley," which features **Louis Armstrong** and **Jack Teagarden** in acting as well as tootling roles.

Detroit

Robert F. Calder, who owns the **Studio Record** label, is adding a music publishing sideline, forming the **Fergus Music Company**. . . . The **Sam Kart Trio**, lately of Providence, moved into the **Sapphire Room** at the **Wardell-Sheraton Hotel**, replacing **Mr. and Mrs. Duke of Melody**, slated for a South American tour. . . . **Vince Mackey's** orchestra is new at **Thomas Edge-water Inn** in **Windsor**. . . . **Shangri La** is offering customers four different orks weekly—**Marion Green Quartet**, Thursday thru Sunday; **Andy Carlo**, rumba specialist; **Monday; Cecil Gates**, Tuesday, and **John Sadrack**, polka specialist, Wednesday. . . . **Andy Blaine**, former vocalist and trumpeter with **Sam Donahue**, and now fronting his own band, and **Joel Nash**, pianist, have been signed by **Park Avenue Music Publishers** on recording contracts.

Toronto

Norman Granz's "Jazz at the Philharmonic" group packed the house at **Massey Hall**. . . . **Bill Butler**, newest dance band in the city, introduced **Frankie Eagan** as vocalist at **Columbia Hall**. . . . **Lanny Ross** played a week at the **Casino Theater**. . . . A triple-barreled music week is planned beginning November 1 with the

local appearance at **Massey Hall** of **Stan Kenton's Innovations Ork**, followed by **George Shearing** and **Billy Eckstine**, November 2 at the **Mutual Street Arena**. Bringing the week to a close, **Louis Armstrong** and his **All-Stars** come in November 3 at **Massey Hall**. In addition, **Pee Wee Hunt** will be at the **Colonial Tavern** all that week.

Larry Mann left **Station CHUM** recently after six years spinning platters, to take a TV spot in **Rochester**. . . . **Sid Bechet** opened to big reception at the **Colonial** for what is believed to be first return engagement on this side of the Atlantic. . . . **Ellis McLintock** and his quintet returned to the **Cork Room**. . . . **Noro Morales** and his quartet have the spotlight at **Club One Two**. . . . **Lanny Ross** goes into the **Casino Theater** for one week. . . . **Mart Kenney** has reopened his ranch at **Woodbridge** for winter patronage. . . . The **Starliners** keeping things hopping at the **Plaza Room**. . . . **Ethel Smith** goes in for two nights at the **Brant Inn**. . . . **Moxie Whitney** and his band have returned to the **Royal York hotel** after summering at the **Banff Springs hotel**. **Betty Jean Ferguson** and **Johnny Lindon** are still handling vocal chores. . . . **Jack Leonard** is appearing with the **Merrymakers Trio** at the **Concord**. . . . **Frank Palmer** and the **Holiday Music Makers** are entertaining at the **Holiday**, after **Billy O'Connor** and his group moved over to the **Silver Rail**.

Climbing Fast!
OH HOW I LOVE YOU
Recorded by
Art Mooney —MGM
Al Trace —Mercury
Buddy Morrow —RCA
Gloria Hart —Sharp
J. J. ROBBIN & SONS, INC.
1619 B'way, New York, N. Y.

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

TED KOEHLER and RUBE BLOOM'S
OUT IN THE COLD AGAIN
SANTLY-JOY, INC.
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Recorded by **Bood and Fillece Bryant**
MGM #11031
TANNEN MUSIC, INC.
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"THE GIRL IN THE WOOD"
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TERRY GILKYSON-KATIE LEE (DECCA)
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CO. 5-7880 CR. 1-5254

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

Another BMI Pin-Up Hit!
HEY, GOOD LOOKIN'
Published by Acuff-Rose
Frankie Laine — (Columbia)
Tennessee Ernie — (Capitol)
Helen O'Connell — (MGM)
Hank Williams — (MGM)
The Melodeons — (MGM)
Licensed Exclusively by **BROADCAST MUSIC, INC.**

Uncle Mistletoe
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NAT COLE'S
New Release
"UNFORGETTABLE"
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COLUMBIA'S

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

(Based on actual sales figures for week ending October 12th)

✓ POPULAR

- ✓ COLD, COLD HEART
WHILE WE'RE YOUNG
TONY BENNETT
39449—4-39449
- ✓ BLUE VELVET
SOLITAIRE
TONY BENNETT
39555—4-39555
- ✓ GAMBELLA
HEY, GOOD LOOKIN'
JO STAFFORD
FRANKIE LAINE
39570—4-39570
- ✓ I WON'T CRY ANYMORE
BECAUSE OF YOU
TONY BENNETT
39362—4-39362
- ✓ SIN
JEALOUS EYES
SAMMY KAYE
39567—4-39567
- ✓ DOWN YONDER
WAY UP IN NORTH CAROLINA
CHAMP BUTLER
39533—4-39533
- ✓ MY LIFE'S DESIRE
SHANGHAI
DORIS DAY
39423—4-39423
- ✓ CASTLE ROCK
DEEP NIGHT
FRANK SINATRA
HARRY JAMES
39527—4-39527
- ✓ IF TEARDROPS WERE PENNIES
I'M WAITING JUST FOR YOU
ROSMARY CLOONEY
39535—4-39535
- ✓ SWEETHEART OF YESTERDAY
BELLE, BELLE, MY LIBERTY BELLE
GUY MITCHELL
39512—4-39512
- ✓ WHEN
REACHING FOR THE MOON
CHAMP BUTLER
39546—4-39546
- ✓ JEZEBEL
ROSE, ROSE, I LOVE YOU
FRANKIE LAINE
39367—4-39367
- ✓ COME ON-A MY HOUSE
ROSE OF THE MOUNTAIN
ROSEMARY CLOONEY
39467—4-39467
- ✓ LONGING FOR YOU
MARY ROSE
SAMMY KAYE
39499—4-39499
- ✓ I WISH I WAS
MIXED EMOTIONS
ROSEMARY CLOONEY
39536—4-39536
- ✓ I RAN ALL THE WAY HOME
JUST A MOMENT MORE
SARAH VAUGHAN
39576—4-39576
- ✓ MY TRULY, TRULY FAIR
WHO KNOWS LOVE
GUY MITCHELL
39415—4-39415
- ✓ WHAT IS A BOY
WHAT IS A GIRL
ARTHUR GODFREY
39487—4-39487
- ✓ THESE THINGS I OFFER YOU
DEEP PURPLE
SARAH VAUGHAN
39370—4-39370
- ✓ GOT HIM OFF MY HANDS
KISS ME GOODBYE, LOVE
DORIS DAY
39534—4-39534

✓ FOLK

- ★ ME AND MY BROKEN HEART
LET OLD MOTHER NATURE HAVE HER WAY
CARL SMITH
20862—4-20862
- ★ ALWAYS LATE
MOM AND DAD'S WALTZ
LEFTY FRIZZELL
20837—4-20837
- ★ BLUE YODEL NO. 6
TRAVELLIN' BLUES
LEFTY FRIZZELL
20842—4-20842
- ★ IF TEARDROPS WERE PENNIES
MR. MOON
CARL SMITH
20825—4-20825
- ★ MY BABY'S JUST LIKE MONEY
I WANT TO BE WITH YOU ALWAYS
LEFTY FRIZZELL
20799—3-20799—4-20799
- ★ MY ROUGH AND RODY WAYS
LULLABY YODEL
LEFTY FRIZZELL
20843—4-20843
- ★ IF YOU'VE GOT THE MONEY
I LOVE YOU A THOUSAND WAYS
LEFTY FRIZZELL
20739—3-20739—4-20739
- ★ THERE'S NOTHING AS SWEET AS MY BABY
LET'S LIVE A LITTLE
CARL SMITH
20796—3-20796—4-20796
- ★ SHINE, SHAVE, SHOWER
LOOK WHAT THOUGHTS WILL DO
LEFTY FRIZZELL
20772—3-20772—4-20772
- ★ THE WEST VIRGINIA POLKA
SUNNY SIDE OF THE MOUNTAIN
WILMA LEE AND
STONEY COOPER
20861—4-20861

✓ COMING UP

- ★ THERE'S ALWAYS ROOM AT OUR HOUSE
I CAN'T HELP IT
GUY MITCHELL
39595—4-39595
- ★ ONCE
NEVER
TONI ARDEN
39577—4-39577
- ★ MOM AND DAD'S WALTZ
THAT'S WHAT I WANT FOR CHRISTMAS
TONI HARPER
39571—4-39571
- ★ WHEN I GROW TOO OLD TO DREAM
I LOVE YOU TRULY
NELSON EDDY,
JO STAFFORD
5-G—3-5-G—4-5-G
- ★ ALWAYS, ALWAYS
THERE SHE GOES
PERCY FAITH
39556—4-39556
- ★ THE GLORY OF LOVE
AND SO TO SLEEP AGAIN
PAUL WESTON
39569—4-39569



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"DOMINO"

by

DORIS DAY

with PAUL WESTON and his Orchestra

and

"If That Doesn't Do It"

78 rpm 39596 * 45 rpm 4-39596



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"GAMBELLA"
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Columbia 39570-(4-39570)

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THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS
Trade Mark Reg. U.S. Pat. Off.

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 October 10, 11 and 12.

Week Last | Week This

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; L. Armstrong, Dec 27816; Cowboy Copas, King 3244.

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

2. 2. I Get Ideas

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

RECORDS AVAILABLE: L. Armstrong, Dec 27720; T. Martin, V 20-4141; Peggy Lee Capitol 1573; E. Light Ork, Remington R-25003.

ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated.

3. 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 16964; Eileen Wilson, Decca 27761; Fontaine Sisters, V 20-4274; L. Armstrong, Dec 27816.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth.

4. 4. (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

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth.

6. 5. 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.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth.

7. 6. World Is Waiting for the Sunrise

By Ernest Seitz & 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 Sodia, Lang-Worth; Manhattan Nighthawks, Thesaurus; Johnny Guarneri, Thesaurus; Matty Malneck, Standard.

5. 7. 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. Kurz-E. Light Ork, Remington R-25006

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

8. 8. And So to Sleep Again

By Joe Marsala and Sunny Skylar—Published by Paxton Music (ASCAP)

RECORDS AVAILABLE: D. Haymes, Dec 27731; P. Page, Mer 5706; A. Stevens, V 20-4283; M. Whiting, Cap 1784.

ELECTRICAL TRANSCRIPTION LIBRARIES: Denny Vaughan Ork, Associated.

8. 9. 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; Homer and Jethro, V 20-4290.

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

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

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

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

RECORDS AVAILABLE: L. Brown, Coral 60526; F. Carle, V 20-4189; Bing Crosby-J. Wyman, Dec 27678; V. Damone, Mer 5670; A. Lund, MGM 11025; D. Martin, Cap 1703; J. Stafford-F. Laine-P. Weston Ork, Col 29466; C. Powell-Five Blue Flames, Col 39407.

ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard.

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**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

- | | | |
|---------------------------------------------------------------------------------------------|-----------|-----------|
| | 78 | 45 |
| | rpm | rpm |
| "ANGRY," "DON'T TELL HIM WHAT'S HAPPENED TO ME"
Kay Starr | 1796 | F1796 |
| "UNFORGETTABLE," "MY FIRST AND MY LAST LOVE"
Nat "King" Cole | 1808 | F1808 |
| "FAT MAN BOOGIE," "MY SILENT LOVE" Billy May | 1794 | F1794 |
| "HEY, GOOD LOOKIN'," "COOL, COOL KISSES"
Tennessee Ernie and Helen O'Connell | 1809 | F1809 |
| "DEEP NIGHT," "WITH ALL MY HEART AND SOUL"
Ray Anthony | 1810 | F1810 |
| "LET'S LIVE A LITTLE," "I DON'T WANT TO BE FREE"
Margaret Whiting and Jimmy Wakely | 1816 | F1816 |

HOT SELLERS!

POPULAR

- | | | |
|--------------------------------------------------------------------------------------|------|-------|
| "THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING"
Les Paul and Mary Ford | 1748 | F1748 |
| "DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr | 1777 | F1777 |
| "JUST ONE MORE CHANCE," "JAZZ ME BLUES"
Les Paul and Mary Ford | 1825 | F1825 |
| "BECAUSE OF YOU," "SOMEWHERE, SOMEHOW, SOMEDAY"
Les Baxter | 1760 | F1760 |
| "KNOCKING ON YOUR FRONT DOOR," "GO AHEAD AND GO"
Jimmy Lee | 1709 | F1709 |
| "TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole | 1449 | F1449 |
| "(IT'S NO) SIN," "THE GLORY OF LOVE" The Four Knights | 1806 | F1806 |
| "KISSIN' BUG BOOGIE," "WOMAN IS A FIVE LETTER WORD"
Tennessee Ernie | 1775 | F1775 |
| "HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES"
Les Paul and Mary Ford | 1451 | F1451 |
| "FOR ALL WE KNOW," "WHOO-EE LOO-EE-SIANA"
The Voices of Walter Schumann | 1593 | F1593 |
| "I GET IDEAS," "TONIGHT YOU BELONG TO ME"
Peggy Lee | 1573 | F1573 |

WESTERN & FOLK

- | | | |
|----------------------------------------------------------------------------------------|------|-------|
| "HUB CAP ROLL," "TRUCK DRIVERS RIDE" Speedy West | 1805 | F1805 |
| "DONE ROVIN'," "FAITHFUL FOOL" Merle Travis | 1800 | F1800 |
| "LOVE THIEF," "HOW DO YOU FEEL!" Hank Thompson | 1745 | F1745 |
| "I WANT TO BE NEAR YOU," "THE COCKER SPANIEL"
POLKA" Tex Williams | 1799 | F1799 |
| "I'M HURTIN'," "RIDIN' WITH THE BLUES"
Skeets McDonald | 1771 | F1771 |
| "TENNESSEE BLUES," "ROCK ALL THE BABIES TO SLEEP"
Tex Ritter | 1783 | F1783 |
| "BLACK STRAP MOLASSES," "LOVE AND DEVOTION"
Tex Williams | 1700 | F1700 |
| "JUKE BOX BOOGIE," "SAILOR'S BLUES"
Ramblin' Jimmie Dolan | 1720 | F1720 |
| "I'M A DO-RIGHT DADDY," "TAKE YOUR TIME, MAMA"
Leon Chappel | 1756 | F1756 |
| "YOU TRIED TO RUIN MY NAME," "ASLEEP AT THE
SWITCH" Boots Faye and Idaho Call | 1772 | F1772 |



Week Ending
OCTOBER 20, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

A NEW, DIFFERENT NELLIE...

Nellie Lutcher

with **FOR THE FIRST TIME** FULL ORCHESTRA

Conducted by **Billy May** under a full head of steam

"BIRTH OF THE BLUES"

coupled with "I WANT TO BE NEAR YOU" 78 rpm No. 1789 • 45 rpm F1789



HOW DO YOU WANT YOUR "DEEP NIGHT"?

SWING then it's

RAY ANTHONY'S

"DEEP NIGHT"

coupled with

"WITH ALL MY HEART AND SOUL"

78 RPM NO. 1810 • 45 RPM NO. F1810

SWEET then it's

JAN GARBER'S

"DEEP NIGHT"

coupled with

"SOFT SHOE SHUFFLE"

78 RPM NO. 1666 • 45 RPM NO. F1666

NEW RELEASES ON Capitol

ALL ON ONE LONG-PLAY RECORD

TODAY'S TOP HITS

by Today's Top Artists

- Les Paul • Mary Ford
The World is Waiting For The Sunrise
- Nat "King" Cole
Too Young
- Les Baxter
Because Of You
- Bob Crosby
I Why Did I Tell You I Was Going To Shanghai
- Stan Kenton
September Song
- Les Paul
Whispering
- Kay Starr
Come On-A My House
- Peggy Lee
(When I Dance With You) I Get Ideas

AN "AMERICAN EXOTIC" ALBUM

LES BAXTER

Le Sacre du Sauvage

15 RPM NO. 1666
45 RPM NO. F1666

POPULAR		78 rpm	45 rpm
JUNE CHRISTY and STAN KENTON with the Kenton Orchestra	DADDY From the RKO Picture "The Blue Veil"	1823	F1823
RAY ANTHONY and His Orchestra	STREET OF DREAMS Instrumental		
LES PAUL and MARY FORD	UNDECIDED Vocal by Tammy Marcor, Gloria Gray and The Skyline	1824	F1824
BOB CROSBY and GISELE MacKENZIE with the Bob Crosby Orch. and Vocal Group	JUST A MOMENT MORE Vocal by Tammy Marcor, From the RKO Picture "My Favorite Spy"		
JAN GARBER and Her Orchestra	JUST ONE MORE CHANCE	1825	F1825
BOB EBERLY Orch. Conducted by Harold Massey	JAZZ ME BLUES Instrumental		
NELLIE LUTCHER Orch. Conducted by Billy May	I NEVER WAS LOVED BY ANYONE ELSE (UNTIL I WAS LOVED BY YOU)	1826	F1826
	SANS SOUCI From the RKO Musical "Tap Dancin'"		
	JAZZ PIZZICATO and CHANCES ARE	1827	F1827
	ONCE and MY HEART STOOD STILL From the Stage Show "A Connecticut Yankee"	1828	F1828
	MEAN TO ME From the RKO Picture "Two Tickets to Broadway"		
	LET THE WORRY BIRD WORRY FOR YOU	1829	F1829
CHRISTMAS			
TENNESSEE ERNIE	CHRISTMAS DINNER	1830	F1830
	A ROOTIN' TOOTIN' SANTA CLAUS		
YOGI YORGESSION with Johnny Duffy and The Soundabassadors	I WAS SANTA CLAUS AT THE SCHOOL HOUSE (FOR THE P.T.A.)	1831	F1831
	THE CHRISTMAS PARTY		
WESTERN & COUNTRY			
RAMBLIN' JIMMIE DOLAN	THAT LAST LOVE LETTER and UNTIL I DIE	1832	F1832
DEUCE SPRIGGINS	WHISKEY, WHISKEY and TIPPEY TOEIN' WOMAN	1833	F1833
CLIFFIE STONE and His Bar-B-Dance Orch.	THE GRUNT SONG and BORED OF EDUCATION	1834	F1834

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

... Based on reports received October 10, 11 and 12

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 Week	Tune	Artist	Label
14	1	1	BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—BMI
4	5	2	SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
9	2	3	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Cap(78)1748; (45)F-1748—ASCAP
11	3	4	COLD, COLD HEART	T. Bennett	Col(78)39449; (45)4-39449; (33)3-39449—BMI
20	7	5	I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141—BMI
10	6	6	BECAUSE OF YOU	L. Baxter	Cap(78)1493; (45)F-1493—BMI
4	8	7	AND SO TO SLEEP AGAIN	P. Page	Mercury(78)5706; (45)5706X45—ASCAP
3	15	8	UNDECIDED	Ames Brothers-L. Brown	Coral(78)60566; (45)9-60566—ASCAP
5	16	9	SIN	Four Aces-A. Alberts	Victoria 101—BMI
8	9	10	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
5	18	11	I GET IDEAS	L. Armstrong	Dec(78)27220; (45)9-27220—BMI
16	4	12	COME ON A-MY HOUSE	R. Clooney	Col(78)39467; (45)4-39467; (33)3-39467—BMI
2	21	13	CALLA CALLA	V. Damone	Mercury(78)5698; (45)5698X45—ASCAP
5	—	14	I GET IDEAS	P. Lee	Cap(78)1573; (45)F-1573—BMI
26	10	15	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
4	—	15	DETOUR	P. Page	Mercury(78)5682; (45)5682X45—BMI
2	21	17	SIN	S. Churchill	V(78)20-4280; (45)47-4280—BMI
7	17	18	BECAUSE OF YOU	J. Desmond	MGM(78)10947; (45)K-10947—BMI
11	30	19	LONGING FOR YOU	V. Damone	Mercury(78)5655; (45)5655X45—BMI
1	—	19	TURN BACK THE HANDS OF TIME	E. Fisher	V(78)20-4257; (45)47-4257—ASCAP
2	27	21	DOWN YONDER	F. Martin	V(78)20-4267; (45)47-4267—ASCAP
1	—	21	HEY, GOOD LOOKIN'	J. Stafford-F. Laine	Col(78)39570; (45)4-39570; (33)3-39570—BMI
12	13	23	VANITY	D. Cherry	Dec(78)27618; (45)9-27618—ASCAP
1	—	24	DOWN YONDER	J. (Fingers) Carr	Cap(78)1777; (45)F-1777—ASCAP
27	10	25	TOO YOUNG	Naf (King) Cole	Cap(78)1440; (45)F-1449—ASCAP
1	—	25	KISSES SWEETER THAN WINE	Weavers	Dec(78)27670; (45)9-27670—BMI
2	30	27	BELA BIMBA	P. Munsel	V(78)20-4255; (45)47-4255—BMI
1	—	28	WITH ALL MY HEART AND SOUL	P. Como	V(78)20-4269; (45)47-4269
7	—	29	CASTLE ROCK	F. Sinatra-H. James	Col(78)29527; (45)4-29527; (33)3-29527—BMI
2	24	30	ROLLIN' STONE	P. Como	V(78)20-4269; (45)47-4269—ASCAP
1	—	30	MEANDERIN'	V. Monroe	V(78)20-4271; (45)47-4271—ASCAP
4	—	30	OVER A BOTTLE OF WINE	I. Martin	V(78)20-4220; (45)47-4220—ASCAP

England's Top Twenty

POSITION	Weeks Last	This Week	Tune	English	American
10	1	1	TOO YOUNG	Sun	Jefferson
8	2	2	TULIPS AND HEATHER	John Fields	J. J. Robbins & Son
7	4	3	SWEET VIOLETS	E. H. Morris, Ltd.	E. H. Morris
13	3	4	MY TRULY, TRULY FAIR	Dash	Santly-Joy
14	7	5	TOO LATE NOW	New World	Feist
9	5	6	CHRISTOPHER COLUMBUS	Campbell-Connelly	American
11	6	7	UNLESS	Francis Day	Bourne
17	9	8	LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbins
3	11	9	BECAUSE OF YOU	Dash	Broadcast Music
3	16	10	SHANGHAI	Harms-Connelly, Ltd.	Advance Music
10	10	11	A BEGGAR IN LOVE	Cinephonic	Santly-Joy
18	13	12	IVORY RAG	Mac Melodies	Ardmore
20	12	13	WITH THESE HANDS	E. Kassner, Ltd.	Ben Bloom
18	8	14	MY RESISTANCE IS LOW	Morris	Morris
31	15	15	BE MY LOVE	Francis Day	Robbins
4	19	16	KENTUCKY WALTZ	Southern	Peer International
17	14	17	I APOLOGIZE	Victoria	Crawford
4	17	18	THERE'S NO BOAT LIKE A ROWBOAT	Bourne	Bourne
1	—	19	VANITY	Sun	Jefferson
33	18	20	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit	Dartmouth

VOX JOX

By JUNE BUNDY

Gab Bag

"Except for Mercury, haven't had a stack of comp waxings since the flood, of jazz, that is." —Dennis Murphby, KIND, Independence, Kan. . . . "What's happened to the good quality of Capitol Records? Lately shipments come in that break with normal handling. Records sorta crumble." —Bob Laverty, KWSD, Mt. Shasta, Calif. . . . "Orchids to Capitol, Mercury, RCA, Columbia and Coral! Phooey to MGM and Decca!" —Stew McDonnell, WIMS, Michigan City, Ind. . . . "Had a lot of fan mail comment on your top tunes (30), which I played in numerical order. Please keep this up." —Bill Smith, KEWN, West Memphis, Tenn. . . . "Roses to RCA and Columbia. I get plenty of disks from them. But that's all. I need some records!" —John Utley, WFMY, Greensboro, N. C. . . . "How about giving our boy Jim McCarthy a big 'thank you' from the boys of WRCS." —LaVerne Watson, WRCS, Akoskie, N. C. . . . "We're on a 'more music and less yak-yak' pitch here, and I find I can get around 25 complete sides (or 28 to 30 partial sides) during a standard two-hour morning show, with 15 minutes of that time used for five-minute news and sports spots. That's why I would really like to hear how many sides other morning deejays play during a similar time period." —Chaz Harris, WJHP, Jacksonville, Fla.

Gimmix

Adaptation of a short-wave relay system will permit Ted Bryant, KRLC, Lewiston, Idaho, to do a record remote from a downtown street location, the beach, mountains or driving about town in KRLC's station wagon. System should be in operation by late fall." —Don Thurston, WTWN, St. Johnsbury, Vt., has a special flashback seg for his show on which he recalls important news events of specific dates and spins hit tunes of that year. . . . Joe Vincent, WHOS, Decatur, Ala., plays disks by artists who are related to other recording stars. . . . Marjorie Hughes and Pop, Frankie Carle, Bob and Bing Crosby, Bob and Dick Haymes, etc. . . . Alan Curtis, WFGM, Fitchburg, Mass., gave free records of Perry Como's "Rollin' Stone" (personally autographed by P. C.) to first few listeners sending him a "lock of hair and a stone." Gimmick, which stemmed from Como's ex-career as a barber, drew "fast and heavy response." . . . G. Bristoe Bryant, WJLB, Detroit, sparked a terrific mail bag for his early morning show, via a platter-giveaway gimmick for earliest post-marked letters. . . . Gordy Thomas, WTMJ, Milwaukee, reaped reams of newspaper copy when he broadcast his "Top o' the Morning" show directly from the Washington Park Zoo Monkey Island. . . . Robb Thomas and Bob (Coffeehead) Larsen, WEMP, Milwaukee, are stars of station-sponsored bowling team this season.

Sponsor Talk

Ted (Sleepyhead) Johnson, WXYZ, Detroit, has sold an hour of his time (midnight to 1 a.m.) across-the-board to Hot-point Appliances. . . . American Vitamins Associates have bought both of Bud Brees' shows (12:15 p.m. and 8:15 p.m.) over WPEN, Philadelphia, in their entirety. . . . WMCA, New York, has inked MacLevy Slenderizing Salons and Monarch Wine Company as sponsors for Ted and Doris Steele's morning show. . . . Fatima Cigarettes is buying 13 weeks with Larry Wilson, WNOE, New Orleans. . . . Copeland Pork Sausage in for a 52-week deal with Pat McGuinness, WJNO, West Palm Beach, Fla. . . . Jon Farmer, WAGA, Atlanta, has snagged Betsy Ross Bread and a drug store chain as new advertisers.

(Continued on page 78)

Best Selling Sheet Music

... Based on reports received October 10, 11 and 12

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 Week	Tune	Artist
16	1	1	BECAUSE OF YOU (F) (R)	Broadcast Music
8	4	2	COLD, COLD HEART (R)	Acuff-Rose
15	2	3	I GET IDEAS (R)	Hill & Range
23	3	4	LOVELIEST NIGHT OF THE YEAR (F) (R)	Robbins
4	5	5	DOWN YONDER (R)	La Salle
4	6	6	(IT'S NO) SIN (R)	Algonquin
26	7	7	TOO YOUNG (R)	Jefferson
7	8	8	IN THE COOL, COOL, COOL OF THE EVENING (F) (R)	Burke-Van Heusen
14	9	9	SWEET VIOLETS (R)	E. H. Morris
12	11	10	SHANGHAI (R)	Advanced
3	12	11	AND SO TO SLEEP AGAIN (R)	Paxton
2	14	12	TURN BACK THE HANDS OF TIME (R)	Choice
10	13	13	MAKE BELIEVE (F) (R)	T. B. Harms
9	10	14	LONGING FOR YOU (R)	Ludlow
1	—	15	YOU'LL KNOW (F) (R)	Chappell

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
Bela Bimba (R)	Goday—BMI
Belle, Belle, My Liberty Belle (R)	Oxford—ASCAP
Cara, Cara, Bella, Bella (R)	Sanson—ASCAP
Cold, Cold Heart (R)	Acuff-Rose—BMI
Come On-A My House (R)	Duchess—BMI
Detour (R)	Hill & Range—BMI
Down Yonder (R)	La Salle—ASCAP
Getting to Know You (M) (R)	Williamson—ASCAP
Ghost of a Chance (R)	Mills—ASCAP
Got Her Off My Hands (R)	Harms—ASCAP
I Get Ideas (R)	Hill & Range—BMI
I Love the Sunshine of Your Smile (R)	Johnstone-Montei—BMI
In the Cool, Cool, Cool of the Evening (R)	Burke-Van Heusen—ASCAP
It's All in the Game (R)	Witmark—ASCAP
Loveliest Night of the Year (F) (R)	Robbins—ASCAP
Maybe It's Because (I Love You Too Much) (R)	Berlin—ASCAP
Mixed Emotions (R)	Rogers—ASCAP
Morning Side of the Mountain (R)	Remick—ASCAP
My Dream Christmas	Life—BMI
Out O' Breath (R)	Valando—ASCAP
Pretty Eyed Baby (R)	Pickwick—ASCAP
Shanghai (R)	Advanced—ASCAP
Too Young (R)	Jefferson—ASCAP
While You Danced, Danced, Danced (R)	Spitzer—ASCAP
Wonder Why (F) (R)	Robbins—ASCAP
World Is Waiting for the Sunrise (R)	Crawford—ASCAP
You'll Know (F) (R)	Chappell—ASCAP

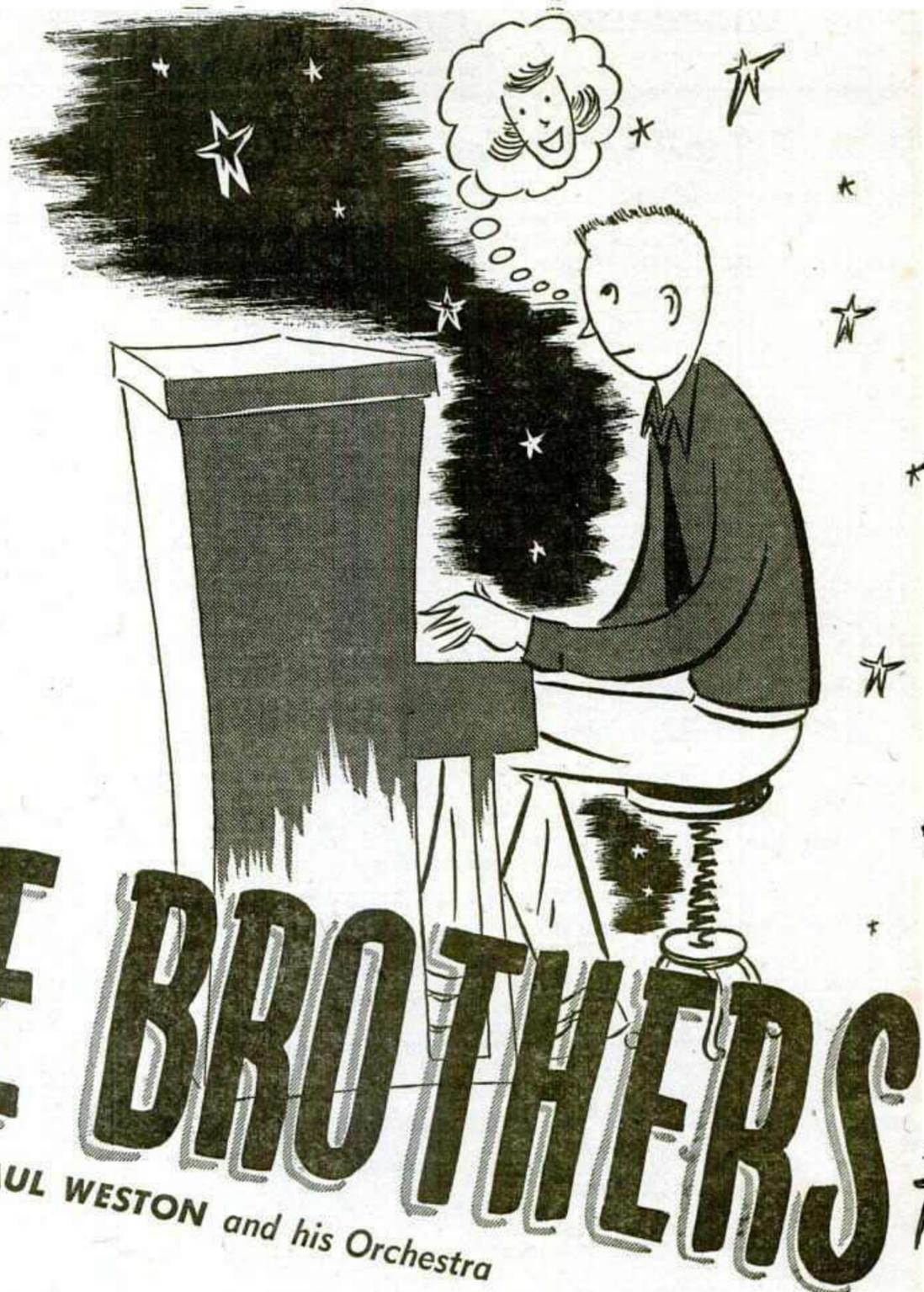
Songs With Most TV Performances (RH Tele-Log)

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 October 4 to 10)

1. Because of You—BMI	175
2. I Get Ideas—Hill & Range	105
3. Too Young—Jefferson	100
4. Shanghai—Advanced	90
5. The Musicians—Leeds	60
6. Wonder Why—Robbins	50
7. In the Cool, Cool, Cool of the Evening—Paramount	45
8. Be Mine Tonight—Peer	40
9. I'm in Love Again—Crawford	40
10. I Whistle a Happy Tune—Williamson	40
11. Old Soft Shoe—Shapiro	40
12. World Is Waiting For the Sunrise—Crawford	40
13. Down Yonder—Peer	30
14. A Ghost of a Chance—Mills	25
15. And So to Sleep Again—Paxton	20
16. Belle, Belle, My Liberty Bell—Oxford	20
17. Cara, Cara, Bella, Bella—Sanson	20
18. Cold, Cold Heart—Acuff-Rose	20
19. Come On-A My House—Duchess	20
20. Detour—Hill & Range	20
21. For All We Know—Feist	20
22. How High the Moon—Chappell	20
23. I Can See You—Feist	20
24. I Love the Sunshine of Your Smile—Johnstone-Montei	20
25. I'm a Fool to Want You—Barton	20
26. I Wish I Wuz—United	20
27. Jezebel—BMI	20
28. Loveliest Night of the Year—Robbins	20
29. Morning Side of the Mountain—Remick	20
30. My Truly, Truly Fair—Santly	20

the autumn's
outstanding
new ballad
in a
sensational
interpretation...



THE LEE BROTHERS

with PAUL WESTON and his Orchestra

"IF YOU'VE FORGOTTEN ME"

coupled with

"I Still Keep Dreaming"

78 rpm 39584

45 rpm 4-39584



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

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THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received October 10, 11 and 12

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

POSITION	Weeks Last This to date Week Week	Record	Artist	Label
18	1	1	BECAUSE OF YOU I Won't Cry Anymore	T. Bennett (78)39362; (45)4-39362; (33)3-39362—BMI
13	2	2	COLD, COLD HEART While We're Young	T. Bennett Col(78)39449; (45)4-39449; (33)3-39449—BMI
21	3	3	I GET IDEAS Tahiti, My Island	T. Martin V(78)21-4141; (45)47-4141—BMI
10	4	4	WORLD IS WAITING FOR THE SUNRISE Whispering	L. Paul-M. Ford Cap(78)1748; (45)F-1748—ASCAP
5	7	4	SIN My Wife and I	E. Howard Mercury(78)5711; (45)5711X45—BMI
6	5	6	SIN Arizona Moon	Four Aces-A. Alberts Victoria 101—BMI
28	6	7	LOVELIEST NIGHT OF THE YEAR La Donna E Mobile	M. Lanza V(78)10-3300; (45)49-3300—ASCAP
8	12	8	DOWN YONDER Mine All Mine	Del Wood Tennessee(78)775; (45)45-775—ASCAP
3	9	9	TURN BACK THE HANDS OF TIME I Can't Go On Without You	E. Fisher V(78)20-4257; (45)47-4257—ASCAP
10	10	10	WHISPERING World Is Waiting for the Sunrise	L. Paul Cap(78)1748; (45)F-1748—ASCAP
12	11	10	BECAUSE OF YOU Unless	L. Baxter Cap(78)1493; (45)F-1493—BMI
5	14	12	AND SO TO SLEEP AGAIN Write Me One Sweet Letter	P. Page Mercury(78)5706; (45)5706X45—ASCAP
16	8	13	COME ON A-MY HOUSE Rose of the Mountain	R. Clooney Col(78)39467; (45)4-39467; (33)3-39467—BMI
3	19	14	SIN I Don't Believe in Tomorrow	S. Churchill V(78)20-4280; (45)47-4280—BMI
3	17	15	UNDECIDED Sentimental Journey	Ames Brothers-L. Brown Coral(78)60566; (45)9-60566—ASCAP
6	21	16	I GET IDEAS A Kiss to Build a Dream On	L. Armstrong Dec(78)27720; (45)9-27720—BMI
16	15	17	SWEET VIOLETS If You Turn Me Down	D. Shore V(78)20-4174; (45)47-4174—ASCAP
28	13	18	TOO YOUNG That's My Girl	Nat (King) Cole Cap(78)1449; (45)F-1449—ASCAP
4	18	19	DOWN YONDER Way Up in North Carolina	C. Butler Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
2	22	20	BLUE VELVET Solitaire	T. Bennett Col(78)39555; (45)4-39555; (33)3-39555—BMI
2	30	21	IT'S ALL IN THE GAME All Over Again	T. Edwards M(78)11035; (45)K-11035—ASCAP
12	16	22	DETOUR Who's Gonna Shoe My Pretty Little Feet	P. Page Mercury(78)5682; (45)5682X45—BMI
1	—	23	DOWN YONDER Ivory Rag	J. (Fingers) Carr Cap(78)1777; (45)F-1777—ASCAP
1	—	24	DOWN YONDER Take Her to Jamaica	F. Martin V(78)20-4267; (45)47-4267—ASCAP
3	22	25	COME ON A MY HOUSE Sound Off	M. Katz Cap(78)1788; (45)F-1788—BMI
2	28	26	OVER A BOTTLE OF WINE You'll Know	I. Martin V(78)20-4220; (45)47-4220—ASCAP
3	24	27	CALLA CALLA It's a Long Way (From My House to Your House)	V. Damone Mercury(78)5698; (45)5698X45—ASCAP
1	—	27	HEY, GOOD LOOKIN' Gambella	J. Stafford-F. Laine Col(78)39570; (45)4-39570; (33)3-39570—BMI
6	—	29	SMOOTH SAILING Love You Madly	E. Fitzgerald Dec(78)27693; (45)9-27693
16	20	30	SHANGHAI My Life's Desire	D. Day-P. Weston Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
11	24	30	VANITY Powder Blue	D. Cherry Dec(78)27618; (45)9-27618—ASCAP
3	26	30	IN THE COOL, COOL, COOL OF THE EVENING	Bing Crosby-J. Wyman Dec(78)27678; (45)9-27678—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	Verdi: La Traviata (Complete Opera), L. Albanese, G. Cehanovsky, P. Dennis, J. Garris, R. Merrill, J. Moreland, A. Newman, J. Pearce, M. Stellman, NBC Symphony Ork and Chorus, A. Tosconini, conductor, Wilhousky, director	V(33)SL-6003	
2	3	Leoncavallo: Pagliacci, A. Luciene, R. Tucker, G. Valdenigo, T. Howard, C. Harvout, Metropolitan Opera Assn. Ork, F. Cleva, Alder, director	Col(33)SL-113	
3	3	Gershwin: Porgy & Bess, L. Winters, C. Williams, I. Matthews, A. Long, W. Coleman Ork and Chorus	Col(33)SL-162	
—	5	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, P. Monteux, conductor	V(33)LM-1002	

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	
3	3	Tchaikovsky: Nutcracker Suite, E. Ormandy, conductor, Philadelphia Ork	V(45)WDM-1020	
5	4	Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1395	
5	4	Caruso (Treasury of Immortal Performances), E. Caruso	V(45)WDM-11	
—	4	Rachmaninoff: Concerto for Piano and Ork No. 2, A. Rubinstein, St. Louis Symphony Ork	V(45)WDM-1075	

DEALER DOINGS

New and Chatter

Byhoff Bros. Record Shops have a spanking new shop on Bridge Street in downtown Brooklyn. **Renee Manola**, Carlisle Radio & Television Company, Carlisle, Pa., who admits to being "conservative toward the 45 and 33 speeds," has decided to set up a large, new 45 r.p.m. department. **Leonard Oxenberg**, formerly advertising manager for Bartels', one of Philadelphia's leading disk shops, has been named to a similar position at Raymond Rosen & Company, RCA Victor distributor in the territory. **Charles Kuder** replaces Oxenberg at Bartels'. **Hudson-Ross** has taken over the **Devale, Inc.**, shop in Chicago to make the fifth store in the H-R chain. **Al Meyer**, Town & Country Music, Westwood, N. J., reports that business for the first nine months of this year was 5 per cent ahead of the same period last year. Increase is attributed to 45 and 33 sales. **A.M.G.** at the Sears Roebuck Company store in Richmond, Va., thinks Columbia should get a plug for quick action on deliveries out of the Richmond, Va., distributorship. **Barb Lewis** has moved the site of Barb's Melody Shop, St. Johnsbury, Vt. New location offers more space and is in a location with greater street traffic. Lewis also sends thanks to country and western artists **Doc Williams**, **Chicce** and the **Border Riders** for the co-operation during a personal appearance in the area. **Triangle Music**, Waukasha, Wis., reports "never had a better summer than the past one." **Parreca & Santini Record Bar**, Philadelphia, Pa., claims that nine out of 10 customers will make an immediate purchase if the clerk puts on a hit disk while wrapping up the original purchase. **Rouff Furniture**, Endicott, N. Y., which claims to be the only shop handling LP records in that city, says it will stop buying Columbia records until the manufacturer stops selling to price-cutting dealers in New York. Another dealer with the same thought is **A. H. Thorpe**, Randy's, Inc., Atlanta. Latter writes "if somebody does not stop that LP price-cutting in New York, the rest of the dealers might as well quit carrying LP records." **Ficke's Appliance & Radio Company**, Tulsa, Okla., still thinks that the excess number of releases is the major beef about the record industry. **Varsity Record Shop**, Dallas, is of the same opinion on releases. **Gene Highland**, Richmond Record Shop, Richmond, Ky., is looking for information about a record called "Birthday Cake." **Tower Drug Store**, Sacramento, thinks that the RCA Victor merchandising scheme proves that dealers who have shunned both players and records in the 45 r.p.m. speed are "cutting their own throats." **Nick Lomakin**, Lomakin Music, Pittsburgh, thinks **Billy May** will be the band of the year.

Philly Symph Renews Pact

NEW YORK, Oct. 13.—The Philadelphia Orchestra, one of the leading American symphony organizations, has been committed to a long-term renewal contract with Columbia Records. The Philly crew has recorded with Columbia since 1943, and has accumulated with the diskery a catalog of more than 100 titles. The orchestra is under the musical direction of Eugene Ormandy. Deal was completed by Columbia's executive veepee **Goddard Lieberman**, prior to his departure for a short European trip.

Best Selling Children's Records

Based on reports received October 10, 11 and 12

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

POSITION	Weeks Last This to date Week Week	Record	Artist	Label
12	1	1	ALICE IN WONDERLAND (One Record) K. Beaumont-E. Wynn	V(78)Y-437; (45)WY-437; (33)LY-1
88	2	2	CINDERELLA (Two Records) I. Woods & Others	V(78)Y-399; (45)WY-399
22	4	2	LONE RANGER, VOL. I (He Becomes the Lone Ranger) (One Record) G. Trendle	Dec(78)K-29; (45)1-152
45	3	4	TWEETY PIE (One Record) M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
4	6	5	HENERY HAWK (One Record) M. Blanc	Cap(78)CAS-3098; (45)CAS-3098
22	9	5	LONE RANGER, VOL. II (He Finds Silver) (One Record) G. Trendle	Dec(78)K-30; (45)1-153
53	6	7	BOZO ON THE FARM (Two Records) P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
4	4	8	TWEETY'S PUDDY TAT TWOUBLE (Two Records) M. Blanc	Cap(78)DBX-3102; (45)CBXF-3102
52	13	9	BUGS BUNNY MEETS HIAWATHA (One Record) M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
4	11	10	FERDINAND THE BULL (One Record) D. Wilson	Cap(78)CAS-3095; (45)CAS-3095
4	13	10	WOODY WOODPECKER'S PICNIC (Two Records) M. Blanc	Cap(78)DBS-3091; (45)CBSF-3091
76	—	10	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
4	—	10	LONE RANGER, VOL. IV (He Helps the Colonel's Son) (One Record) G. Trendle	Dec(78)K-32; (45)1-155
22	6	14	LITTLE RED CABOOSE (One Record) Sparkie-R. Carter & CBS Ork	Col(78)MJV-105; (45)4-105
7	—	14	LONE RANGER, VOL. III (He Finds Dan Reid) (One Record) G. Trendle	Cap(78)K-31; (45)1-154

Best Selling Pop Albums

Based on reports received October 10, 11 and 12

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	KING AND I Original Cast	Dec(78)DA-876; (33)DL-9008	
6	5	RICH, YOUNG AND PRETTY J. Powell-D. Darrieux-F. Lamas	MGM(78)MGM-86; (33)H-86	
7	7	VOICE OF THE XTABAY Yma Sumac	Cap(78)CD-244; (33)H-244	
8	8	SOUTH PACIFIC Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180	
9	9	CARNEGIE HALL JAZZ CONCERT, VOL. I and II B. Goodman	Col(33)SL-160	
—	10	NEW SOUND, VOL. I Les Paul	Cap(33)H-226; (78)CCN-226	

Last Week	This Week	Record	Artist	Label
1	1	SHOW BOAT (Four Records) Original Cast-K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (45)K-84	
2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) M. Lanza-RCA Victor Ork	V(78)DM-1506; (45)WDM-1506	
3	3	ON MOONLIGHT BAY (Four Records) D. Day-J. Smith-P. Weston	Col(78)C-267; (45)B-267	
4	4	RICH, YOUNG AND PRETTY (Four Records) J. Powell-D. Darrieux-F. Lamas	MGM(78)MGM-86; (45)K-86	
5	5	NEW SOUND, VOL. II (Three Records) L. Paul-M. Ford	Cap(78)CCN-286; (45)CCF-286	
7	6	VOICE OF THE XTABAY (Four Records) Yma Sumac	Cap(78)CD-244; (45)CDF-244	
10	6	GLENN MILLER (Four Records) Glenn Miller	V(78)P-148; (45)WP-148	
7	8	NEW SOUND, VOL. I (Three Records) L. Paul	Cap(78)CCN-226; (45)CCF-226	
7	9	AMERICA'S FAVORITE MARCHES (Four Records) Cities Service Band of America	V(78)P-315; (45)WP-315	
6	10	SOUTH PACIFIC (Seven Records) M. Martin-E. Pinza	Col(78)MM-850; (45)A-850	

Classical Reviews

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

HIGHLIGHTS FROM CAVALLERIA RUSTICANA—Jussi Bjoerling-Zinka Milanov Robert Merrill-Boston Pops Ork-Arthur Fiedler, Cond.-RCA Victor Ork-Frieder Weissman, Cond. (1-12"). HIGHLIGHTS FROM I PAGLIACCI—Licia Albanese-Robert Merrill-Jan Pearce, Leonard Warren-RCA Victor Ork-Erich Leinsdorf, Jean Paul Morel-Frieder Weissmann, Conds. Victor (33)LM-1160

83 these house orchestra recordings, the performance and recordings are of a high order. Stok's interpretation of the Nocturnes gives painstaking care to each innuendo and detail. Likewise his "Afternoon of a Faun" is an impeccable reading. His free transcription of the most famous of Debussy's piano pieces, "Clair de Lune," is indeed in keeping with the sensitivity and mood of the work. The Shaw Chorale, employed instrumentally in the final Nocturne, acquires itself, as usual, quite splendidly. This LP is to be recommended highly to any admirer of Debussy and of colorfully designed romantic music, as well as to Stokowski collectors.

While the more erudite disk and opera fans may consider this a bit of a potpourri, many will consider this top-flight material. With such names as Bjoerling, Merrill, Albanese, Pearce, Warren, Fiedler and Leinsdorf, name power is strong. Since the selections are from two of the most popular operatic works, there is much added sales appeal. The nine selections included were obviously recorded at different times and in different places. Yet there is always room for new versions of "Vesti La Giubba," the prologue from "I Pagliacci" and other such familiar arias. Performances are good, recording above average; and sales potential powerful.

78 GRIEG: CONCERTO IN A MINOR, FOR PIANO AND ORCHESTRA, OP. 16—Walter Gieseking, Piano. Philharmonica Orchestra, Von Karajan, cond. (1-12") Col (33) ML4431

DEBUSSY: NOCTURNES; PRELUDE TO THE AFTERNOON OF A FAUN; CLAIR DE LUNE—Leopold Stokowski Symphony Ork-Robert Shaw Chorale of Women's Voices-Robert Shaw, Cond. (1-12") Victor (33) LM-1154

With a delightful excursion into the sensitive colorings of the impressionisms of Debussy, Stokowski continues his series of studio-made recordings of works with which he has become strongly identified. As has been the instance with

This is the second LP version of the Grieg work issued by Columbia. Earlier, the label released a recording by Oscar Levant and the N. Y. Philharmonic. As familiar and popular as this work is, the competition on wax is not over-powering. Gieseking's interpretation is superb, recording is first rate and the Von Karajan background serves to heighten the effects of both Gieseking's technique and the work. Customers will, however, have to decide whether it is worth the difference to buy this 12-inch version or other interpretations available on 10-inch or on 12-inch but with an additional selection. Gieseking collectors will not be concerned one way or the other.

(Continued on page 82)



The Billboard Picks:
The Billboard Picks:
The Billboard Picks:

FOR A BIG HIT!

DENNIS DAY

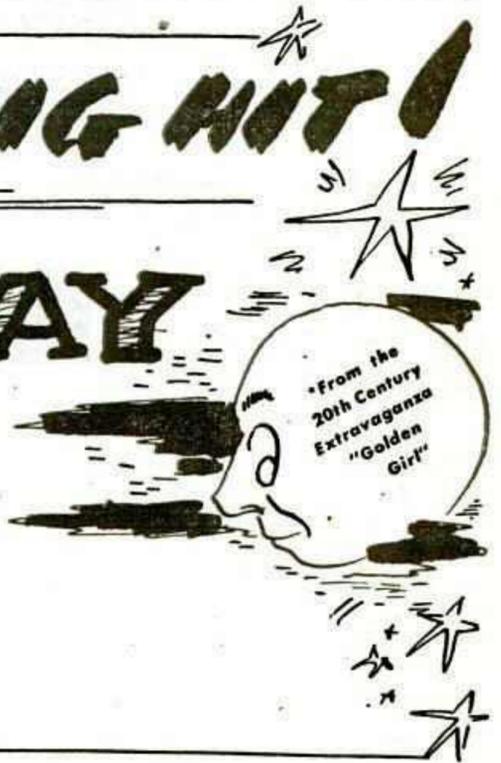
Singing...

"NEVER"

and

"CALIFORNIA MOON"

RCA VICTOR 20-4285-47-4285



This week's New Releases ... on RCA Victor

Release 51-42

Ships Coast to Coast, Week of October 21

POPULAR

MINDY CARSON with Hugo Winterhalter's Orch. & Chorus
Christmas Chopsticks
Doors That Lead To You 20-4316-(47-4316)*

DINAH SHORE with Hugo Winterhalter's Orch.
The Lie-De-Lie Song
Oh, How I Need You Joe! 20-4317-(47-4317)*

JAN PEERCE with Hugo Winterhalter's Orch.
Once
How Do I Love Thee 20-4318-(47-4318)*

TONY BAVAAR with Norman Leyden's Orch.
I Talk to the Trees
Carino Mio 20-4320-(47-4320)*

PHIL HARRIS and his Orchestra
Rugged But Right
Where the Blues Were Born in New Orleans 20-4342-(47-4342)*

COUNTRY-WESTERN

ELTON BRITT and THE BEAVER VALLEY SWEETHEARTS
The Tale a Sailor Told
Kiss by Kiss 20-4324-(47-4324)*

CECIL CAMPBELL'S TENNESSEE RAMBLERS
Carolina Steel Guitar
No Wedding Bells for Me 20-4325-(47-4325)*

TEXAS JIM ROBERTSON and the PANHANDLE PUNCHERS
Lonesome Whistle
Gotta Git a Gittar 20-4326-(47-4326)*

BLUES-RHYTHM

THE HEARTBREAKERS
Heartbreaker
Wanda 20-4327-(47-4327)*

BLOW TOP LYNN and his House Rockers
Come Back, My Darlin'
Homesick Blues 20-4328-(47-4328)*

TREASURY

INTERNATIONAL CONCERT ORCH. Cond. by Nathaniel Shilkret
The Skaters' Waltz
Estudiantina Waltz 42-5144-(27-5144)*

NEW ALBUMS

MARIO LANZA
Mario Lanza Sings Christmas Songs
DM-1649-(WDM-1649)* (LM-155)**

FRANKIE CARLE
Honky Tonk Piano P-327-(WP-327)*

EDDY ARNOLD, the Tennessee Plowboy
All Time Hits From the Hills—Vol. 2
P-328-(WP-328)*

TONY MARTIN
Two Tickets To Broadway P-331-(WP-331)*

COLLECTOR'S

GLENN MILLER and his Orchestra
Glenn Miller Concert—Vol. 1
PT-25-(WPT-25)*

*45 rpm cat. nos.—**33 1/3 rpm 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...

- Heart Strings/Somebody's Been Beatin' My Time
Eddy Arnold 20-4273-(47-4273)*
Rollin' Stone/With All My Heart and Soul
Perry Como 20-4269-(47-4269)*
Turn Back the Hands of Time
Eddie Fisher with Hugo Winterhalter's Orch. 20-4257-(47-4257)*
I Get Ideas
Tony Martin 20-4141-(47-4141)*
Slow Poke
Pee Wee King 21-0489-(48-0489)*
(It's No) Sin
Savannah Churchill 20-4280-(47-4280)*
Loveliest Night of the Year
Mario Lanza 10-3300-(49-3300)*
Down Yonder/Take Her to Jamaica
Freddy Martin 20-4267-(47-4267)*
Meanderin'/They Call the Wind Maria
Vaughn Monroe 20-4271-(47-4271)*
I Wanna Play House With You/Something Old, Something New
Eddy Arnold 21-0476-(48-0476)*
Sweet Violets
Dinah Shore 20-4174-(47-4174)*
Over a Bottle of Wine
Tony Martin 20-4220-(47-4220)*
Now, Now, Now/Always, Always
June Valli with Hugo Winterhalter's Orch. 20-4298-(47-4298)*
I'm Gonna Dig Myself a Hole
Arthur Crudup 22-0141-(50-0141)*
And So to Sleep Again/Aw C'mon
April Stevens w. Henri Rene 20-4283-(47-4283)

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.

- Never
Dennis Day 20-4285-(47-4285)*
Beyond the Blue Horizon
Hugo Winterhalter and His Orchestra 20-4288-(47-4288)*
Old Soft Shoe
Tony Martin-Dinah Shore 20-4268-(47-4268)*
Bela Bimba
Patrice Munsel 20-4255-(47-4255)*
Boogie Woogie March
Buddy Morrow and His Orchestra 20-4272-(47-4272)*
Twenty-Three Starlets
Merv Griffin-H. Winterhalter 20-4270-(47-4270)*

TIPS DOMINO
Tony Martin 40-4343-(47-4343)*

THIS WEEK'S MAILBAG

ANOTHER 5,000,000 SALESMEN WORKING FOR YOU!
In the October 22d issue of Life magazine there will appear a full page ad on Toscanini's recording of "La Traviata." This is Toscanini's ONLY full-length opera recording...

WASHINGTON IS ON FIRE!

With A New Smash Pop Hit!



'BABY'

(DID YOU HEAR ME)

BY

Dinah Washington



Next Week America's Top Dee Jays Tell You What They Think Of This UNUSUAL Record!



MERCURY 5736 • 5736X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

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.

NEW YORK

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. I GET IDEAS
T. Martin—Victor
5. WHISPERING
L. Paul—Victor
6. SWEET VIOLETS
D. Shore—Victor
7. SIN
E. Howard—Mercury
8. AND SO TO SLEEP AGAIN
P. Page—Mercury
9. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
10. CHARMINE
Montivani—London

CHICAGO

1. SIN
E. Howard—Mercury
2. BECAUSE OF YOU
T. Bennett—Columbia
3. COLD, COLD HEART
T. Bennett—Columbia
4. I GET IDEAS
T. Martin—Victor
5. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
6. DOWN YONDER
D. Wood—Tennessee
7. WHISPERING
L. Paul—Capitol
8. WONDER WHY
V. Damone—Mercury
9. JOSEPHINE
L. Paul—Capitol
10. CALLA, CALLA
V. Damone—Mercury

LOS ANGELES

1. COLD, COLD HEART
T. Bennett—Columbia
2. BECAUSE OF YOU
L. Baxter—Capitol
3. BECAUSE OF YOU
T. Bennett—Columbia
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
5. I GET IDEAS
T. Martin—Victor
6. AND SO TO SLEEP AGAIN
P. Page—Mercury

PHILADELPHIA

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD HEART
T. Bennett—Columbia
3. SIN
Four Aces-A. Alberts—Victoria
4. I GET IDEAS
T. Martin—Victor
5. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
6. AND SO TO SLEEP AGAIN
P. Page—Mercury
7. TOO YOUNG
Nat (King) Cole—Capitol
8. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
9. CASTLE ROCK
F. Sinatra-H. James—Columbia
10. UNFORGETTABLE
Nat (King) Cole—Capitol

SEATTLE

1. COLD, COLD HEART
T. Bennett—Columbia
2. BECAUSE OF YOU
T. Bennett—Columbia
3. I GET IDEAS
T. Martin—Victor
4. UNDECIDED
Ames Brothers-L. Brown—Coral
5. DOWN YONDER
Champ Butler—Columbia

ATLANTA

1. BECAUSE OF YOU
T. Bennett—Columbia
2. SIN
S. Churchill—Victor
3. COLD, COLD HEART
T. Bennett—Columbia
4. I GET IDEAS
T. Martin—Victor
5. DOWN YONDER
D. Wood—Tennessee
6. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
7. AND SO TO SLEEP AGAIN
D. Haynes—Decca

DALLAS AND FORT WORTH

1. SIN
Four Aces-A. Alberts—Columbia
2. I GET IDEAS
L. Armstrong—Decca
3. COLD, COLD HEART
T. Bennett—Columbia
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
5. AND SO TO SLEEP AGAIN
P. Page—Mercury
6. DOWN YONDER
D. Wood—Tennessee

NEW ORLEANS

1. BECAUSE OF YOU
T. Bennett—Columbia
2. I GET IDEAS
T. Martin—Victor
3. COLD, COLD HEART
T. Bennett—Columbia
4. WHISPERING
L. Paul—Capitol
5. SIN
S. Churchill—Victor
6. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
7. DOWN YONDER
F. Martin—Victor
8. IT'S ALL IN THE GAME
T. Edwards—MGM
9. BLUE VELVET
T. Bennett—Columbia

PITTSBURGH

1. SIN
Four Aces-A. Alberts—Victoria
2. COLD, COLD HEART
T. Bennett—Columbia
3. BECAUSE OF YOU
T. Bennett—Columbia
4. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
5. IT'S ALL IN THE GAME
T. Edwards—MGM
6. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
7. AND SO TO SLEEP AGAIN
P. Page—Mercury
8. JUST ONE MORE CHANCE
L. Paul-M. Ford—Capitol

ST. LOUIS

1. SIN
Four Aces-A. Alberts—Victoria
2. DOWN YONDER
D. Wood—Tennessee
3. BECAUSE OF YOU
T. Bennett—Columbia
4. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
5. UNDECIDED
Ames Brothers-L. Brown—Coral
6. AND SO TO SLEEP AGAIN
P. Page—Mercury
7. COLD, COLD HEART
T. Bennett—Columbia
8. HEY, GOOD LOOKIN'
J. Stafford-F. Laine—Columbia

WASHINGTON, D. C.

1. BECAUSE OF YOU
T. Bennett—Columbia
2. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
3. SIN
E. Howard—Mercury
4. COLD, COLD HEART
T. Bennett—Columbia
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
6. I GET IDEAS
T. Martin—Victor
7. DOWN YONDER
Champ Butler—Columbia

DETROIT

1. BECAUSE OF YOU
T. Bennett—Columbia
2. SIN
S. Churchill—Victor
3. COLD, COLD HEART
T. Bennett—Columbia
4. I GET IDEAS
T. Martin—Victor
5. SIN
E. Howard—Mercury
6. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
7. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
8. UNDECIDED
T. Bennett—Columbia

DENVER

1. I GET IDEAS
T. Martin—Victor
2. SWEET VIOLETS
D. Shore—Victor
3. COLD, COLD HEART
T. Bennett—Columbia
4. BECAUSE OF YOU
L. Baxter—Capitol
5. SIN
E. Howard—Mercury
6. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
7. DOWN YONDER
J. (Fingers) Carr—Capitol

BOSTON

1. SIN
Four Aces-A. Alberts—Victoria
2. BECAUSE OF YOU
T. Bennett—Columbia
3. COLD, COLD HEART
T. Bennett—Columbia
4. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
5. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
6. BLUE VELVET
T. Bennett—Columbia
7. I GET IDEAS
T. Martin—Victor
8. IT'S ALL IN THE GAME
T. Edwards—MGM

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received October 10, 11 and 12

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

POSITION
Weeks | Last | This
to date | Week | Week

17	1	1.	BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—BMI
10	2	2.	COLD, COLD HEART	T. Bennett	Col(78)39449; (45)4-39449; (33)3-39449—BMI
9	3	3.	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Cap(78)1748; (45)F-1748—ASCAP
16	5	4.	I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141—BMI
16	4	5.	COME ON-A MY HOUSE	R. Clooney	Col(78)39467; (45)4-39467; (33)3-39467—BMI
<small>(M. Katz, Cap 1788; Three Suns, V 20-4199; Kay Armen, Federal 14001; R. Hayes, Mer 5671; W. Saroyan-Rose Bagdasarian, Coral 160544; L. Prima, Robin Hood 111; B. Keyes-E. Coombs Quintet, Savoy 793; E. Fitzgerald, Dec 81216; K. Starr, Cap 1710)</small>					
8	6	6.	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
4	8	7.	SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
12	7	8.	DETOUR	P. Page	Mercury(78)5682; (45)5682X45—BMI
<small>(Foy Willing, Dec 46365; J. Watson, Rich-R-Tone, 1025; Wesley Tuttle, Cap 1804)</small>					
9	9	9.	WHISPERING	L. Paul	Cap(78)1748; (45)F1748—ASCAP
<small>(G. Jenkins, Decca 27585; F. Froba, Decca 2700)</small>					
27	10	10.	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F1449—ASCAP
5	11	11.	I GET IDEAS	L. Armstrong	Dec(78)27720; (45)19-27720—BMI
5	16	12.	SIN	Four Aces-A. Alberts	Victoria 101—BMI
22	12	13.	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
3	17	13.	UNDECIDED	Ames Brothers-L. Brown	Coral(78)60566; (45)9-60566—ASCAP
<small>(Ray Anthony, Cap 1824)</small>					
4	18	15.	AND SO TO SLEEP AGAIN	P. Page	Mercury(78)5706; (45)5706X45—ASCAP
16	12	16.	SWEET VIOLETS	D. Shore	V(78)20-4174; (45)47-4174—ASCAP
<small>(D. Drew-C. Parman Ork, Mer 5673; Jane Turzy, Dec 27668; Janette Davis, Col 39488; T. Baker-E. Light Brigade, Remington R-25002)</small>					
16	14	16.	SHANGHAI	D. Day-P. Weston	Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
<small>(Billy Williams Quartet, MGM 10998; Bing Crosby, Dec 27653; Buddy Morrow, V 20-4192; H. Babbitt-Modernaires, Coral 60521; Bob Crosby, Cap 1525)</small>					
4	19	16.	TURN BACK THE HANDS OF TIME	E. Fisher	V(78)20-4257; (45)47-4257—ASCAP
1	—	19.	HEY, GOOD LOOKIN'	J. Stafford-F. Laine	Col(78)39570; (45)4-39570; (33)3-39570—BMI
<small>(T. Ernie-Helen O'Connell, Cap 1809; H. Williams, MGM 11000)</small>					
1	—	20.	BLUE VELVET	T. Bennett	Col(78)39555; (45)4-39555; (33)3-39555—BMI
<small>(B. Farrell, MGM 11062; A. Prysock, Dec 27722)</small>					
7	21	21.	BECAUSE OF YOU	G. Lombardo-G. DeHaven	Dec(78)27666; (45)9-27666—BMI
1	—	22.	DOWN YONDER	E. Smith	King 986—ASCAP
7	15	23.	BECAUSE OF YOU	L. Baxter	Cap(78)1493; (45)F-1493—BMI
3	24	23.	SENTIMENTAL JOURNEY	L. Brown-Ames Brothers	Coral(78)60566; (45)9-60566—ASCAP
<small>(H. Garland, Dec 27426; Red Kirk, Mer 6358)</small>					
1	—	25.	SIN	S. Churchill	V(78)20-4280; (45)47-4280—BMI
9	20	26.	BELLE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller	Col(78)39512; (45)4-39512; (33)3-39512—ASCAP
<small>(Merv Griffin, V 20-4217; Bobby Wayne, Mer 5690)</small>					
7	21	26.	SIXTY MINUTE MAN	Dominoes	Federal(78)12022; (45)45-12022—BMI
<small>(York Brothers, King 970; Elliot Lawrence, King 15115; Roberta Lee-H. Gunter, Dec 46363)</small>					
3	21	26.	DOWN YONDER	C. Butler	Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
14	24	26.	I WON'T CRY ANYMORE	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—ASCAP
<small>(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)</small>					
3	26	30.	CASTLE ROCK	F. Sinatra-H. James	Col(78)39527; (45)4-39527; (33)3-39527—BMI
<small>(Four Deep Tones, Coral 60661; D. Barbour, Cap 1716; R. Marterie, Mer 5658; J. Hodges, Mer 8944; Fontane Sisters, V 20-4213)</small>					

It's Getting HOTTER!

'OUT IN THE COLD AGAIN'

WITH

RICHARD HAYES

MERCURY • 5724X45

Coupled With "ONCE"



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

TELL WILLIAMS

and his Band

TWO TOP SIDES

"I Want To Be Near You"
(You're The One, The One)

"The Cocker Spaniel Polka"
Capitol 1799



THE BILLBOARD Music Popularity Charts

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

... Based on reports received October 10, 11 and 12

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
11	1	1.	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
14	3	2.	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)K-11000—BMI
17	2	3.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
4	6	4.	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—ASCAP
8	4	5.	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
24	8	6.	I WANT TO BE WITH YOU ALWAYS	Lefty Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
22	5	7.	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904—BMI
4	8	7.	DOWN YONDER	D. Wood	Tennessee(78)775; (45)45-775—ASCAP
1	—	7.	CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054—ASCAP
19	7	10.	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI

Coming Up

1.	TRAVELIN' BLUES	Lefty Frizzell	Col(78)29842; (45)4-20842; (33)3-20842—BMI
2.	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273
3.	DOWN YONDER	Eddie Smith	King 966

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received October 10, 11 and 12

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

POSITION	Weeks Last This	to date Week Week	RECORD	ARTIST	Label
11	1	1.	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
			Mom and Dad's Waltz		
8	2	2.	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
			Always Late		
14	3	3.	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)K-11000—BMI
			My Heart Would Know		
17	4	4.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
			Something Old, Something New		
29	5	4.	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904—BMI
			Dear John		
25	5	6.	I WANT TO BE WITH YOU ALWAYS	Lefty Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
			My Baby's Just Like Money		
5	—	7.	UNWANTED SIGN UPON MY HEART	Hank Snow	V(78)21-0498; (45)48-0498—BMI
			Your Locket Is My Broken Heart		
2	7	8.	TRAVELIN' BLUES	Lefty Frizzell	Col(78)20842; (45)4-20842; (33)3-20842—BMI
			Baby Yodel		
1	—	9.	DOWN YONDER	D. Wood	Tennessee(78)775; (45)45-775—ASCAP
			Mine All Mine		
3	8	10.	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—ASCAP
			Whisper Waltz		

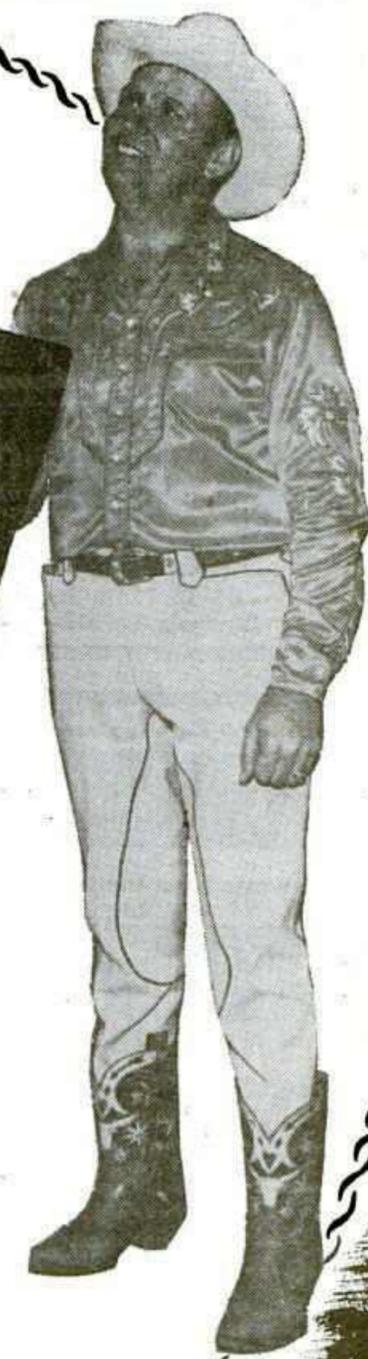
Coming Up

1.	LONESOME WHISTLE	Hank Williams	MGM(78)11054; (45)K-11054
2.	HEART STRINGS	E. Arnold	V(78)20-4273; (45)47-4273
3.	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273



The one and only....

Gene Autry



*with the GREATEST round-up
of HOLIDAY HITS ever corralled*

RUDOLPH, THE RED-NOSED REINDEER

MJV 56, MJV 4-56, 38610, 4-724, 1-375

FROSTY, THE SNOWMAN

MJV 75, MJV 4-75, 38907, 4-750, 1-742

THE THREE LITTLE DWARFS (Hardrock, Coco and Joe)

MJV 121, MJV 4-121, 39543, 3-39543, 4-39543

POPPY, THE PUPPY

MJV 122, MJV 4-122, 39542, 3-39542, 4-39542

(He'll Be) COMING DOWN THE CHIMNEY

(Like He Always Did Before)

MJV 122, MJV 4-122, 39542, 3-39542, 4-39542

THIRTY-TWO FEET—EIGHT LITTLE TAILS

MJV 121, MJV 4-121, 39543, 3-39543, 4-39543

WHEN SANTA CLAUS GETS YOUR LETTER

MJV 75, MJV 4-75, 38907, 4-750, 1-742

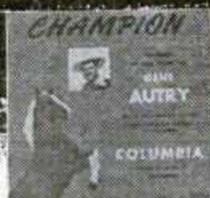
IF IT DOESN'T SNOW ON CHRISTMAS

MJV 56, MJV 4-56, 38610, 4-724, 1-375

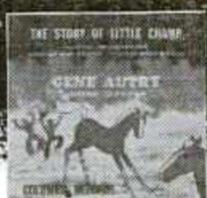
Exciting children's story albums, narrated by GENE AUTRY



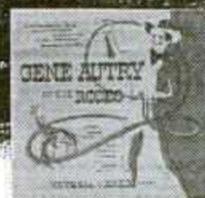
STAMPEDE
MJV 55, MJV 4-55



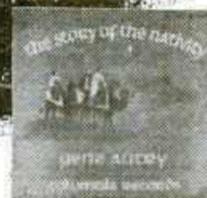
CHAMPION
MJV 62, MJV 4-62



**THE STORY OF THE
LITTLE CHAMP**
MJV 104, MJV 4-104



**GENE AUTRY AT
THE RODEO**
MJV 90



**THE STORY OF THE
NATIVITY**
MJV 82, MJV 4-82

COLUMBIA RECORDS

for music that sends them . . . to you!

Trade Marks "Columbia," "Masterworks," , , , , , , , , ,  Reg. U. S. Pat. Off. Marcas Registradas

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RAYMAR XMAS SPECIALS!

DEALERS—OPERATORS

ALL THE RECORDS YOU NEED, ON ANY SPEED, IN ANY QUANTITY, WHEN YOU NEED IT... AT 5% ABOVE WHOLESALE COST. ALL LP'S—45 & 78 ALBUMS—33 1/3 DISCOUNT.

NEEDLE SPECIALS

RUBYPOINT NEEDLES... 60c EACH; \$7.00 PER DOZEN (List Price, \$3.50 Ea.)
 RECOTON NEEDLES... \$5.00 FOR 50 PKGS. @ 25c (List Price, \$12.50)
 SUPER MERITONE NEEDLES \$4.50 FOR 50 PKGS. @ 25c (List Price, \$12.50)
 FIDELITONE NEEDLES (FLOAT) 50c LIST CARD. CARD OF 24... \$5.85
 FIDELITONE DE LUXE—\$1.00 LIST PRICE—12 TO CARTON... 5.40
 FIDELITONE NYLON—\$1.25 LIST PRICE—12 TO CARTON... 6.75
 FIDELITONE MASTER—\$1.50 LIST PRICE—12 TO CARTON... 8.10
 FIDELITONE CLASSIC—\$5.00 LIST PRICE—12 TO CARTON. Each... 2.00

RECORD PLAYERS

45 R.P.M. ATTACHMENTS—45J R.C.A. \$ 9.45 EACH
 45 R.P.M. WITH AMPLIFIER—45EY1 R.C.A. 21.00 EACH
 45 R.P.M. WITH AMPLIFIER (portable)—45 R.C.A. or Decca. 26.00 EACH
 DECCA KIDDIE PLAYER (List Price, \$13.95)..... \$8.25
 3 SPEED—45, 33 1/3, 78—SINGLE NEEDLE—(List Price, \$26.75) \$18.00
 SPECIAL—10" STORAGE ALBUM 40c ea., \$4.20 doz.
 We handle all makes RADIOS, RECORD PLAYERS and ACCESSORIES, BROILERS, TOASTERS, REFRIGERATORS. Write for information.

45 RPM ALBUM SPECIALS

APPROXIMATELY 1000—45 RPM CLASSICAL ALBUMS AT 50% DISCOUNT—LIST UPON REQUEST

MARIO LANZA XMAS ALBUM

45-WDM 1649 YOUR COST \$3.50
 33 1/3-LM155 YOUR COST \$3.18
 78 RPM-DM1649 YOUR COST \$3.87
 IMMEDIATE DELIVERY

SPECIAL NOTICE—BACK NUMBERS OUR SPECIALTY
 WRITE US FOR ANY "HARD-TO-GET" CUSTOMER REQUESTS

Orders and inquiries invited from exporters—any catalog sent on request. When specified, orders will be shipped parcel post, special delivery—otherwise they go railroad express—new accounts, please send token deposit with orders.

ORDER ALL YOUR RECORD AND RECORD ACCESSORY NEEDS FROM RAYMAR SALES CO.—ONE ORDER—ONE SHIPMENT SAVES YOU MONEY, TIME AND EXTRA FREIGHT CHARGES.

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 Olympia 8-4012—Olympia 8-4013

The integrity and experience of

A SOLID NAME

plus
 THE WORLD'S TOP ENGINEERS
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Your idea . . .
 Your market . . .
 Your Product—
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 experience . . .
 dependability . . .

A complete service
 in the manufacture
 of every type
 (and speed) of record
 ... RECORDING
 ... PROCESSING
 ... PRESSING
 ... SHIPPING & HANDLING

HERE'S HOW Today's TOP TUNES

The top 30 tunes each week from The Billboard

HELPS SALES

"Each customer gets a copy of TODAY'S TOP TUNES. About 15% of the TODAY'S TOP TUNES lists come back within one week, marked with what they want to buy."

Northside Music & Appliance
 Cincinnati, Ohio



The Billboard
 2160 Patterson St., Cincinnati 22, Ohio 736
 Until further notice please imprint and ship
 copies of TODAY'S TOP TUNES for which I
 enclose \$.....
 Weekly Twice Monthly Monthly
 Send cash and we pay postage.
 IMPRINT AS FOLLOWS:

QUANTITY PRICES Price
 50 \$ 1.00
 250 3.50
 500 5.50
 1000 9.50
 2000 18.00
 5000 42.00
 PLUS POSTAGE

NAME
 ADDRESS
 CITY AND STATE PHONE
 Ordered by

It's Catchy! It's Continental!

"WOODEN SHOE WALTZ"

Beaver Valley Sweethearts Recorded by Cliff Steward and the San Francisco Boys
 VICTOR #20-4262 CORAL #60560

Clarion Music Co.

54 W. RANDOLPH ST. CHICAGO 1, ILL.

HELP OTHERS SEE BY GIVING TO THE
 AMERICAN FOUNDATION FOR THE BLIND

THE BILLBOARD

Music Popularity Charts

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Disk Jockey Doings

Don Davis, who left WCKY, Cincinnati, to join WLW, Cincinnati, six months ago, has started an all-night show at the latter station. Davis does two hours Sunday and Monday and five hours per night the rest of the week over the 50,000-watt. He reports that Ernie Lee, ex-Victor and Mercury, still with WLW, has started his own record firm with Charlie Gore, WLW staff singer, and Kit Carson, songwriter. The Cincinnati waxery is called GLC records.
 Randy Blake, WJJD, Chicago veteran of the supertime period, may start an hour morning show over the same outlet. This may mark an important trend, for WJJD is a bellwether station using country and Western disks. Up to now, the power-watt stations have disregarded important country disks shows generally in the morning period.

Cousin Larry Lane, WALT, Tampa, reports he is an expectant father. He is doing a remote show from a new Tampa supermarket. . . . Uncle Ollie, WJZM, Clarksville, Tenn., is doing three-and-a-half-hours of country spinning per day. . . . Roni Lynn is the newest fem gabber to join h.b., d.j. ranks, doing several segs over WKNX, Saginaw, Mich. . . . Moon Mullican worked the Skyliner, Fort Worth, September 17-21, according to Slim Williams, KWBC, Fort Worth. . . . Dave DeWitt reports he is doing three-and-a-half-hours of rustic records daily over WWXL, Peoria, Ill., replacing Cousin Ed. The latter has graduated to program director. . . . Ronnie Lindamood has succeeded Randy Armbrister at WYVE, Wytheville, Va.

Charley Stokely has a daily hour show over KSKY, Dallas. . . . Jimmy Morris, KTBC, Austin, Tex., reports the station has added Marilyn Bronson, 16-year old country singer. . . . John Utley, WFMI, Greensboro, N. C., has replaced Jack Markham at WFMY, Greensboro, N. C. He reports good mail from a contest, in which he sang with instrumental records and then asked listeners to send in letters why he shouldn't warble. . . . Dick Embody writes from KGGF, Coffeyville, Kan., that Bobby Lee is touring with Jimmy Dickens in Western Kansas, starting October 14.

Did Dwyer, KJBC, Midland, Tex., reports strong response to a gimmick whereby he inserts gratis want ads on his shows for worthy causes. He is doing a h.b. show aimed at high school kids. . . . Carl (Mr. Sunshine) Swanson, WRUN, Utica, N. Y., reports he has added an hour daily, making him two hours over the station. . . . Dick Jones, KULP, El Campo, Tex., reports that Gene Autry, Lefty Frizzell and Bob Wills finished in that order in top entertainer poll he conducted of his listeners recently. Gordon Price, WIBB, Macon,

(Continued on page 79)

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received October 10, 11 and 12

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 Last This to date Week Week	ARTIST	TUNES	COMMENT
12	2	1.	ALWAYS LATE	Lefty Frizzell Col(78)20837; (45)4-20837; (33)3-20837—BMI
15	1	2.	HEY, GOOD LOOKIN'	Hank Williams MGM(78)11000; (45)K-11000—BMI
10	3	2.	MOM AND DAD'S WALTZ	Lefty Frizzell Col(78)20837; (45)4-20837; (33)3-20837—BMI
6	5	4.	SLOW POKE	Pee Wee King V(78)21-0489; (45)48-0489—ASCAP
11	6	5.	MR. MOON	Carl Smith Col(78)20825; (45)4-20825; (33)3-20825—BMI
18	4	6.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold V(78)21-0476; (45)48-0476—ASCAP
27	—	7.	I WANT TO BE WITH YOU ALWAYS	Lefty Frizzell Col(78)20799; (45)4-20799; (33)3-20799—BMI
5	9	8.	DOWN YONDER	Del Wood Tennessee(78)775; (45)45-775—ASCAP
2	10	8.	I'M WAITING JUST FOR YOU	H. Hawkins King(78)969; (45)45-969—BMI
1	—	10.	LONESOME WHISTLE	Hank Williams MGM(78)11054; (45)K-11054—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.	WEAPON OF PRAYER	Louvin Brothers	MGM 10988
2.	HUMMING BIRD	Johnnie and Jack	V(78)20-4251; (45)47-4251
3.	JESUS AND THE ATHEIST	E. Arnold	V(78)21-0495; (45)48-0495

Country & Western (Folk) Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY
MAX BAILEY Betty Jane CORAL 65065—Bailey gets off a shuffle boogie, up-beat blues novelty in fair style, with combo spelling out a honeydripper style riff, shriek tenor solo, etc. Performance is better than material here.	72--72--72--72	
Lonesome Man Blues Warbler does a conventional slow blues.	67--67--67--67	
TINY DAVIS ORK How About That Jive DECCA 48246—Thrush pipes a romping double entendre blues in a fine, mellow contralto. Combo puts down a neat riff backing.	75--NS--75--75	
Laura Instrumental version of the flick hit is woven around a sparkless alto solo.	50--50--50--50	
COWBOY COPAS 'Tis Sweet to Be Remembered KING 3245—Copas rings in with a fine, full-bodied tearjerker in sentimental waltztime. This one could go.	84--84--84--84	
Because of You Copas does the country's number one pop ballad to a staccato, ragtime beat, taking it as a light rhythm tune. It's different, anyhow.	74--74--74--74	
LES (CARROT TOP) ANDERSON She's Dynamite in Blue Dungarees DECCA 46370—Fine country jump novelty entry here. Tune's a simply but pertly written bit about the charms of country gals. Anderson belts it to a fare thee well.	81--81--81--81	
Tennessee Moon Anderson does a pleasing rendition of a simple, attractive pop-cornball. He sings the first chorus in waltztime, closes to a swiny fox-trot, with a slick styled country combo backing competently.	74--74--74--74	
STUBBY & THE BUCCANEERS (Tiny Stokes) It's Hard to Be Loved DECCA 46371—Strong verse-chorus waltz ballad gets a sock reading from Tiny Stokes and a male trio	81--81--81--81	
I Was the Last One to Know Warbler does a Gay Nineties style tearjerker in waltz time, to a rudimentary backing by rhythm section.	66--66--66--66	
TED BROOKS (Henry Kimbrell) The Hot Guitar DECCA 46374—Decca acquired this master from the Bama label. Side, reviewed here last June, is a fine series of takeoffs on the hot guitar stylists	78--80--77--78	
Entitled Flip side, also acquired from Bama, is a trivial bouncer done with neatness and despatch.	63--65--60--65	
CARL BUTLER String of Empties CAPITOL 1813—Clever lyric idea combining railroad talk with romance lifts this one above the ordinary.	77--78--76--77	
You Plus Me Butler hands a bright, backwoods chant to a light novelty item.	75--78--72--74	
JOHNNY HORTON (Bill Thompson Band-Jud De Naut Trio) Coal Smoke, Valve Oil and Steam CORMAC CRS-197—An infectious folk ditty gets a rousing, rhythmic go.	74--74--74--74	
Birds 'n' Butterflies Horton warbles the ditty well, with country string combo accompaniment, plus male trio.	70--70--70--70	

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:

MY OLD PAL
Lefty Frizzell.....Columbia 20841

The DICKENS SISTERS Singing Trio

Heard Every Week
Coast-to-Coast

Eddy Arnold Show

Mgt.
Tom Diskin
5050 Fletcher Chicago 41, Ill.

THE BILLBOARD

Music Popularity Charts

Most Played Juke Box Rhythm & Blues Records

Based on reports received October 10, 11 and 12

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.

Table with 10 columns: Position, Weeks Last, Weeks This, Title, Artist, Label. Includes 'GLORY OF LOVE' by Five Keys, 'SIXTY MINUTE MAN' by Dominoes, etc.

Best Selling Retail Rhythm & Blues Records

Based on reports received October 10, 11 and 12

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

Table with 10 columns: Position, Weeks Last, Weeks This, Title, Artist, Label. Includes 'SIXTY MINUTE MAN' by Dominoes, 'GLORY OF LOVE' by Five Keys, etc.

RHYTHM AND BLUES NOTES

By HAL WEBMAN

Mercury Records completed a deal with Universal Attractions' topper, Ben Bart, which will give the diskery a three-year renewal on Dinah Washington's contract and will also bring the Ravens and thrush Wini Brown into the waxery's expanding r.&b. operation...

Coral Records has been talking up a new warbler, Horace Bailey, who was signed by the firm this week. Firm is planning an all-out promotion on the lad, a balladeer, whose first dishing is scheduled for rush release in the next 10 days...

Count Basie was in town for the week of December 3, and the band in preparation for an extended one-night tour. He formed and rehearsed an ork with his regular big band library and took off for his tour in the New England area with a Thursday (11) date in Boston his first...

Hollywood

Johnny Otis returns from his Southern tour in December. Charles Brown back next month to handle his nitery's operation. Joe Turner works the weekend at the Creole Palace, San Diego, following Jimmy Witherspoon...

Helen Page with the Paul Mack Trio, locating at The Web in Philadelphia, has been signed for a sing session by the National Record label with Mack on piano, Thorne Swartz on guitar and John Ferrell on bass to back the thrush for the waxings...

Breakin' for a HIT!!! JOHN GREER with "HAVE ANOTHER DRINK AND TALK TO ME" RCA VICTOR 20-4293 47-4293 The Big New Hits are on RCA VICTOR RECORDS

Breakin' for a HIT!!! HOTTEST RECORD in New Orleans, Dallas and other SPOTS FATS DOMINO ROCKIN' CHAIR CARELESS LOVE 5145 IMPERIAL RECORD CO., INC. 6425 Hollywood Blvd. Hollywood 28, Calif.

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Rhythm & Blues Record Releases

- Bar Room Blues—Roy Brown (Good Rockin') De Luxe 3319
Ees. Wishes—Roy Milton (Short Sweet) Specialty 414
Betty Jane—Max Bailey (Lonesome Man) Coral 65065
Cool, Cool Blues—Sonny Boy Williamson (Do It) Trumpet 139
Cherry Red—Joe Turner (Joe Turner) Okeh 6829
Lool by the River Banks—Mello Tones (Rough and) Okeh 6828
Do It If You Wanta—Sonny Boy Williamson (Cool, Cool) Trumpet 139
Dreams of You—The Royals (If You) Okeh 6832
Grass Is Getting Greener, The—Cecil Gant (God Bless) Dec 48249
God Bless My Daddy—Cecil Gant (The Grass) Dec 48249
Goo: Rockin' Man—Roy Brown (Bar Room) De Luxe 3319
Have Another Drink and Talk to Me—John Greer (I'm Savin') V 47-4293
How About That Jive—Tiny Davis (Laura) Dec 48246
I Couldn't Help It—Al Russell (I'll Be) Okeh 6831
If You Love Me—Henry Hill (What's the) Federal 12044
Joe Turner Blues—Joe Turner (Cherry Red) Okeh 6829
Laura—Tiny Davis (How About) Dec 48246
Lonesome Man Blues—Max Bailey (Betty Jane) Coral 65065
Oh, How I Miss You—Joe Liggins (So Alone) Specialty 413
Peach Tree Boogie—Charlie Harding (I'm a) Dec 48245
Rollin Stone—Roy Stevens (I'm Comin') King 15126
Rough and Rocky Road—Mello Tones (Cool By) Okeh 6828
Shame—Steve Gibson (Boogie Woogie) V (45) 47-4294
Short, Sweet and Snappy—Roy Milton (Best Wishes) Specialty 414
Twilight Blues—Preston Love (Unconscious Blues) Federal 12043
Unconscious Blues—Preston Love (Twilight Blues) Federal 12043
What's the Matter, Mama?—Henry Hill (If You) Federal 12044

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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

- A' Gathering in a Clearing—Duke Ellington (Jumpin' Room) V 20-4281
- Always, Always—Percy Faith (There She) Col 39556
- Always, Always—Victor Young (I Remember) Dec 27815
- American in Paris, An (Highlights Parts 1 & 2)—Les Brown, Coral 60583
- And So to Sleep Again—Paul Weston (The Glory) Col 39569
- Battle With the Bottle—Tiny Hill (It Must of) Mer 5726
- Because of You—Louis Armstrong (Cold, Cold) Dec 27816
- Birds—Yma Sumac (Najala's Lament) Cap 7-1819
- Birds of a Feather—Cliff Ayers (I'll Wait) Dec 27808
- Blond Sailor, The—Ken Griffin (Symphony in) Col 39566
- Blow Out the Candle—Jane Wyman (Why Didn't) Dec 27804
- Blue Skies—Robert Farnon (Don't Blame) London 1063
- Bored of Education—Cliffie Stone (The Grunt) Cap 1834
- Bullfighter's Song—Louis Arcazar (Maria Elena) V 20-4302
- Butter, Up Your Overcoat—Ted Heath (You're Aczer) London 1057
- Cheatin', On Me—Kay Brown (A Kiss) Mer 5710
- Chicken Rag—Pete Daily (Peggy O'Neil) Cap 1820
- Children's Songs (Parts 1 & 2)—Guy Lombardo, Dec 27800
- Christmas in Killarney—Percy Faith (Sleigh Ride) Col 39559
- Closer You Are, The—Gloria DeHaven (I'll Let) Dec 27781
- Cold, Cold Heart—Louis Armstrong (Because of) Dec 27816
- Cuckoo, The—Kukla, Fran and Ollie (Tooie Talk) V (45) 47-42889
- Don't Blame Me—Robert Farnon (Blue Skies) London 1063
- Farewell Blues—Benny Goodman (King Porter) Col 39564
- Forever Begins Today—Four Jacks (Love Lies) Sharp 44
- Glory of Love, The—Paul Weston (And So) Col 39569
- Grunt Song, The—Cliffie Stone (Bored of) Cap 1834
- Hilo March—Jenks Carman (Just Another) Cap 1822
- I Concentrate on You—Billy Daniels (That Old) Mer 5721
- I Never Was Loved by Anyone Else—Bob Crosby-Gisele MacKenzie (Sans Souci) Cap 1826
- I Ran All the Way Home—Sarah Vaughan (Just a) Col 39576
- I Remember You, Love—Victor Young (Always, Always) Dec 27815
- I Still See Elisa—Ezio Pinza (My Concerto) V 20-4313
- I Wanna Play House With You—Helen O'Connell (Slow Poke) Cap 1837
- I Wanna Say Hello—Lawrence Welk (The Sweetheart) Coral 60575
- I'll Wait for You—Cliff Ayers (Birds of) Dec 27608
- It Must of Been Something I Et—Tiny Hill (Battle With) Mer 5726
- Jumpin' Room Only—Duke Ellington (A' Gathering in) V 20-4281
- Just a Moment More—Sarah Vaughan (I Ran) Col 39576
- Just Another Good Dream Gone Wrong—Jenks Carman (Hilo March) Cap 1822
- King Porter Stomp—Benny Goodman (Farewell Blues) Col 39564
- Kiss to Build a Dream On, A—Kay Brown (Cheatin' On) Mer 5710
- Let the Worry Bird Worry for You—Gloria DeHaven (The Closer) Dec 27781
- Louisville Lou—Cathy Cole (You Don't) Sharp 41
- Low Lies—Four Jacks (Forever Begins) Sharp 44
- Lover's Waltz, A—G. MacKenzie-G. MacRae (On Resary) Cap 1807
- Maria Elena—Louis Arcazar (The Bullfighter's) V 20-4302
- Mom and Dad's Waltz—Toni Harper (That's What) Col 39571
- Moonglow—Ezio Pinza (I Still) V 20-4313
- Moonglow—Voices of Walter Schumann (They Call) Cap 1812
- My First and My Last Love—Nat (King) Cole (Unforgettable) Cap 1808
- My Little Green Parrot—Walter Solek (What's the) V (45) 47-4282
- Najala's Lament—Yma Sumac (Birds of) Cap 7-1819
- Never—Toni Arden (Once) Col 39577
- Never—Ray Barber (Everything Happened) When I, Mer 5719
- On Resary Hill—G. MacKenzie-G. MacRae (A Lover's) Cap 1807
- Once—Toni Arden (Never) Col 39577
- Peggy O'Neil—Pete Daily's Ork (Chicken Rag) Cap 1820
- Sans Souci—Bob Crosby-Gisele MacKenzie (I Never) Cap 1826
- Sleigh Ride—Percy Faith (Christmas in) Col 39559
- Slow Poke—Helen O'Connell (I Wanna) Cap 1837
- Sweetheart Waltz, The—Lawrence Welk (I Wanna) Coral 60575
- Symphony in 3/4 Time—Ken Griffin (The Blond) Col 39566
- That Ol' Black Magic—Billy Daniels (I Consentate) Mer 5721
- That's What I Want for Christmas—Toni Arden (Mom and) Col 39571
- There She Goes—Percy Faith (Always, Always) Col 39556
- They Call the Wind Maria—Voices of Walter Schumann (Moonglow) Cap 1812
- Tooie Talk—Kukla, Fran and Ollie (The Cuckoo) V (45) 47-4289
- Uncle Mistletoe—Eddie Howard (When Christmas) Mer 5722
- Unforgettable—Nat (King) Cole (My First) Cap 1808
- What You Do to Me—Georgia Gibb (While You) Mer 5718
- What's the Difference—Walter Solek (My Little) V (45) 47-4282
- When Christmas Rolls Around—Eddie Howard (Uncle Mistletoe) Mer 5722
- (Everything Happened) When I Saw You—Ray Barber (Never) Mer 5719
- While You Danced, Danced, Danced—Georgia Gibbs (What You) Mer 5718
- Why Didn't I?—Jane Wyman (Blow Out) Dec 27804
- You Don't Seem to Care Anymore—Cathy Cole (Louisville Lou) Sharp 41
- You're Nearer—Ted Heath (Button Up) London 1057

POPULAR ALBUMS

- Judy Garland Sings Album (1-10") MGM 33 E-82;
- Who?; Get Happy; Love of My Life; Johnny One Note; Look for the Silver Lining; Play That Barbershop Chord; Last Night When We Were Young; Put Your Arms Around Me Honey
- Harp by Harpo Album—Harpo Marx (3-7") V (45) WP 329—Stardust; Tea for Two; Guardian Angels; Swanee River; Chanson Dans La Nuit; Beuree
- Painting the Clouds With Sunshine Album—Dennis Mcraan-Lucille Norman (1-10") Cap (33) L 291—Jealousy; You're My Everything; Painting the Clouds With Sunshine; When Irish Eyes are Smiling; Tiptoe Thru the Tulips; Man Is a Necessary Evil; With a Song in My Heart; Birth of the Blues; We're in the Money; Vienna Dreams
- Frank Petty Trio Plays Album—Mike Di Napoli (1-10") MGM (33) E-97; Who's Sorry Now; Sweet Jenny Lee; Somebody Stole My Gal; A Smile Will Go a Long, Long Way; Yes Sir That's My Baby; Some of These Days; Side by Side; Everybody Loves My Baby

HOT JAZZ

- After You've Gone—Charlie Ventura (Old Man) Mer 8957
- Between the Devil and the Deep Blue Sea—Milt Jackson (Milt Meets) Dee Gee 3700
- Come On—A Stan's House—Stan Freeman (The SL) Okeh 6833
- Gentle Breeze—Johnny Hodges (Globetrotter) Mer 8954
- Globetrotter—Johnny Hodges (Gentle Breeze) Mer 8954
- Hip Cowboy, The—Slim Gaillard (Yip Roc) Mer 8956
- I'll Get You Yet—Kenny Clarke (School Days) Dee Gee 3606
- Just One of Those Things—Bud Powell (The Last) Mer 11083
- Last Time I Saw Paris—Bud Powell (Just One) Mer 11083
- Milt Meets Sid—Milt Jackson (Between the) Dee Gee 3700
- Old Man River—Charlie Ventura (After You've) Mer 8957
- St Louis Blues, The—Stan Freeman (Come On-A) Okeh 6833
- School Days—Dizzy Gillespie (I'll Get) Dee Gee 3606
- Stringin' the Jug (Parts 1 & 2)—Sonny Stitt—Gene Ammons Prestige 748
- Sweet Lorraine—Roy Eldridge (Yard Dog) Mer 8955
- Yard Dog—Roy Eldridge (Sweet Lorraine) Mer 8955
- Yip Roc Heresy—Slim Gaillard (The Hip) Mer 8956

RELIGIOUS

- From the Manger to the Cross—Andy Wilson (Gentle Hands) MGM 11076
- Gentle Hands—Andy Wilson (From the) MGM 11076
- Get Together With the Lord—Mervin Shiner (Won't You) Dec 14592
- Gonna Sail Away—Harmoneers Quartet (Is It) V(45)47-4292
- I Believe—Ray Heatherton (I Want) Dec 14591
- I Want to Thank You Lord—Ray Heatherton (I Believe) Dec 14591
- I'm Going Through—Anna Crockett Singers (Send Your) Savoy 4028
- In the Garden—Ken Carson (The Lord's) Bibletone 771
- Is It Well With Your Soul—Harmoneers Quartet (Gonna Sail) V(45)47-4292
- Lord's Been Good to Me—Ken Carson (In the) Bibletone 771
- Peace in the Valley—Paramount Singers (Run Along) Dec 65066
- Run Along for a Long Time—Paramount Singers (Peace in) Dec 65066
- Send Your Blessing Down—Anna Crockett Singers (I'm Going) Savoy 4028
- Won't You Let Jesus Take Your Hand—Mervin Shiner (Get Together) Dec 14592

INTERNATIONAL

- Bohemian Forest Polka—"Whoopie" John Willfahrt (Kuckler's Laendler) Dec 45152
- Calla, Calla—Seymour Reichtzeit (Rhapsody in) Banner 2591
- Gant's Idea—Herbert Gant (Love is) Banner 2590
- Kuckler's Laendler — "Whoopie" John Willfahrt (Bohemian Forest) Dec 45152
- Love Is Such a Cheat—Seymour Reichtzeit (Gant's Idea) Banner 2590
- My Mother's Sabbath Candles—Cantor Malavsky Family (Sides 1 & 2, English and Yiddish) Monarch 503
- Rachel Polka—Walter Dombkowski (Town Tavern) Dec 45155
- Rhapsody in Bass—Herbert Gant (Calla, Calla) Banner 2591
- Town Tavern Polka—Walter Dombkowski (Rachel Polka) Dec 45155

LATIN AMERICAN

- Amalia Los Invita—Machito (Bongo Fiesta) Col 39565
- Bongo Fiesta—Machito (Amalia Los) Col 39565
- Cuca—Jose Morand (Sax Catabile) Coral 60581
- He Like It, She Like It—Edmundo Ros (Pocket Pete) London 1041
- Pocket Pete—Edmundo Ros (He Like) London 1041
- Sax Catabile—Jose Morand (Cuca) Coral 60581

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.

- DOMINO** Tony Martin Victor 20-4343
 Bing Crosby Decca 27830
 Doris Day Columbia 39596
 Mary Mayo Capitol 1849

A French import, on the exotic side, gets a bravura, headliner job from Martin, a relaxed one from Crosby; sultry treatment from Miss Day, and a fine job of selling the song from Miss Mayo.

- UNFORGETTABLE** Nat Cole Capitol 1808
 Cole does a subdued, winning job with a likely new ballad. It should do well with his fans.

- ALABAMA JUBILEE** Red Foley Decca 27810
 Every so often Foley, a fine country singer, belts thru with a rhythm novelty that catches the fancy of the pop crowd. This rousing job could be one such.

• 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 the record retailers think tomorrow's hits will be:

1. I RAN ALL THE WAY HOME..... Sarah Vaughan..... Columbia 39576
2. GAMBELLA Frankie Laine-Jo Stafford..... Columbia 39570
3. OUT IN THE COLD AGAIN..... Mindy Carson..... Victor 20-4259
4. BOOGIE WOOGIE MARCH..... Buddy Morrow Ork..... Victor 20-4272
5. WITH ALL MY HEART AND SOUL..... Perry Como..... Victor 20-4269

• 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. GAMBELLA Jo Stafford-Frankie Laine..... Columbia 39570
2. SOLITAIRE Tony Bennett-Mitch Miller Ork..... Columbia 39555
3. JUST ONE MORE CHANCE..... Les Paul-Mary Ford..... Capitol 1825
4. BELA BIMBA Patrice Munsel Victor 20-4255
5. ROLLIN' STONE Perry Como..... Victor 20-4269

• The Operators Pick

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

1. HEY, GOOD LOOKIN' Jo Stafford-Frankie Laine..... Columbia 39570
2. GAMBELLA Frankie Laine-Jo Stafford..... Columbia 39570
3. SIN Billy Williams Quartet..... MGM 11066
4. WITH ALL MY HEART AND SOUL..... Perry Como..... Victor 20-4269
5. OVER A BOTTLE OF WINE..... Tony Martin..... Victor 20-4220
6. WONDER WHY Vic Damone..... Mercury 5669

• 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. LET OLD MOTHER NATURE HAVE HER WAY... Carl Smith..... Columbia 20862
2. ME AND MY BROKEN HEART..... Carl Smith..... Columbia 20862
3. HEART STRINGS Eddy Arnold..... Victor (45)47-4273
4. HEY, GOOD LOOKIN'..... Tennessee Ernie-Helen O'Connell...Capitol 1809
5. SOMEBODY'S BEEN BEATING MY TIME..... Eddy Arnold..... Victor (45)47-4273

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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 film, 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	OVER-ALL	DISK JOCKEYS	RETAILERS	OPERATORS
POPULAR					
GEORGIA GIBBS (Glenn Osser Ork) While You Danced, Danced, Danced MERCURY 5718—The side is offered again in a recoupling. With a concentrated promotion, there's still no reason why it shouldn't happen.		87	87	87	87
(Ooh-oo, Ooh-oo, Ooh-oo) What You Do to Me Her Nibs registers with a brassy, vaude type production on a rollicking, old-fashioned, very catchy novelty.		84	84	84	84
GUY LOMBARDO ORK (Kenny Gardner & Lombardo Trio) Children's Songs (Sides 1 & 2) DECCA 27800—Eight kiddie jingles, arranged in medley form with alternating vocal and instrumental segs, are done delightfully by Lombardo and crew. This is what would be termed "a grown-up kidisk and should have appeal for kids from six to 60. Ditties are the likes of "Hickory, Dickory Dock"; "London Bridge," "Ten Little Indians," "Farmer in the Dell," etc. Vocals by Kenny Gardner and the Lombardo Trio. Sold both as a single pop and in a special color sleeve for kids. Should do very well.		86	86	86	NS
NAT "KING" COLE (Nelson Riddle Ork) Unforgettable CAPITOL 1808—Nat spreads his velvety sound across a pretty new ballad of more than routine interest. Riddle's backing establishes a warm feeling and gives Cole full vent for expression. A good one for Nat.		85	85	85	85
My First and My Last Love Nat, who can do no wrong when he sings, does well by this untempted ballad adaptation of one of the main themes from "Scheherazade." Riddle turns in a subdued concerto-style backing.		80	82	78	80
CLIFF AYERS (Balladiers-Gem Tone Trio) I'll Wait for You Decca 27808—This was formerly a Jubilee record which showed some promise; now with Decca, this strong waltz in the "My Heart Cries for You" vein could attract important attention. Ayers sings it persuasively and really sells with his homey quality. Lad sounds like a comer. Disking could crop up a "sleeper."		85	86	84	85
Birds of a Feather (Bernie Wayne Ork) Newcomer Ayers displays a genial quality in reading off a gimmick ballad which makes use of echoed repetition of key phrases.		71	73	70	71
RAY BARBER (Russ Case Ork) Never MERCURY 5719—Barber sounds like a warm Vaughn Monroe in a big, virile, yet sensitive reading of one of the more captivating new ballads of the season, from the forthcoming flick "Golden Girl."		84	84	83	82
When I Saw You Barber paces thru a routine ballad entry.		70	70	70	70
VICTOR YOUNG ORK (Fred Darian) Always, Always DECCA 27815—A schmaltz waltz with an infectious lilt introduces a new singer, Fred Darian. The lad has a sound that sells strong. Young has put together a pretty reading. The future of the disking will depend on the acceptance of the song.		84	85	83	83
I Remember You Love Another waltz, this one with a folksy quality, is done persuasively, simply and with a striking directness by Darian. Again, Young sets the song out in a setting that's simple and handsome. Like the flip, this disking will stand or fall with the song.		84	85	83	83
LOUIS ARMSTRONG (Sy Oliver Ork) Cold, Cold Heart DECCA 27816—Louis, being used to make distinctive readings of top hits, follows thru with another wonderful job on this Tony Bennett hit. Stacks up with his previous similar efforts as a non-competitive coverage which should do well.		84	84	84	84
Because of You Again Louis is superb in running down the top song of the day. He sings and, via dubbing, plays a trumpet obbligato for himself. A solid coupling for Louis.		84	84	84	84
HELEN O'CONNELL Slow Poke CAPITOL 1837—Another country hit, a fine song by Pee Wee King and Redd Stewart, is delivered in effectively subdued style by Miss O'Connell. Expert use of wood-blocks to set the time holds the disking together and could be gimmick enough to make this mean something.		82	83	81	83
I Wanna Play House With You Miss O'Connell bounces buoyantly thru a popcorn reading of the current Eddy Arnold C & W hit. A happy etching which could help stir the song pop-wise.		80	82	78	81
PAUL WESTON ORK (Norman Luboff Choir) The Glory of Love COLUMBIA 39569—The standard, being revived in the R & B market, is done up in a real tasty, simply ork-chorus reading designed for dancing. Should make money.		82	85	81	81
And So to Sleep Again This pretty ballad, already stepping via a Patti Page disking, is done up in the same tasty dance manner as was the topside. Fine etching, but quite late on the song.		80	82	80	78
GISELE MACKENZIE-GORDON MacRAE (Bill Loose Ork) On Rosary Hill CAPITOL 1807—Miss MacKenzie, heard this week in duet with Bob Crosby, is coupled here with Gordon MacRae for a sweet, mood etching of the type he once did with Jo Stafford. Ditty is one of those old-fashioned religious-tinged love ballads. A warm etching which could attract.		82	85	82	80
A Lover's Waltz A pretty waltz is done with the same warm mood as the goal. But this one comes off rather dully. MacRae and Miss MacKenzie make a handsome blend.		74	76	74	72
LES BROWN ORK Highlights of Gershwin's "An American in Paris" (Sides 1 & 2) CORAL 60583—Brown's crew, one of fine musical bands on wax, plays immaculately and with punch an abbreviated version of the Gershwin classic, now in the spotlight because of the movie of the same name. Part II of the two-sider is the more commercial of the coupling, for jukes particularly. It's a flashy but logical arrangement of the piece and will make a great stage opus for Brown. Best of the pop recordings made of this brilliant Gershwin opus.		82	85	82	80

ARTIST LABEL AND NO. TUNES COMMENT

POPULAR

EDDY HOWARD ORK Uncle Mistletoe MERCURY 5722—Another new Christmas song, this one based on toy character headed for department store promotion, gets a fine Howard and trio reading. Ditty is more for the kiddie than the pop market.	83--85--81--82
When Christmas Rolls Around The chanter returns to the Howard trio sound here on an attractive new Yuletide ditty with simple warmth. Organ background adds to the feeling.	82--84--80--81
BOB CROSBY-GISELE MacKENZIE I Never Was Loved by Anyone Else CAPITOL 1826—The team is more effective with this 6/8 novelty built on "Ramblin' Wreck of Georgia Tech." Tempo and arrangement are effective and proper. Could stir some action.	82--84--80--82
Sans Souci Crosby and the promising Miss MacKenzie make an effectively subdued rhythm etching of a pert Johnny Mercer ditty. Pleasant wax.	75--76--74--74
KAY BROWN (Pete Rugolo Ork) A Kiss to Build a Dream On MERCURY 5710—Miss Brown does a relaxed, pleasantly drifting treatment of this fine ballad, written but never published some years ago by Oscar Hammerstein and Kalmar and Ruby. Abetted by a dreamy orking, she gets a lot out of the tune.	81--81--81--81
Cheatin' On Me (Harry Geller Ork) Thrush shows a fine flair for jazz in her appreciative, light, rhythmic rendition of the oldie, popularized by the Jimmie Lunceford recording.	78--78--78--78
PERCY FAITH ORK (Peter Hanley) There She Goes COLUMBIA 39556—A brief, but effective, etching of a novelty ditty built on the "waff" whistle. Live recording of a top flight Faith cleffing should at least attract the jockeys.	80--84--77--80
Always, Always Faith produces a tasty, well-arranged reading of this attractive schmalz waltz. Peter Hanley does an adequate job in the solo role, with a chorus rounding out the vocal parts.	79--82--78--78
BILLY DANIELS (Russ Case Ork) That Old Black Magic MERCURY 5721—The veteran applies his pat formula: vocal writhings, a cultivated hoarseness for sex appeal, etc. He is backed by a first-class arrangement, with Benny Payne, his 88'er, contributing a few patter lines. Some people apparently find this mixture stimulating.	79--83--77--76
I Concentrate on You Daniels does this number, also a Porter standard, without the tricks he applies to the flip. The result is a dull side.	70--72--70--68
BENNY GOODMAN SEXTET Farewell Blues COLUMBIA 39564—A new sextet dinking by B. G. of a great jazz standard. Opens with Benny and drums and moves on to deliver some expert, flowing jazz. There's a standout piano solo and Benny is splendid. Should get plenty deejay action.	78--82--78--74
King Porter Stomp (Benny Goodman Ork) Continuing the series of fresh recordings of B. G.'s 10-year-old unplayed Fletcher Henderson arrangements, this is a biting new etching of one of Benny's best known pieces. Chris Griffin plays brilliantly, as does fellow trumpeter Billy Butterfield.	75--79--75--71
THE VOICES OF WALTER SCHUMANN (Eddie Miller) Moonglow CAPITOL—Schumann produces another beautiful, rich choir arrangement of a great standard with rhythm section, and Eddie Miller noodling in and around on his tenor sax.	77--82--78--70
They Call the Wind Maria (William Reeve) Pretentious choral arrangement, with effects, of a pretentious piece from the score of "Paint Your Wagon" doesn't ring bells. William Reeve handles the solo vocal assignment well.	70--74--70--66
EZIO PINZA (Norman Leyden Ork) I Still See Elisa VICTOR 20-4313—The ex-Metopera basso and current flick star makes his bow on the pop label with a new ditty from the Broadway musical "Paint Your Wagon." Result should please his fem fans.	77--80--74--76
My Concerto Another new love ballad gets a typical Pinza reading. There'll be no blocking his admirers.	75--78--72--74
JANE WYMAN (4 Hits-Dave Barbour Ork) Why Didn't I? DECCA 27604—Miss Wyman, Academy Award actress, debuts as a wax soloist with a real happy try on a breezy rhythm ditty dressed in a compact, moving Barbour arrangement. Should draw spins.	77--80--75--75
Blow Out the Candle Miss Wyman sparks a spirited reading of a lightweight gang-sing novelty spotting a brief dash of Dave Barbour's fragile guitar jazz. Her movie stature should insure exposure of the disk via the jockeys.	75--80--73--73
LUIS ARCARAZ ORK The Bullfighter's Song VICTOR 20-4302—The ork's fabulous young Mexican trumpet player files high, wide and handsome on an instrumental tango. Traditional melody is theme of "The Brave Bulls" flick.	77--80--77--75
Maria Elena This is the familiar waltz done in modern dance tempo and style with the trumpet ace leading off on a smooth solo. Excellent dance music.	70--71--68--71
GLORIA DE HAVEN (Dave Barbour Ork) The Closer You Are DECCA 27781—Miss DeHaven turns in her best wax job to date in reading down a warm mood ballad from her "Two Tickets to Broadway" flicker. Barbour hands her an appropriate mood-setting which borrows slightly from the Shearing ballad sound.	77--80--77--75
Let the Worry Bird Worry for You Miss DeHaven reads off a flimsy novelty ditty from her "Two Tickets to Broadway" flicker. Pleasant dinking, but little more.	68--70--68--66
TED HEATH ORK (Stan Roderick) Button Up Your Overcoat LONDON 1057—Heath's wonderful crew swings lightly thru a medium beat instrumental reading of a fine standard. Excellent band record a la Les Brown.	76--80--75--73
You're Nearer Pretty ballad instrumental revival of a lovely oldie features a fine trumpet effort by Stan Roderick, a featured sideman with this crack English band.	69--72--68--68
KEN GRIFFIN Symphony in 3/4 Time COLUMBIA 39566—Organist Griffin produces another of his metronomic efforts on a lilting melody penned by himself. Rinks and the Midwestern belt should find this a useful item.	75--75--73--77
The Blond Sailor Another lilting waltz item, with a bit of folksy quality, is played crisply and with that never-misses beat by Griffin.	75--75--73--77
LEE MONTI TUTONES (Elaine Rodgers-Danny Parker) Whispering Shadows SHARP 5-39—The pair turn in a good dueting on an engaging waltz ballad with a neat assist from Tutones.	74--76--72--74
In a Little Second Hand Store Rodgers gal and Parker spin an attractive duet vocal on the Tin Pan Alley ballad with Monti's group supplying a listenable background.	64--66--62--64
LAWRENCE WELK ORK (Gene Pursell) The Sweetheart Waltz CORAL 60575—A pretty waltz is done smoothly for dancers, with Gene Pursell turning in a pleasant vocal effort.	73--74--72--72
I Wanna Say Hello (Roberta Linn) Welk's crew turns in a breezy, bouncy reading of a frothy bit of a catchy ditty, with Roberta Linn contributing one of those "cute" vocals.	69--70--67--70

(Continued on page 38)

UP and UP they go!



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and his Orchestra

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45 RPM — MGM K11067

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and his Orchestra

DADDY · THE TINKLE SONG

78 RPM — MGM 11072
45 RPM — MGM K11072

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33 1/2 RPM—MGM
Long-Playing Record E82

THE FRANK PETTY TRIO PLAYS

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45 RPM—Album MGM K97
33 1/2 RPM—MGM
Long-Playing Record E97

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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 JURY	CRITIC	POPULAR
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Continued from page 37

POPULAR

RALPH MARGERIE ORK					
Tenderly MERCURY 5716—The familiar standard serves to demonstrate the quality of Margerie's new ork, just as it has done for many another band. It's a listenable and danceable disk.		72--74--70--72			
It's All in the Game (Buddy Charles) Charles handles the lyric nicely on a good-enough cover of the currently active ballad.		74--76--72--74			
ROBERT FARNON ORK					
Don't Blame Me LONDON 1063—Beautiful, expressive instrumental in two tempi of a top standard by Farnon, one of England's most talented arrangers. Spots a splendid guitar solo all the way by an unbillied musician. Sounds like Dave Goldberg, who used to be with Ted Heath.		72--76--72--68			
Blue Skies Farnon comes up with a very tasty reading of the great Irving Berlin standard. Just another fine instrumental etching, tho.		66--68--65--65			
EDMUNDO ROS ORK					
He Like It, She Like It LONDON 1041—The English orkster has another cute calypso ditty here done in the style of his previous waxings.		71--73--70--71			
Pocket Pete The Ros ork sets up a rocking rumba beat on a strong piece of material about a pickpocket. The leader sells the lyric neatly.		75--78--73--75			
KUKLA, FRAN & OLLIE (Jack Fascinato Ork)					
Tootie Talk VICTOR (45) 47-4289—A clever novelty idea goes astray because of an over-long intro and Fran Allison's lack of projection. It's all about the K., F. & O. TV character "Cecil Bill" who duets with Miss Allison. Mopet viewers may like it.		70--76--66--67			
The Cuckoo The mystery here is why use the character "Kukla" to sing what sounds like it might have been a fairly good kiditty or pop with folk-song flavor.		68--76--66--61			
TINY HILL ORK					
Battle With the Bottle MERCURY 5726—Novelty tune here adds up to a humorous preachment against whisky. Hill hands the verses a talk-sing reading and the chorus a typical Hill chant. Not bad novelty wax.		70--71--69--70			
It Must of Been Something I Et Hill's pop try on a novelty ditty which started a small stir in c. and w. circles is nothing special. Hill's chanting is too staid for the lyrics.		66--68--64--66			

(Continued on page 76)

TWO NEW SHARP DISCOVERIES!

- #1. THE FOUR JACKS
and
- #2. CATHY COLE

#1. The Four Jacks singing "LOVE LIES"

backed with

"Forever Begins Today"

SHARP NO. 44 and 45-44
with Lew Douglas and orch.

#2. Cathy Cole sings "LOUISVILLE LOU"

backed with

"You Don't Seem to Care Anymore"

SHARP No. 41 and 45-41

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SHARP No. 39 and 45-39

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Hayes to Rep CBOA at Chi Meet of NBOA

HOLLYWOOD, Oct. 13.—Kirk Hayes, op of Oakland's Ali Baba Ballroom, will rep the California Ballroom Operators' Association at the annual national Ballroom Operators' Association convention, November 5-7, in Chicago. Marty Landau, CBOA prexy, who returned this week from the bay area and confab with Hayes, told The Billboard that Hayes is mapping plans to discuss the local territory band situation, a move to have all ops join the NBOA and the Office of Price Stabilization ruling as it affects ballroom admissions.

Landau is slated to leave Thursday (18) for Nashville, where he will line up "Grand Ole Opry" artists for Coast one-nighters. Little Jimmy Dickens and His Country Boys begin an 11-day tour here October 29. Moon Mulligan and Kenny Roberts are due on the Coast November 19.

On completion of his talent hunt, Landau will continue with plans for CBOA's annual election.

On the Stand

Don Grimes

(Reviewed in the Mayfair Room of the Van Cleve Hotel, Dayton, O., October 1.)

Booked by Frank Hanshaw, General Artists Corporation. Key playdates: Henry Grady Hotel, Atlanta; Neil House, Columbus, O.; Cavalier Beach Hotel, Virginia Beach, Va.; DeSota Hotel, Savannah, Ga. Radio: Heard four nights a week, including two Treasury shows, over the Columbia Broadcasting System network.

Saxes, clarinets, flutes: Bill McMillen, Keith Klemme and Don Alvey. Drums: Bill Green. Bass: Larry Roberts. Piano: Ray Smith. Trumpet and leader, Don Grimes. Vocals: Jean Wilson, Don Grimes, Larry Roberts, Keith Klemme, Bill McMillen.

The veteran Grimes, long a stout standardbearer in the smaller combo field, sports one of the soundest and smoothest seven-piece hotel aggregations ever to hit these parts. Evidence of its popularity is the exceptional business chalked by the crew during its 19 weeks at this stand, a fact which has made Van Cleve manager, Claude Cannon, the band's best salesman.

Group plays for both dinner and supper sessions, dispensing with a sweet brand of music that falls pleasantly on the ears. The library, in both sessions, is more than adequate. Grimes has tailored the standards and pops with his own quality arrangements to fit the times, and uses good judgement and wise selection in pitching his wares to the diners and dancers. For the terp sessions band perks with a brighter gait and a sprightly tempo that lures the dancers. In both sessions Grimes fronts with exceptional muted trumpet work that lifts the crew far above the average in its category. Band stacks up equally as well from the sight angle. Experience has given Grimes a deft knack for handling and satisfying patrons, and a selling style that wins friends.

Featured in the vocal department is Jean Wilson, a tall, classy blonde looker with a sound set of pipes and good selling savvy. Grimes peddles vocals effectively in a Little Jack Little manner. Others contributing vocally, in able fashion, as a trio and individually, are bass man Larry Roberts and saxmen Bill McMillen and Keith Klemme. Members also teams on sound glee club efforts. Bill Sachs.

Cap Preps Dean "Prayer" Waxing

HOLLYWOOD, Oct. 13.—Capitol Records is readying an Eddie Dean waxing of "The Lord's Prayer," the first Western version of the tune. Diskery called a special session for the song and is rushing slicings for an immediate release. Billy Graham okayed the flip, "Beloved Enemy," from his new religious Western film, "Mr. Texas," and is expected to participate in plugging Dean's recording.

"Enemy," theme of "Mr. Texas," was clefted by Cindy Walker and Dean's diskery is the first commercial one. International Sacred Recordings, however, is releasing an album including Miss Walker's tune, but it will be peddled only in the sacred field.

The Cap etching is being pushed in towns where Graham speaks, diskery making full use of Graham's stamp of approval. Dean wanted to do "Prayer" for a long time, but until now had not found a tune to go with it. Session was arranged by platterer's Western a. & r. chief, Ken Nelson.

Diamonds Form Amb'dor Waxery

HOLLYWOOD, Oct. 13.—Abe Diamond, Diamond Record Distributing Company topper, and brother Leo, harmonica virtuoso, this month kicked off operations for a new pop diskery, Ambassador Records. At present, line consists only of Diamond's harmonica etchings, but future plans call for other artists in the pop vein. Initial releases include "Tell Me," "Granada," "I'm Alone Because I Love You" and "They Don't Come Any Sweeter Than You." Label's release sked is a minimum of two sides a month.

Ambassador's line will be handled by Tempo in New York; Bel-

'Rodgers-Hart' Folio Promotes Book to DJ's

NEW YORK, Oct. 13.—Book publisher Simon & Schuster has furnished the latest twist in disk jockey promotion. The pubbery, one of the more alert merchandising outfits in its field, has hired a flack and is making up special 32-page reprints to pitch its newest music-minded publication, "The Rodgers and Hart Song Book," thru the disk jockey brotherhood. The book has gone into print for October 26 publication.

The 32-page reprint is taken directly from the published book's plates and includes the introduction and special articles written by Richard Rodgers, Oscar Hammerstein II, some music, several color plates and the table of contents. The reprint will be sent to about 1,000 wax whirlers with other promotional material and Rodgers-Hart programing ideas concocted by Nat Shipiro, who is the promoter for the S&S project.

mont, Newark; Mutual, Boston; B. G. Records Service, Portland, Ore., and Northwest Tempo, Seattle. Platterer's catalog is on both 78 and 45 r.p.m.

Diamond will distribute locally thru his own company, besides reping Rondo, Abbey, Vita, Windsor, Broadcast, Belda, Lincoln, Voco, Classic Editions, Blue, Western Jubilee, S&G, Morrison, SM and Records of Knowledge.

Danish Go for U. S. Musicians

COPENHAGEN, Oct. 13.—This city was host to an unusually large number of American musicians and singers the past few weeks.

Stig Lommer, producer of the revue at the Glass Hall in Tivoli Park, has been presenting June Richmond as the singing star of his revue since its opening on September 16, and the show seems set for a long run. In addition, Lommer brought in Josh White, the American troubador, for an afternoon concert, at the Glass Hall, on Saturday (29), which was a complete sell-out.

This week-end Lommer is presenting the American trumpet player, Hot Lips Page, in a concert at the Glass Hall, Saturday (13) afternoon, with the Swedish orchestra of Semon Brehm.

Across the street, at the National - Scala, Peanuts Holland, American trumpet ace, has been held over for his second month in both the cabaret and the dancehall of this big night spot.

Adler Stops Show

Larry Adler, harmonica virtuoso, stopped the show as the feature act of a big vaude show at the K. B. Hall on Saturday (6) night and was televised by the newly-inaugurated Danish State television unit.

COLLEGE SHOP

Pupils Like 45, 33; Local Buyers, 78

NEW YORK, Oct. 13.—Because the shop caters to both local residents and the student body of Ohio State University, owners of the Turntable Record Shop, Columbus, O., surveyed disk sales during summer months and the week after school began. Results showed almost a complete reversal of trends toward the 45 or 33 r.p.m. speeds on pops. Neighborhood customers favor 78 r.p.m. singles and LP albums, while the college students favor 45 disks for both pop singles and albums.

Actual statistics compiled by the Turntable showed preschool term sales breakdown for single disks as: 67 per cent 78 and 33 per cent on 45. In album sales figures were 55 per cent LP, 35 per cent 45 and 10 per cent 78. When the student body arrived for the fall semester the figures on single disk sales changed to 55 per cent on 45 and 45 per cent on 78. Album sales were racked up as follows: 57 per cent on 45, 40 per cent LP and 3 per cent on 78.

The shop's survey also showed 90 per cent of kiddie record sales still being made on 78 and 10 per cent on 45, 98 per cent of classical single sales on 45, with 2 per cent on 78. LP led in classical album sales with 57 per cent of the business against 50 per cent on 45 and 3 per cent on 78.



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603—Rum-De-Diddle The Runaway Fiddle Oats, Peas, Beans and Barley	616—The Fire Engine Parade Hey Diddle Diddle A Trip to New York
604—Goosey Goosey Gander Ding Dong Bell	617—Mother Goose Party Pussy Cat, Pussy Cat A-Hunting We Will Go
605—The Three Billygoats Georgie Porgie	618—The Old Chisholm Trail She'll Be Comin' Round the Mountain
606—Billy Boy A Frog He Would A-Wooling Go	619—Cowboy's Old Horse Casey Jones
607—The Fisherman and the Flounder Three Blind Mice	620—The Traveling Musicians Sing a Song of Sixpence The Muffin Man
608—Night Song for Little One The Alphabet Song	621—Rumpelstiltskin Pat-A-Cake Over in the Meadow
609—Chicken-Licken Katie the Kangaroo	622—The City Mouse and the Country Mouse Ride a Cock Horse Fiddle-De-Dee
610—The Frog and the Ox The Elves and the Shoemaker	623—Snow White and the Seven Dwarfs The Lion and the Mouse Frere Jacques (Brother John)
611—Old Mother Hubbard Charlie Had a Choo-Choo	624—Wynken, Blynken and Nod Rapunzel
612—Humpty Dumpty A Monkey Who Wanted to Fly	
613—The Emperor's New Clothes Little Boy Blue Where Has My Little Dog Gone?	

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Hamid Claims AGVA Pact Lure Means Less Money for Talent

Shrine Topper, Hamid-Morton, Union Disagree

By JIM McHUGH

PHILADELPHIA, Oct. 13.—Not a single act heeded the strike called by the American Guild of Variety Artists against the Hamid-Morton Circus, which opened here as scheduled Monday night (8) at the Arena under auspices of the Shrine's Lu Lu Temple. Every one of the union's count of 61 performers crossed the picket lines, as did all members of participating groups, including the musicians, stagehands and electricians.

Besides pointing up the weakness of the performers' union in the outdoor field, the fizzle also marked an important victory for the George A. Hamid interests, labeled the key target in the current AGVA campaign for more recognition in the outdoor field, by Henry Dunn, executive administrator. The strike was the first to be called against a circus by the performers' group since the Ringling circus was forced to return to quarters shortly after going under canvas more than a decade ago.

Picketing here resulted solely from the refusal of show execs to sign an agreement similar in every way to the pact in effect last season, except for the inclusion of the controversial insurance clause. Latter calls for the payment of a maximum of \$3 per week per person to the AGVA insurance plan by the show management. Thus the circus management would be required to pay \$42 each week for the 12-girl Simru Sky Revue. Col. Robert Morton, Hamid partner in the circus operation, estimated that the Hamid agency, should it obligate itself, might often find its payments exceeding \$3,000 a week.

Adamant

Hamid, who was here Monday and Tuesday, wrote Georgie Price, AGVA president-elect, that he would be glad to discuss a pact similar to the one that has expired. He stated that he would resist the union's attempt to include the insurance clause, and Morton agreed that the show would never agree to the union's wishes in this respect.

AGVA execs were just as adamant. Sid Axelrod, AGVA Philly rep, and Ira Millette, aerialist and AGVA national outdoor rep, stated that the union was ready to "fight to the finish," with picketing already slated for succeeding dates, beginning next week in Atlanta. Picketing here was quiet and orderly, with union officials meeting talent at nearby restaurants when they went to eat. Campaign is being conducted by Vic Connors and Emil Lowe, AGVA national reps, and Dick Jones, head of the Philly unit. Show officials said Philly was chosen to open the campaign because it is regarded as an AGVA stronghold.

After a meeting Tuesday (9) at which Hamid outlined his position, every one of the performers reportedly signed a letter to Georgie Price, which said in effect that they had no knowledge that a strike was to be called and that they had no grievances that would justify the breaking of their contracts. Pointing out that the Hamid-Morton Circus and the Hamid agency had always fulfilled their contracts, the letter went on to state that the performers felt that, if they wanted insurance, they could afford it themselves, and that they would be happy to appoint a committee to discuss their actions.

Criticisms

Performers queried here, while reluctant to be quoted, freely criticized AGVA for calling the strike. They said that they had absolutely no prior knowledge that a strike was to be called. They were not visited by an AGVA rep in Toronto last week, altho one is located there, they

(Continued on page 52)

ACTS RESPOND

Union Move Protested by Performers

PHILADELPHIA, Oct. 13.—Here is a copy of the letter sent to Georgie Price, president-elect of the American Guild of Variety Artists, and purportedly signed by 39 of the Hamid-Morton Circus performers:

"We, the undersigned, working this week for the Hamid-Morton Circus are surprised to find that a strike was called by AGVA without even consulting the performers or considering our obligation or financial standing.

"Some of us were told by someone whom we did not know, and never saw before in our lives, that we should walk out and that the Hamid-Morton Circus was on the unfair list. We are working for the Lu Lu Temple Shrine. We

(Continued on page 66)

Form B Breach Still Unsealed

CHICAGO, Oct. 13.—The Entertainment Managers' Association, the Midwest branch of Artists' Representatives' Association, has swung eight of its 14 delinquent members back into the fold, there is evidence that the breach caused by the passage of the Form B 51 club date has not been sealed.

Club-date skedders here are still bitter over two factors in the code, negotiated between ARA and the American Guild of Variety Artists (AGVA). Primary gripe is that the entire negotiation was not presented to the Midwest membership until ARA and AGVA had been negotiating in New York for a month. Members here feel that they should have been alerted to the entire negotiation from the time it started. They point out that AGVA had already closed a deal with Entertainment Managers of New York, made up of Gotham club-date skedders, and that even

(Continued on page 44)

A. C. Hotel Stress On Entertainment

ATLANTIC CITY, Oct. 13.—Entertainment will play a major part of the operation of the luxurious beach front Ambassador Hotel, the purchase of which was completed last week by Edward Margolin and Harry Katz, who bought it from John McShain, Philadelphia builder, for \$3,250,000. Margolin is the former owner-operator of the beach front Chelsea Hotel here, and Katz operates the St. Charles here and the Fleetwood Hotel in Miami Beach, Fla.

The new owners plan to use weekly movies, install game rooms and use dinner music and concerts as part of the program. During the summer the hotel operates a class dine-and-dance Harlequin Room.

THUG PLAYING HWD. CIRCUIT

HOLLYWOOD, Oct. 13.—Strip niteries obviously aren't as well-heeled as the local citizenry is led to believe—at least not during the late morning. Mocambo this week (8) was held up by a lone bandit for a \$2,000 loss. Not long ago, Ciro's was victimized for a similar amount. Both thefts were in the daylight and by solo gunmen.

Crooks no doubt were lured by the publicized glitter of the class cafes but are probably wondering if the results were worth the risk.

Says Insurance Plan Injurious To Show Trade

NEW YORK, Oct. 13.—The following letter was written Thursday (4) from Greensboro, S. C., and made public by local talent booker George A. Hamid Sr., to Georgie Price, president of the American Guild of Variety Artists (AGVA), at the union's office here:

"I read with a great deal of interest and surprise the article in the October 6th issue of The Billboard wherein Mr. Dunn chose to use me as the target for something that I am convinced will do our business more harm than good. At all times I have tried to extend to both Mr. Dunn and Mr. Connors every courtesy and really tried to be helpful. They pay me back with uncalled for tirades and lies.

"Early this past August Mr. Dunn called to Atlantic City and said he was coming down for the week-end and would I see him. I told him I would gladly do so. Two days later 'Variety' carried a rather lengthy article giving false statements and accusations about me and the meeting, quoting Mr. Connors. When I protested such unethical tactics both Mr. Connors, who was present, and Mr. Dunn disclaimed any knowledge of 'Variety's' story and they gave the excuse that possibly a reporter came into their office and pieced this story together without their authorization.

"At this interview in Atlantic City I leaned backwards trying to explain our problems in the outdoor amusement business and I cautioned them not to try and ruin the only real outlet remaining for vaudeville and outdoor acts by endeavoring to impose conditions and codes that did not even come close to fit the outdoor business, and I explained why. They requested I contact Dr. J. S. Doran, president of the International Association of Fairs and Expositions, in order to arrange for an interview and have one of the AGVA representatives placed on the program at the next convention in November in Chicago. This I promised to do. They thanked me and said they would meet us in Chicago.

"During the summer I personally obtained 14 members from the circus and water show on the end of Steel Pier and 30 members from the vaudeville theaters on Steel Pier for AGVA; even had them sign their applications and collected their dues and turned it over to Dick Jones, of the Philadelphia branch. But I definitely will not have anything to do with Mr. Connors' selfish project of paying insurance for acts. Obviously, in my opinion, this will act as a boomerang to the performers. I know fair committees and I know Shrine committees; both branches operate on non-profit sharing basis, staging shows only for the good of communities and to help crippled children and unfortunates, and far ers and the benevolent organizations who derive no personal gains have already made their feelings known. They are not going to get pushed around and they state in no uncertain terms that if the performers and their union desire insurance they should pay for it themselves like everyone else. I agree with them and so do most sensible performers, because if the employer pays for the insurance they will cut down on their budget. Either way this idea is injurious to performers and our business.

"Also, in my opinion, if this uncalled for insurance approach is successful for performers what is to stop musicians, stagehands, electricians and everyone else connected with show business asking the same thing? None of this seems to worry Connors. He is interested in only one thing—to highjack the employers and threaten everyone who opposes his ideas. He classes all employers with tavern operators and hit-'n'-miss promoters and doesn't seem able

(Continued on page 44)

Stiff AGVA Dues Hike Effective Nov. 1; Small Artists, 100%

Victor Connors Spearheads Drive; Insurance Plan to Be Scrutinized

Continued from page 1

by AGVA's national board in Detroit last June.

Small performers, grumbling about the prospective bite, claim that they get hardly enough work to pay the present scale without getting a jump at a time when jobs are scarcer than ever. Some attribute the increase to "greedy leaders." Others charge that if the new insurance plan were administered better it would bring added revenue to AGVA's treasury, making a raise unnecessary.

Members are wondering if AGVA is in their corner or busy in the insurance business. They point to AGVA reps who get regular pep talks about collecting insurance premiums but do virtually nothing about policing the field. They also are wondering how come that AGVA regional reps now get checks from Matthew M. Alder, insurance broker with promises of more to come if they do a good job.

Some of them are even muttering about darker things. But one thing they're united against and that is "no higher dues until we know what's what."

The recently installed insurance is expected to be a major subject at the AGVA national board meeting, starting in Chicago October 16. Connors, who formed a new union department, AGVA Accident Insurance Bureau, without authority of the board, or consultation with AGVA lawyers, has started to clean out all objectors to the insurance plan, according to board members.

SUMAC ACTION

Says Agent Cut Too Big, Wants Out

NEW YORK, Oct. 13.—Yma Sumac, currently at the Pierre, has started action against her personnel manager, John Rose, in an effort to break her contract. The singer charged that despite her \$1,250 salary that the Pierre pays her, she gets little of it for herself.

The case came up when thru her attorneys, Baron, Rice & Rockmore, she appealed to the American Guild of Variety Artists for help. Ben White, AGVA rep, was assigned to her.

Miss Sumac is booked by the William Morris office. Thru a power of attorney all her salary checks are made out to that office, which deducts Rose's cut, its own commission and remits the difference to her. Miss Sumac claims that for the three weeks at the Pierre at \$1,250 a week her total share for the entire period was less than \$450.

Rose, a Coast manager who recently went into the Navy, assigned his Sumac contract to Damon & Gerth. Under this contract, Rose deducts 25 per cent commission and is also understood to have financed Miss Sumac for a considerable sum to get her started.

Lynch Takes Over Fla. Club

PHILADELPHIA, Oct. 13.—Jack Lynch, veteran niterie operator now operating the Zodiac Room in the Warburton Hotel here, will take over the operation of the Beachcomber, Miami Beach, Fla., for the winter.

Lynch will be associated with Irving Coker and a Florida group. The room will be called Jack Lynch's Beachcomber. Lynch, however, will continue with the Zodiac Room here and operate both places.

His plans are to replace national counsel, Silvertone, and Rosenthal, and House Attorney Henry Katz by pleading "heavy expenses." The lawyers have been firm in their stand "that too much was going on in AGVA that we were not consulted about or know anything about."

The comptroller, John Donoghue, who also has objected to the insurance plan because there was no record in his files of what money was collected and who was responsible, has been told insurance wasn't his business. Last week an efficiency expert was called in to examine Donoghue's books. Insiders see this as a method to discredit Donoghue.

Members charge that Dunn is no longer head of AGVA except in name and claim that Connors is the virtual head.

New Bills Aid Combo Grosses Despite Series

NEW YORK, Oct. 13.—New bills at two of the three combo theaters overcame the effect of the World Series on the box office. Daytime grosses were fair, but night figures helped pull up the totals.

Radio City Music Hall (6,200 seats; average \$120,000) wound up its first week with \$158,000. Bill has "American in Paris," Les Diagonas and Tony Starman.

Roxy (6,000 seats; average \$70,000) did \$110,000 for its first stanza with Josephine Baker plus "Millionaire for Christy."

Paramount (3,654 seats; average \$65,000) held up very well for its third week with Tony Bennett, Louis Prima's ork and the "Flying Leathernecks." Take was \$60,000 against \$81,000 the week before and a \$92,000 opener.

Emsee, Singer Hurt in Crash

PITTSBURGH, Oct. 13.—Comic-emsee Lenny Bruce and his wife, Honey Michelle, singer, injured in an automobile accident here Monday (8) night. Both performers were working at the Monte Carlo.

Accident occurred when Bruce's car, driven by Bruce, collided with one driven by Raymond Shreiver. According to police, Miss Michelle, now at St. Francis Hospital, received severe lacerations of the head, multiple bruises and a possible skull fracture.

Bruce was replaced at the club by Harvey Bell. Miss Michelle was replaced by Rosemary O'Reilly.

SUGAR RAY OUT FOR NEW SUGAR

WASHINGTON, Oct. 13.—Sugar Ray Robinson, world middleweight boxing champ, said this week that the charms of show business had won him away from the ring. "I'm getting ready to close down the curtain on fighting," he said in an interview with disk jockey Bill Alexander Thursday (11) over WWDC here. Sugar Ray said he had "stolen a bit" from top song and dance acts and was going to accept some of the numerous offers he had received from theaters and night clubs. It was understood that he would open at the Roxy Theater, New York, but that no date for the opening has as yet been set.

Night Club-Vaude Reviews

Charley Foy's Supper Club, Sherman Oaks, Calif. (Thursday, October 11)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Charley Foy. Shows at 9:30 and 12:30. Booking, non-exclusive. Press, Charlotte Rogers. Estimated budget this show, \$2,000. Estimated budget last show, \$2,750.

New layout is below par for this room. The two acts offer little to get customers off their hands. Back again is Wally Vernon whose gags and routines were all heard before. Parodies and a soft-shoe bit managed to bring some titters. Ginger Sherry, a statuesque blonde foil for the comic, deadpanned thru a few numbers.

Making their local debut, the Cooper Sisters display good harmony combined with voice changes to only fair results. Not much on looks, gals' bits are built around a Gay '90's style of warbling. Actions and noises to Spike Jones' "Cocktails for Two" show hard work, but the pair doesn't have enough variety in song or solid patter to work local clubs.

Cully Richards and Charley Foy are in and out with songs and blackouts. For dancing, Abbey Browne's combo (3) ably fills the bill and Marguerite Padula's excellent intermission keyboarding-vocals remain a fave here.

Joe Bleeden.

Olympia, Miami (Wednesday, October 10)

Capacity 2,170. Four shows daily. Price range, 62 cents-\$1.03. House Booker, Harry Levine. Show played by Les Rohde's band.

If this theater expects any play this week it'll be thru the current pic, the Dean Martin-Jerry Lewis "That's My Boy," now playing subsequent in Miami. Opening day's audience sat on its hands, and gave even the pair of co-headliners considerably less than a thunderous reception.

Joan Edwards, in the top slot, did okay with pop tunes like "I Wonder Why," "Too Young," and "Loveliest Night of the Year" and

(Continued on page 69)

The Langs



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Havana-Madrid, New York (Thursday, October 11)

Capacity, 250. Price policy, \$3-\$3.50 minimum. Shows at 8:30, 12:30 and 2. Operator, Lou Weiman. Exclusive Booker, Lenny Ditson. Publicity, Matty Simmons. Estimated talent budget, \$2,000.

This is probably one of the most inexpensive shows this spot has had in a long time; a five-girl line, a boy production singer, show girls and five acts. Show moves okay and for this operation is apparently what the customers, mostly rumba dancers, want — to judge from the applause.

The headliner is red-headed Bertica Serrano who's picked up a lot of stage savvy since last caught. Her English is still

(Continued on page 69)

Park Avenue Lounge, Miami Beach, Fla. (Friday, October 5)

Capacity, 220. Shows at 9:30 and 12:30. Price policy, \$3 minimum. Booking non-exclusive. Owners-operators, Charles Block and Wingy Grober. Estimated talent budget, \$1,000.

On opening night the spot was packed with faithful followers who came to hear Charlie Farrell.

The opening was due to two big conventions, the Exchange Club and the American Legion, which returns for its annual conclave next week. Fifty thousand Legionnaires and families are expected in the area.

Farrell is one of the few old

(Continued on page 69)

Cafe Society Downtown, New York (Thursday, October 11)

Capacity, 210. Price policy, \$4.50 minimum. Shows at 10, 12 and 2. Operator, Lou Lewis. Booking, non-exclusive. Publicity, Virginia Wicks. Estimated talent budget this show, \$3,000.

Nellie Lutch brought her peculiar exuberance back to the Cafe Society this week and was greeted at the opening by a roomful of friends and important people. She went thru a typical program, consisting mainly of her

(Continued on page 65)

National-Scala, Copenhagen (Wednesday, October 3)

Capacity, 1,500 in cafe-cabaret; 2,000 in Scala-Salen ballroom. Policy, no cover; no minimum. One show nightly, Wednesday matinees. Booked by Ernest Sahlstrom.

The show opened with Clarice and Ipsen, classy Danish ballroom dance team, effectively presented in front of a black drape cyc. They started off with a graceful acro-waltz, in which the male partner did good lifts and spins, followed with a peppy Spanish

(Continued on page 69)

Alhambra, Paris (Monday, October 8)

Capacity, 3,500. Price policy, 63 88 cents. Weekdays (and Saturday) 1 show at 9 p.m.; four shows Sundays. House directress, Jane Breteau. Producer and General Manager, Pierre Andrieu. Exclusive. Booking, M. Mana, Dubacs, and Bloom. Show played by Ray and Bloom. Show played by Ray Plexon house ork.

French music hall audience are by and large about the hardest to please. And if the performer is

(Continued on page 69)

Cinegrill, Salt Lake City (Thursday, October 4)

Capacity, 150. Price policy, no cover, no minimum. Shows at 9:45 and 11:30. Operating manager, Pat Arcuri. Booking, non-exclusive. Estimated talent budget, \$500.

Intimate and cozy is the Cinegrill, and Pat's new fall show, featuring all-Negro talent, fitted the spot opening night as tho it

(Continued on page 65)

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- Latin Casino, Philadelphia, Pa.
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REVIEWS

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Hocus-Pocus

By BILL SACHS

LEON MANDRAKE, after 19 weeks in the Mayfair Room of the Van Cleve Hotel, Dayton, O., transfers his activity to the Majestic Hotel, Akron, October 21, where he is slated to hold on indefinitely. A stretch of 19 weeks in a room such as the Mayfair, with a change of program weekly, is no small feat for a magician, and Mandrake caught on famously during his stay there. On the night we caught him recently, he did two shows, doing a complete change for each, assisted by his wife, **Velvet**, and **Bob Mason**, Dayton magic lad. On his first stint of the evening, Mandrake, attired in Inverness cape, presented such nifties as silks from a tube, fish and bowl productions, restored parasol, Miser's Dream, rice bowls, shooting thru a girl, linking rings, dove pan, mechanical duck card selections and Pandora's Box. On the second show he produced similar standards, winding up with a corking substitution trunk which incorporated the changing from a tux to Palm Beach attire. . . . Glamorous **Joan Brandon** left New Orleans Tuesday of last week (9) for Mobile, Ala., where on Wednesday (10) she began a five-day stand. On Monday (15) she returned to New Orleans for two days, after which she continued her tour on up thru Kentucky. She recently appeared at auditoriums in Chattanooga and Montgomery, Ala. . . . **Lucille and Eddie Roberts** begin a two-week return engagement at the Dayton-Biltmore Hotel, Dayton, O., October 27 and follow that with a fortnight's return at the Shoreham Hotel, Washington, opening November 12. . . . **Larry Weeks**, magical juggler, is back home in Brooklyn after eight weeks in Japan and Korea, where he served USO Camp Shows as emcee and manager of Unit No. 981, "Fun-time Frolics." Tour covered 18,000 miles. Unit did 52 shows in Korea in 32 days and 19 shows in Japan. Weeks has no immediate plans for the future, but there is a possibility that he may go to Alaska with the same unit within a month to follow in the path of **Paul LePaul**, now touring there

with a USO unit after a stint in Korea and Japan. . . . **Dunninger** has returned to his New York headquarters after a week at the Seville Theater, Montreal.

GEORGE LAFOLLETTE, veteran quick-change artist and all-around magician, who settled in St. Petersburg, Fla., five years ago, has opened an entertainment bureau in conjunction with his magic shop in the Florida territory. He recently presented his lecture and demonstration, "Spiritualism, True or False," at both the Shrine and Lions clubs in St. Petersburg. . . . The recently organized Landrus-Admire Magic Show phfft out at Wheatland, Ind., October 5, after three weeks' operation. "It was a friendly separation," J. C. Admire reports. "Just a difference of opinion." **Landrus the Magician** will again go it alone in his established Southern territory this fall and winter. Admire is continuing with the unit, with **Gordon The Wizard** in the Landrus spot. He has a second unit featuring **Bob Henderson**, vent and puppets. Both combos are playing schools daily and doubling in halls and school auditoriums at night. **J. C. and Frank P. Admire** are handling the bookings. . . . **John Van Houten** scribbles that trixster **Ed Browne**, with seven people, opens at Fellowship Hall, Philadelphia, October 29 for a two-day stand, and follows with two nights in Darby, Pa., and two nights in Clearview, Pa. Unit returns to the Northeast section of Philly November 3 for an engagement before hitting the road in that area. . . . **Linden Coward** posts that he's playing schools and theaters in a 40-mile circle out of Ware Shoals, S. C., to fair returns. "The cotton mills in the territory are on short time," Coward informs, "but the cotton crop is good." . . . **The Great Richards**, with three assistants, heads up a unit working Upper New York State for **Charles Kyle**, of Kyle Productions, New Haven, Conn. . . . **Carlos the Magician** is winding up a two-weeker at the Palm Cabaret, Montreal. . . . **The Great Morton**, after four bang-up weeks at Montreal's 1,400-seat Gesu Theater, moved on to the Royal Alexandria Theater, Toronto. Morton's unusual show was backed by some sound publicity and exploitation material provided by **Do-Do Davis** during the Montreal stand.

C. Fischer, 69, Act Importer, Dies in Jersey

NEW YORK, Oct. 13.—Clifford Fischer, 69, probably the leading spirit in the importation of French acts into the United States, died Wednesday (10), after a long illness, at his home in Cloisters, N. J.

Fischer, at one time the Parisian rep of the William Morris office, was responsible for the first all-French show here at the International Casino, formerly Earl Carroll's. He was the owner of International Artists, which brought Edith Piaf, Charles Trenet and others to this country. He was also responsible for Charlie Chaplin, Sarah Bernhardt and Harry Lauder.

He leaves his widow, Alyce Fischer.

Geneva Club On Name Kick

GENEVA, N. Y., Oct. 13.—Club 86 here has decided to spend a little more, signed Senya Gamsa as the exclusive booker, and is now after Negro record names.

Room, a 500-seater, operates on a \$1 admission policy and is owned by Jimmy Legott. Last attraction in was Nellie Lutcher. Bids are now being made for Billy Eckstine, Sarah Vaughan and similar performers. The budget is limited to about \$3,500, spot is making deals for two-three nights, paying names on a per-day basis. Regular policy, however, is a full seven-day week.

SHOW BAN IS SIX WEEKS LATE

ATLANTIC CITY, Oct. 13.—Director Erwin B. Hock, of the State Division of Alcoholic Beverage Control, was only about six weeks late in ordering a ban on the underwater aqua-tease act by Divena from the Club Nomad here. Niterly owner Charles Merlin said that Divena, a shapely blonde who dives into a tank of water and peels off her clothes, left early in August after she became ill during a performance.

Burlesque Bits

By UNO

ICEL CONDIS, first-time feature strip in the Artie Lloyd-Jimmie Matthews unit on the Hirst Circuit, rose to prominence in burly after a season as show girl at the Flamingo Club, Las Vegas, Nev., and another season as principal in stock at the Follies, Los Angeles. . . . Among the California delegates in New York for the World Series were **Sam Cohn**, former manager of the Hudson, Union City, N. J.; **Suey Welsh**, Los Angeles booker, and **Harry Popkins**, theater operator and movie producer. . . . **Eddie Kaplan** is partnered with **Freddie Walker** in the Monarch Theatrical Agency, Miami Beach, Fla. . . . **Vic Puree** and **Josephine March** have deserted showbiz to become owners of the Castle Motel and Restaurant, Washington, Pa. . . . Shows at the Hudson, Union City, N. J., for the next two weeks will be headed by **Mickey Jones** and **Red Marshall**, October 21, and **Valerie Parks**, **Marty Collins**, **Debra Dante** and **Sid Nadell**, October 28. **Tyra Mona**, **Bozo Snyder** and **Freddie Lewis** are the features there this week. Producer **Paul Marakoff's** chorines include **Daisy May**, captain; **Jean Allen**, **Ora May**, **Dolly Brooks**, **Olga** and **Rose Rosano**, **Kay Davis**, **Adele Brown**, **Diane DeLopatecki**, **Ann Amend**, **Marie Bradley**, **Dolores Fisher**, **Cathy Lazell**, **Medina**, **Lorraine Andrews**, **Gloria Alexander**, **Jean Torino** and **Sandy McGuire**. . . . **Augie Circella**, manager of the Follies Theater, Chicago, and a race horse enthusiast, recently took title to **Rita's Boy**. Follies cast includes **Mack D. Ferguson**, **Vivian Keenan**, **Dexter Maitland**, **Betty DeQue**, **Torchy Renee**, **Lana Richards** and **Jackie Richards**, producer. Chorus includes **Carol Lucky**, **Corrine Collins**, **Claudia Friere**, **Barbara Drell**, **Lorraine Shafron** and **Cutie Dee**. In the

orchestra, under direction of **Danny O'Conner**, is **Chuck Galloway**, **Jack Barker** and **Bob Lehman**.

MAE BROWN, who was the first to do a strip when the Columbia, now the Mayfair, New York, sported a running board back in 1928, is now chief hostess of the restaurant annex to **Leo Judson's** Mansfield Hotel in mid-Manhattan. . . . **Charlie Murray's** Zomba nitery, North Hollywood, Calif., features **Bobby Morris**, **Inez Claire** and **Rae Parsons**. . . . **Sammy Smith** and **Dolly Dawson** are being held over indefinitely at the Old Knick Music Hall, New York. . . . **Sunny Dare**, who is making her debut this season on the Hirst Wheel as stripper-talker, is a **Frances Parks** graduate out of the line at the Gayety, Detroit. . . . **Bob Carney**, **Jean Carroll** and **Harry Rose** are in their third year at the Colony Club, Los Angeles. . . . Despite the ball games, Jewish holidays and an absence of five years, **Winnie Garrett** broke all records at the Hudson, Union City, N. J., the week of September 30. . . . **Yvette**, now in her 16th week (Continued on page 44)

Showtime Opening With Western Acts

HOLLYWOOD, Oct. 13.—Showtime, a San Fernando Valley nitery, reopens Monday (15) under new management and featuring Western acts and music. Club recently was sold to Lee Smith by George Lewis. Smith also operates the Resedio Cafe in Reseda, Calif.

Owners have been negotiating with **Hank Penny** for initial attraction. A dance floor has been installed in addition to complete remodeling. Sunday afternoon dances are another innovation.

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Tila Marybeth Fitzpatrick
Herman Richard Case
Karl Reeder Mitchell Gregg
Burgomaster Hal Frye
Sieglinde Lessing Lillian Murphy
Dr. Walthar Lessing Charles Winninger
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Pflugfelder Walter Born
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Uppmann Guy Spaul
Marthe Terry Saunders
Frieda Hatzfeld Jane Pickens
Bruno Mahler Dennis King
Walter John M. King
Zoo Attendant Waldorf
Anna Norah Howard
Porter James Beni
Kirschner Richard Bishop
Lilli Muriel O'Malley
Sophie Julie Kelety
Assistant Stage Manager John M. King
Lawyer Baum Gordon Alexander
Barmald Biruta Ramoska
Willi James Beni
Frau Schreimann Jean Ellsperman
Frau Moeller Susan Steell
Various Characters of Edendorf and Zurich

WOMEN: Madeline Chambers, Jean Ellsperman, Joan Keenan, Julie Kelety, Rosemary Kuhlmann, Sheila Mathews, Grace Olsen, Biruta Ramoska, Marjorie Samsel, Helen Stanton, Susan Steell.

MEN: Gordon Alexander, Robert Baird, James Beni, Walter Born, Robert Busch, Carlo Corelli, Charles Dunn, Warren Galjour, Robert Gilson, John M. King, William Krach, Frederick Olsson, Fred Rivetti, Donald Thrall.

CHILDREN: Richard Case, Marybeth Fitzpatrick, Georganna Catal, Mary Hoyer, Charles Lee Saarl.

Most of Jerome Kern's melodies are living, lovely things, and likely he never wrote a lovelier score than that for "Music in the Air." Such items as "I've Told Every Little Star," "In Egeron on the Tegeron See," "The Song Is You," "There's a Hill Beyond a Hill" and "One More Dance" fall as delightfully on the ear as they did on that November opening night 19 years ago at the Alvin Theater. So there is music in the air aplenty currently at the Ziegfeld. Unfortunately, there isn't much else, except a certain amount of nostalgia.

Too Sentimental

Even sentiment can be carried only to a certain point, and Oscar Hammerstein's book, which memory records as a gay and novel fantasy back in 1932, now seems curiously spiritless and dated. A reporter surmises that this is Hammerstein's own fault, for while tastes in musical comedy have developed radically since "Music in the Air" was scripted, Hammerstein himself has been largely responsible for the change. He has staged this revival for brother Reginald with some effort to bring its proceedings into a faster, modern tempo, but without much success. Despite some happily remembered moments, the romantic tale of the country mouse who took over a big-time musical lead from a temperamental prima donna, only to flop at the final moment, has lost most of its sparkle.

Four excellent stars and several supporting players work valiantly to resuscitate the sentimental flavor of the book to varying successful degrees. Dennis King gives an artfully bravura performance of the slightly predatory playwright, and he can still put across a song. His is a personal triumph over pallid situations. Jane Pickens is statuesquely handsome and a vocal tonic as the explosive prima donna. Her reprise with King of "The Song Is You," while her maid is trying to change her stockings, is one of the show's sharpest moments, but over all, her talents are wasted on a stock part. Conrad Nagel makes the music publisher gracious and natural in the usual Nagel manner, and Charles Winninger is a most welcome return to Broadway as the unworried, old composer whose yen for publication precipitates the Hammerstein fantasy.

Muriel O'Malley

Lillian Murphy rates a vocal salute in the young love category, with Mitchell Gregg assisting only moderately. Guy Spaul does more than well by an accompanist who makes with the notes and knows same professionally. Biggest hand of the opening night of the revival went to Muriel O'Malley for "In Egeron on the Tegeron See," a matter in which Kerns,

GLAD TIDINGS

(Opened Thursday, October 11)

Lyceum Theater

A comedy by Edward Mabley. Staged by Melvyn Douglas. Setting by William and Jean Eckert. Costumes by John Derro. General manager, J. H. Del Bondio. Stage manager, John Holden. Press representatives, Samuel J. Friedman and Lorella Val-Mery. Presented by Harold Bromley.

Ethel Nash Haila Stoddard
Mrs. McDonald Fay Sappington
Henry James Hagerman
Steve Whitney Melvyn Douglas
Agnes Bell Ann Sturgis
Maud Abbott Signe Hasso
Claire Abbott Patricia Benoit
Gus Kennedy Rudy Bond
Terry Abbott Henry Garrard

Last July, this reporter trekked to Sea Cliff, Long Island, to see Melvyn Douglas and Signe Hasso co-star in a packaged comedy for the Silo Circuit. It was reported at that time that "Glad Tidings" added up to sufficiently frolicsome summer fare, but that considerable tightening and face-lifting were in order scriptwise, if Edward Mabley's play ever braved Stem competition.

So comes a Stem bow-in. "Tidings" script shows evidence of thoughtful pruning over last summer's workout. Three spots in the supporting cast have been strengthened, and all of the players show the result of long practice together. The second act curtain has been materially improved, and the wind-up sharpened. It is given a much more sumptuous production with a lavish terrace set. There is quite a lot of fun in "Tidings," and it is vastly improved.

However, its fun stems chiefly from the interplaying of its two stars with some tidy assists from its lesser lights. "Tidings" is a contrived, paper-thin little fable about an actress who warms up a shelved romance with a lover, after a 20-year interlude. She brings along her two children, and the gentleman, an editor, is abashed to discover that he is the parent of a grown daughter. The situation is further hyped by the fact that the gentleman is affianced to money-bags in the person of his fem employer. From the manner in which the characters are drawn, it is obvious from the beginning that the warmed-over love affair will develop into something permanent, with no side issues involved. It's as simple as that—too simple, in this pew-sitter's opinion, to stand the Broadway gaff for long.

"Maybe"

It still may be that the Douglas-Hasso team will prove a sufficient magnet to draw customers to the Lyceum for a respectable run. Such things have happened. The pair put on a real show together. Douglas is a past master of comedy timing. His editor is an excellent foil for Miss Hasso's turbulent attack as an uninhibited actress who never stops acting on stage or off. The latter plays a temperamental star with overtones of Gertrude Lawrence and undertones of Tallulah Bankhead and all of Hasso thrown in; a combination, when projected against Douglas' studious underplaying, making for far more amusement than the script warrants.

The stars get solid support from Haila Stoddard who makes herself attractively unattractive as Miss Moneybags. Young Patricia Benoit makes a Stem debut, and a fine one, as the daughter. There are good performances from Henry Garrard and Ann Sturgis, also in the younger generation category. Fay Sappington gives some flavor to a run-of-the-mill assignment of a gabby servant, and Rudy Bond competently meets a thankless chore as the actress' harried manager.

Douglas' staging has likely got all there is to be had from "Tidings." But with all its improvements the comedy still looks like silo or road fare at best. It hasn't the guts for Broadway.

Bob Francis.

Hammerstein and "Air" give her the best of everything. At all events, Miss O'Malley is a stand-out.

However, in sum, in spite of all its trimmings and via top professional assists, "Air" is just another of those revivals that should have been left on the library shelf. But there's still music at the Ziegfeld.

Bob Francis.

Investor Takes Ad to Sell Out "Paint" Shares

PHILADELPHIA, Oct. 13.—While the local newspapers have always carried blind advertisements of promoters shopping around for investors in various and sundry theatrical enterprises, the town folk got a real eyepopper last week when an unnamed investor took a large chunk of space in the theatrical section of The Evening Bulletin to offer his 3 per cent interest in the currently preeming "Paint Your Wagon" musical.

Altho the musical, which just finished three starting weeks at the Shubert Theater here, enjoyed good notices, the 3 per cent investor offered his shares for sale "at cost for personal reasons." Offered three units under the usual Limited Partnership Agreement, "each unit costing me \$4,500." On that basis, the musical must have brought together almost a half million dollars to see light.

Terrell Tent Set for 1952

LAMBERTVILLE, N. J., Oct. 13.—St. John Terrell, who called it a most successful season last week after a finishing fortnight of "Carmen Jones" at his Lambertville Music Circus here, marked the closing of his tent with announcement of his opening for next year.

He plans to set up his tent again June 7, with "Carousel" for the opener.

"Merrily" Skedded For Players' Ring

HOLLYWOOD, Oct. 13.—Success of a previous George M. Kaufman-Moss Hart legit at the Players' Ring led the theater's producers to begin work on another K-H vehicle, "Merrily We Roll Along," slated to hit the boards in mid-November. Casting got under way Thursday (11) with Director Joe Mell readying a cast of 44.

Other K-H success, "Once in a Lifetime," last year ran 16 weeks. Mell is megging the house's current fare, "Dark of the Moon."

BROADWAY SHOWLOG

Performance Thru October 13, 1951

DRAMAS

Affairs of State.....	9-25, '50	439
(Music Box)		
Diamond Lil.....	9-14, '51	35
(Broadway)		
Glad Tidings.....	10-11, '51	4
(Lyceum)		
Lace on Her Petticoat....	9-4, '51	57
(Booth)		
Remains to be Seen.....	10-3, '51	13
(Morosco)		
Saint Joan.....	10-4, '51	12
(Cort)		
Stalag 17.....	5-8, '51	183
(48th Street)		
The Moon Is Blue.....	3-8, '51	251
(Henry Miller's)		
The Rose Tattoo.....	2-3, '51	289
(Martin Beck)		

MUSICALS

A Tree Grows in Brooklyn..	4-8, '51	203
(Alvin)		
Bagels and Yox.....	9-12, '51	42
(Holiday)		
Borscht Capades.....	9-17, '51	32
(Royale)		
Call Me Madam.....	10-12, '50	420
(Imperial)		
Guys and Dolls.....	11-24, '50	369
(46th Street)		
Music in the Air.....	10-8, '51	8
(Ziegfeld)		
Seventeen.....	6-12, '51	132
(Broadhurst)		
South Pacific.....	4-7, '49	1028
(Majestic)		
The King and I.....	3-19, '51	229
(St. James)		
Two on the Aisle.....	7-18, '51	99
(Mark Hellinger)		

COMING UP

(Week of October 14)

A Sleep of Prisoners.....	10-16, '51
(St. James' Church)	
Buy Me Blue Ribbons.....	10-17, '51
(Empire)	
Faithfully Yours.....	10-18, '51
(Coronet)	
Love and Let Love.....	10-19, '51
(Plymouth)	

Sides and Asides

Philip Bourneuf will replace Philip Friend, who took over from Glenn Anders in the cast of "Faithfully Yours," which opens at the Coronet Thursday (18). Equity last week refused permission for Friend to appear in the play on the Stem because it would be in violation of the rule against aliens replacing citizens. Producer Richard Krakeur objected; the League of New York Theaters, via counsel Milton Weir, objected; members of the "Faithfully" cast (headed by Ann Sothorn and Robert Cummings) objected. But Equity stood firm. Bourneuf will make his first appearance in the role at Tuesday's (16) preview. Friend, who has been playing it in Philadelphia, will keep it until then.

"Gigi" Gets Florence

Reed; Other News...

Florence Reed has taken over the role of the grandmother in Gilbert Miller's production of "Gigi." Constance Collier abandoned the role last week, allegedly because French director Raymond Rouleau speaks no English. Miss Collier had taken the assignment with the understanding that George Cukor would stage "Gigi." But Cukor withdrew recently because he had previously pacted to do a film at that time, "Gigi" opens at the Fulton November 21. ... Bretagne Windust may stage and co-produce "Howe and Hummel" with Howard Teichmann.

File Answer in Levenson Suit

NEW YORK, Oct. 13.—The producers of "Bagels and Yox" this week filed an answer to Sam Levenson's infringement suit in which they claim in effect that Larry Alpert has been using certain material in question since before Levenson copyrighted his monolog, "The Wedding."

Levenson had charged that certain material used by Alpert in the show were lifted from his monolog. Producers Al Beckman and John Pransky have made a general denial of the allegation and moved that the case be dismissed.

Marta Toren Megs "Town"

HOLLYWOOD, Oct. 13.—Playmakers Theater's preem performance, "Our Town," will be directed by actress Marta Toren. Play bows November 29 for two weeks. Playmakers took over an old barn in Culver City, Calif., and will present a series of two-weekers thruout the year. Group has an Equity little theater contract.

In the cast are Rose Marie Couch, Bert Henderson, Buddy Butler, Cy Sidoni, Annette Harper, Sallie Tuveson, Beverly Tuveson, Vee Gates and Jawne Allen. Playmakers is composed of Bill Pike, Dorothy Con, Marlene Manners, Louis Hille, Nancy Richards, Jane Ostlie, Sandra Allen, Barbara Guthrie, Vinny Janikan, Bob Allen, Vicky Risk, Bob Alden, Philip Bernstein, Wesley De Pue and Beryl Brockman. Org is set up as a repertory stock company. House (200) is scaled from \$1.80-\$1.20.

"Affair" Grosses 5G at Las Palmas

HOLLYWOOD, Oct. 13.—"The Beustone Affair," at the Las Palmas Theater, this week grossed \$5,500, topping the lean legit picture which produced an over-all gross of \$6,650 for three offerings. "Dark of the Moon," Players' Ring, tallied \$800, while "Tin Pan Alec," at the Callboard "heater, hit a slight \$350. The Las Palmas show winds up the beginning of November.

Next at Callboard is "Mr. Barry's Etchings," bowing November 29 for three weeks. "Merrily We Roll Along" goes into the Ring November 28.

who made adaptation from Richard Rovere's New Yorker profile. ... Columbia Theater Associates start their season at the Brander Matthews Theater on the Columbia University campus next Wednesday (24). The play is "Nothing But the Truth," by James Montgomery. It is described as a farce about a young man "who attempts, on a \$10,000 bet, to tell the complete truth for 24 hours." ... American National

(Continued on page 44)

BLUM'S BOOK

7th "World" Edition Tops As Record

The seventh annual edition of Daniel Blum's "Theater World," (Greenberg: publisher, \$3.50) went on sale this week. The new volume is as painstakingly complete a resume of a legitimate theater season as any of its predecessors, and is an item which a real theater-lover, non-pro or pro, should want as a library reference.

Blum started the series back in 1944, with the idea of compiling an accurate pictorial record of each Broadway season, together with data on casts, credits and runs of each production. No criticism is involved. "Theater World" is strictly a colorful factual record of the annual Broadway scene. As such it adds up to a fine piece of memorabilia.

Wide Scope

However, "World's" recording scope covers a wider area than the Times Square sector. Included are records of national touring companies; out-of-town tryouts which did not arrive; American National Theater and Academy, City Center, Equity Library and local off-Broadway group productions. Biographies of Broadway players, producers, directors, designers and choreographers are included, with obituaries for those for whom the final curtain has fallen during the year.

As a memory refresher on matters theatrical a collection of "Theater World" is a time saver as well as a handsome record. The latest edition holds it to the top of its class. Bob Francis.

Shaw Slotted For "My L. A."

HOLLYWOOD, Oct. 13.—Ray Shaw, understudy to Allen Jones in "Guys and Dolls" at the Philharmonic Auditorium, last week was set for one of the leads in the upcoming musical, "My L. A."

"My L. A." is now skedded to go into rehearsal in two weeks with a late November opening. No bond has been posted, however, with Actors' Equity, thus leaving the producers freedom in switching dates as has been done in the past.

Dramatic & Musical Routes

Barefoot in Athens (Locust St.) Philadelphia.
Black Chiffon (American) St. Louis.
Candida, with Olivia DeHavilland (Orpheum) Kansas City, Mo., 15-18; (KRNT) Des Moines, Ia., 19-20.
Cocktail Party (Curran) San Francisco.
Darkness at Noon (Gayety) Washington.
Death of a Salesman (Shea) Jamestown, N. Y., 16; (Park) Meadville, Pa., 17; (Shea) Ashtabula, O., 18; (Colonial) Akron 19-20.
Four Poster (Plymouth) Boston.
Guys and Dolls (State Fair) Dallas, Tex.
Kiss Me Kate (Masonic Temple) Scranton, Pa., 15-16; (Penn) Wilkes-Barre 17-18; (Rajah) Reading 19-20.
Member of the Wedding (Erlanger) Chicago.
Mr. Roberts (Grand) Ottawa, Can., 16; (Erlanger) Buffalo 18-20.
Moon Is Blue (Forrest) Philadelphia.
Oklahoma (Colonial) Boston.
Paint Your Wagon (Shubert) Boston.
Pay Off, The (Walnut) Philadelphia.
Peter Pan (Nixon) Pittsburgh, Pa.
South Pacific (Shubert) Chicago.
Top Banana (Shubert) Philadelphia.
Wells, Sadler, Ballet Co. (Royal Alexandra) Toronto.

Sides and Asides

• Continued from page 43

Theater and Academy will throw a party for **Elsa Maxwell** next Friday (26) at the Plaza Hotel for the benefit of the ANTA Fund.

Harris to Produce

"Shrike" for Nov. . . .

Jed Harris plans to produce "The Shrike," which **Jose Ferrer** held at the end of last season. The opening is due late in November. There will be local previews instead of out-of-town tryouts. The author is **Joseph Kramm**, an actor, who also directed "Hope Is the Thing With Feathers." When Ferrer held the script, authorship was credited to **Peter Andress**, which is Kramm's pen name. This would be Kramm's first play to get a Broadway showing. . . . Harris is also interested in a play by **James Proctor**, the press agent, and **Sigmund Miller**. The script is not yet complete. It is roughly derived from Proctor's novel, "The Man on the Couch," a satire on psychiatry.

"Number" May Come Up Later After Revamps . . .

The stem opening of "The Number" may be postponed to make time for improvements in the script. Meanwhile, **Eleanor Lynn** is leaving the cast because she doesn't think the part is right for her. . . . **Peggy Phillips**, the theatrical publicist, is writing the libretto for "The Shanghai Gesture," a musical to be produced by **Maurice Brockway** and **Paula MacLean**. Other than the title and a few characters, the musical will bear no resemblance to the play and film of the same name. . . . Additions to the cast of "Point of No Return" this week: **James MacDonald**, **Frances Bavier**, **Madeleine Clive**, **James Jolley**, **Madeleine King**, **Katherine Hynes**, **Stanley Tackney**, **Gene O'Donnell**, **Pitt Herbert**, **Heywood Hale Broun** and **Harriett Selby**. . . . **Jack Weiser**, who gives a drama course at City College, has joined the management of the 48th Street Theater, replacing **Harold Grossman**, who recently was appointed manager of the Playhouse. . . . **Paul Vincent Gordon** will give

acting classes at the American Theater Wing school. . . . The Theater Guild has spread the word that the advance sale on "Saint Joan" is now a sum in six figures. "Joan" opened with an advance of \$72,000. Box office at the Cort is now selling tickets for the next 12 weeks.

Lockhart Signed for "Sundays" Lead . . .

Gene Lockhart will have a leading role in "A Month of Sundays," a musical derived from **Victor Wolfson's** "Excursion." Lockhart, best known for his meanie roles in pictures, started out in vaudeville. He also wrote the lyrics to "All the World Is Waiting for the Sunrise." He was last seen on Broadway as **Willy Loman** in "Death of a Salesman." **Nancy Walker**, whose last Broadway stint was in "Along Fifth Avenue," will also be in "Sundays." . . . The road company of "The Autumn Garden" will open in Wilmington instead of Hershey. The opening date is October 26. "Garden" will be at the Nixon, Pittsburgh, the week of October 29.

"Why Worry" to Stem After Coast Bow . . .

"Why Worry" is the title of a "musical fantasy" with book by **Gilbert Wright**, music by **Richard Avonde** and **Jerry George**, and lyrics by **Alec Bel**, who also wrote the story on which the whole thing is based. The show is being put into production in Hollywood by **Barry Buchanan** and **Sam Glaser**, and is due to see an opening in San Diego about the first of the year. They will then give one-night stands across the country. Eventually, they expect to put it on Broadway. . . . **Richard Krakeur** has bought a new play by **N. Richard Nash**, author of "The Young and Fair." The new one is called "See the Jaguar." . . . **Herman Shumlin** picked up another property during his recent quick trip to London. It's "The Lyric Revue," which is currently at the Globe there. Shumlin's visit was actually in connection with **Enid Bagnold's** play, which has now been titled "Gertie."

Hamid Vs. Insurance Plan

• Continued from page 40

to differentiate and, apparently, Mr. Dunn, being desirous of exercising dictatorial powers, is misguided in his own actions.

"What our business needs is special thinking along the promotion of good will between employer and employee and having the AFL and other unions recognize the need of vaudevillians and people in show business so that those who are sacrificing time and money to create employment should be given due consideration and have all the unions back such employers and encourage independent operators as well as chains to open up theaters and other amusement establishments so as to create work and to also recognize that performers are not like mechanics and you cannot classify performers in the same way you do mill workers, coal miners, steel workers,

"The foregoing I have also pointed out but Mr. Dunn and Mr. Connors have only offered one inducement contrary to their misleading article in The Billboard. They claim I pay too much money above AGVA scale and that by signing their code I can save money. They also told me they signed with Ringling and all the Shrine operators. I checked this and find it is not so. Mr. Dunn and Connors told me they had a meeting in Chicago with many fair booking offices and that they have come to terms with them. I checked this and also found it false.

"In the present Billboard article they claim I import many alien performers, thereby driving down American standards. This is a miserable lie and I request that Messrs. Dunn and Connors prove this statement. We actually imported three acts in the past two years—the Theron Troupe, six people cycling act receiving \$850 a week; the Triska Troupe, high wire act, four people receiving \$750 a week; the Amandis Troupe, five people receiving on an average \$750 a week—plus guarantees, allowances for gas and oil, free winter quarters and many other incidentals. I know of many shows

and booking offices that have imported and are importing 10 times as many European acts as we are, but Messrs. Dunn and Connors want to make us the goat. Maybe I do not talk their language. I'm too honest and frank for them.

"Mr. Dunn apparently is ignorant of the fact that we have more American acts invading foreign countries and earning lucrative pay by far in excess of what this country imports. I understand there is now a great deal of agitation in countries such as Canada, England, etc., to curtail American acts and all these countries need is a brilliant tirade by Mr. Dunn to kindle the fire giving those countries the aid they need to deprive our talent from being employed in many foreign countries.

"The article further states, quoting Mr. Dunn, that you are now locked in a show-down battle with Hamid and that you are in a position to aim a knockout blow and it will leave the Hamid interests no choice but to enter into an equitable agreement with the performers' union. What agreement? We have never discouraged performers from joining the union, but instead helped them join and collected dues for you. Mr. Dunn also states in the article that AGVA has been trying to organize the Hamid shows and that they sent an AGVA representative to the South to talk with me, and with the instructions to pull the show if an agreement wasn't reached. This is another misstatement. I have not been approached by a representative and have not seen one on any of the fairs.

"Last but not least, my organization doesn't book 10 per cent of the fairs and outdoor events. There are dozens of important agencies in the same field. Why is Connors picking on Hamid? There is a reason.

"For 25 years or longer, I will admit, my organization has risked playing shows on percentage, building expensive scenery, purchasing lighting effects and encouraging many organizations to

Tokyo Mushi Mushi

—By RALPH KRZYZAK—

• Continued from page 3

flicker, since it was their first bid for such honors. "Rasho" held only fifth place grosswise during its Japanese run. It is now being prepared for re-issue with English titles.

Nationwide Video Net

Promised in Year . . .

Steps toward a nationwide video network in Japan have been launched thru the efforts of Japanese and American technicians and businessmen. All sections of Japan will be linked within a year, it is promised.

An announcement outlining the project was made public at the Industry Club here recently. Attending the press conference were **Matsutaro Shoriki**, former president of the Yomiuri Shinbun; **Chikao Honda**, president of the Mainichi Shinbun; **Dr. Walter Duschinsky** of the Crosby Laboratory and designer of the communication system of the U. N. Building at Lake Success, and **Henry Holthusen**, lawyer and leading figure in "Voice of America."

The first station will be set up in the Yomiuri Bekkan Building, where there will be three studios under Dr. Duschinsky's direction. It is due to start operation early next year.

Gladys Moncrieff Shows

Spunk in Troop Work . . .

An outstanding example of the spunk of show folks in working for the troops is **Gladys Moncrieff**. A chanteuse from down under Australia way, Miss Moncrieff has been singing for allied soldiers since World War I. She came to Korea at her own expense to sing for the U. N. troops. Last week she was singing her last concert of a series of 34 in 19 days before 2,000 Australian and American servicemen when a typical heavy Korean rain storm began to fall, during an open air concert. Miss Moncrieff asked if she should continue; the roar of applause from the audience assured her that not even the rain would dampen their enthusiasm.

An American sergeant then passed up his waterproof cape; Miss Moncrieff put it around her shoulders, threw a kiss to the soldiers and the show went on.

Another time, while she was singing near the front lines, the concert was interrupted because the unit had to move into action immediately. One of the enlisted men remarked that he wished she would come back after the unit was finished with their task of taking Hill No. 43. Miss Moncrieff overheard him and never left the camp site for two days. Then when the unit had returned to their base camp, she graciously finished her concert.

sponsor outdoor shows using hundreds of performers and trying to open new markets for them to provide more work and, at no time have we failed to pay our obligations to a performer, win, draw or lose. Haven't been sued by a performer for breach of contract in 25 years. Now my reward, according to Mr. Dunn, is a knockout blow.

"In conclusion, for Mr. Dunn's and Mr. Connors' information, we can take the same establishments and use thrill shows, rodeos, pageants and local talent and do as much business, and possibly more, than we are doing now. Most of our clients want a change and this can be confirmed to you by all bookers. We are battling to keep our end of show business popular and, frankly, were it not for thrill shows, auto races, horse races and other special events, most fairs could not afford the shows they are buying from the various booking offices.

"I do trust you and the directors of AGVA will recognize the need of impartial leadership and the elimination of dictatorial attitudes by those who do not understand our business but who are willing, thru their agitations and threats, to gamble away the future of our performers under the guise of being helpful and protecting the actors' interests. I shall be glad to appear before you and your board when convenient to discuss any phase of this matter.

"Sincerely yours,
"George A. Hamid."

Out-of-Town Reviews

THE NUMBER

(Opened Monday, October 8)

Walnut Theater, Philadelphia

A melodrama by Arthur Carter. Presented by Paul Vroom and Irving Cooper. Staged by George Abbott. Settings by Ralph Aiswang. Costumes by Jocelyn. Press representative, Dick Weaver. Cast: Peggy Nelson, Eleanor Lynn, Louis Larabee, Murvyn Vye, Luis Van Rotten, Jennie Goldstein, Anatole Winogradoff, Lydie Reed, Dane Clark, Diana Herbert, Bobby Vall and Jay Barney.

With news pages fairly dripping with the reports of not-so-innocent didoes in public life, politics and police circles stemming from horse racing and numbers rackets, Arthur Carter's first play here gives him an already stimulated market for the excitement that goes with yarns about gambling in all forms and phases. But while his topic may be timely, his treatment of it goes back to a more forthright era. Instead of spelling out the kind of corruption uncovered by senatorial searchings, he pitches his theme to an out-and-out gangland melo.

Carter's tale of mobster deriding-do concerns a small-time numbers salesman and the fem secretary of his banker boss who make a fatal mistake by mixing their emotions with their jobs. Screenland's **Dane Clark** is the handsome digit seller who finds little opposition on the part of secretary **Eleanor Lynn** to the idea of romance and even a legitimate marriage and a legitimate business. Miss Lynn portrays a young grass widow of respectable background with a child to support, who has found some economic security by answering the phone in the boss racketeer's office.

While this love interest, around which the melo revolves, is projected in well-defined style by Miss Lynn and Clark, both playing with realism and skill, it is **Murvyn Vye** as the big-time booking and digits king who runs away with the parade. Vye packs in all the characteristic backhanded humor and menace of his prototype's ilk to carry off top performance honors.

Swift Pace

"Number" being on the melo-thriller side, it would be unfair to trumpet its details plotwise. However, it may be reported that its turning point rests on the salesman playing a hunch number of his own, based on his mother's birthday. Naturally the number hits, but so also do succeeding events—in a manner not so natural—right down to the final curtain of a thoroly exciting and swiftly paced play. **George Abbott's** staging merits a full salute.

While all members of the cast turn in good contributions, even down to a tiny but tasty bit by **Diana Herbert** as a dumb waitress, it is noteworthy that "Number" brings **Jennie Goldstein** to the English speaking stage for the first time. In the traditional style of Second Avenue, the stage-ripened **Jennie** lays it on heavy with effect as the doting mother of her racket-touched daughter.

In sum, the melo theme is sufficiently topical to command attention, and is geared to hold a pew-sitter's interest handily. There is realism heightened by lusty language generously written into its scenes. It is a rattling good "number" and holds much promise for b.-o. continuity when it moves to the Stem.

Maurie Orodener.

Form B Breach

• Continued from page 40

this negotiation was not brought to their attention by ARA.

They are further griped by the fact that when the code was presented to them, they were told that they would have to take a definite stand quickly on the code, for AGVA wanted a fast answer. Given the additional month in which to consider the pact, they felt that such controversial provisions as the \$1,000 bond and the \$1-per-entertainer-per-club-date accident insurance could have been either averted or worked out more to the agent's satisfaction.

Altho Lyman Goss Jr., **Joe Riley**, **Frank Spamer**, **Jimmy Thompson**, **Len Fisher**, **Ben Young** and **Bill Canham**, all of Chicago, and **Johnny Coon**, **Kansas City, Mo.**, have sent in their 1951 dues, reinstating them in the org, there is considerable speculation that the club-daters here are mulling a new organization which will apply to AGVA for a franchise set-up—

TIN PAN ALEC

(Opened September 28)

Callboard Theater, Los Angeles

A musical by **Dian Manners** and **Johnny Clark**. Additional dialog by **Cornelia K. Dresser**. Musical direction, **Brad Greene**. Vocal arrangements, **Johnny Clark**. Choreography, **Mickie Ann Brown**. Produced by **Frances Douglass Cooper**. Sets, **Larry Johns**. Directed by **Frances Locker**.

Tin Pan Alec . . . **Jamo Blake**
David Mann . . . **Art Moers**
Jane . . . **Shannon O'Neal**
Barkie . . . **Ivan, the Terrible—Mixture**
Alvin . . . **Shelby Bacon**
Elsa . . . **Erin Rene**
Grenedine . . . **Evelyn V. Bacon**
Madame Vice Versa . . . **Marla Paray**
Wee Wee . . . **Yolanda Francis**
Electra . . . **Shirley Lipson**
Guy . . . **Jimmy Thomas**
Doll . . . **Marilyn Bonney**
Pa . . . **George W. Fulton**
Harold . . . **Jerry Power**
Miss Movietime . . . **Mickie Ann Brown**
Telephone Operator . . . **Mickie Ann Brown**

Current fare won't go places either as a touring unit or as a box office success. This theater is too small and not suited for a musical and should stick with small-cast legities which in the past have been okay here.

The 23 musical numbers, while original, sound familiar. Tunes like "Oh! Oh! Only Wonderful" and "Baby, I Can Wait" might be worthy of recording. A flimsy story line also detracts from the commercial value.

Plot concerns a TV disk jockey during his midnight-to-dawn program. Thru the tele show a gal is reunited with her sailor boy friend. Songs by persons connected with the show and passers-by augment this weak story.

On the slim credit side, the show moves fast. **George W. Fulton** as the old-time Navy man is good. **Marilyn Bonney** as the sexy barroom gal displays vocal and physical charm. The gob, **Jerry Power**, has a fair voice. **Juve shennanigans** of **Yolanda Francis** make for a few titters. There isn't much that can be done here inasmuch as complete script surgery would still leave about 20-odd tunes to be reckoned with.

Joe Bleeden.

Burlesque Bits

• Continued from page 42

as feature at the Empress, Detroit, writes that she will be married this month to a local business man. . . . **Al LeRoy**, who recently left the "Two On the Aisle" cast for a return to burly, has just finished a pic, "The Maniac," for Panther Films in New York. . . . **June March** replaced **Jai Leta** as feature in the stock show in Norfolk, Va., last week.

BETTY HOWARD, who opened as the feature at the Empire, Newark, October 19, is being sought by TV scouts in New York, according to a story carried by Radio and Television Daily. . . . **Kitty McGraue** is a new chorine at the Grand, St. Louis. **Jerry Murphy** left there recently for Detroit to go into stock and was replaced by **Pat Burns**. **Rhoda True**, who rose from the Grand chorus, is now doing bits in the **Manny King** unit on the Hirst Circuit. **Betty McDaniel**, assistant captain of the Grand chorus, went to Piggott, Ark., September 29 and brought home a husband, **Jim Mollett**, St. Louis non-pro. . . . Straight man **Frank Scannell** has signed for a part in Warner's pic, "She's Working Her Way Thru College." He was recently in "Starlift" at that lot. . . . **Charlie Harris**, former straight, is now part owner of the Garrick, St. Louis, having bought out the interests of **Harry Wald**, who has taken over the World Theater in the same city. . . . **Ed Quigley**, former principal with the old **Jean Bedini** Columbia Wheel show that featured the late **Kelso** brothers, is now backstage doorman at the Alvin, New York. . . . **Harry Rogers**, of the comedy combo, **Anthony and Rogers**, died of a heart attack last week. The team has just finished a Sunday night at the RKO Jefferson, New York.

similar to ARA's.

Jack Irving, Midwest AGVA chief, said that as yet he has not heard from any independent group. He said that under AGVA rules he will give any agent a franchise direct from AGVA if that agent applies after January 1, 1952. He said that AGVA will not give any ARA member a direct franchise until that time, because under the ARA-AGVA agreement the ARA member is responsible for back dues up to that period to ARA.

Pla-Mor Arena Leased; Cancel Show Schedule

KANSAS CITY, Mo., Oct. 13.—Lorillard Guthrie, manager of the Pla-Mor Arena here, confirmed this week that the building has been leased to the Caterpillar Tractor Company and will not reopen as an amusement center. Pla-Mor Ballroom and Bowling Alley will continue in business, he said, but arena bookings were canceled.

The skating arena which seated 6,000 has been remodeled and amusement equipment has been removed, he said. Collapse of the United States Hockey League last season prompted the building management to plan on conversion to non-ice operation, he said. At the same time, the tractor firm was considering enlargement of its depot here.

Flood damage to other Caterpillar quarters in Kansas City brought the deal to a head, Guthrie stated.

Pla-Mor housed the local figure skating organization, a professional hockey team and other activities for 27 years. "Ice Capades" played the building for a decade, and during summer months it was used for the Speed Derby.

Passaic Joins AOW Race Loop

ELIZABETH, N. J., Oct. 13.—Passaic (N. J.) Arena, formerly operated by the America on Wheels chain of rinks, has joined the chain's racing league, reports Jack Edwards, league director.

Passaic has a large racing club and has already filled its quota of 20 contestants. Five are girls in the senior, junior and intermediate divisions. Because Passaic joined the league after the entry deadline, only one meet, December 22, has been scheduled for that rink.

League trophies for grand finals winners, to be held at Twin City Arena here on May 10, are to be increased in size this year.

Jones Preps Hints Book for Industry

NEW YORK, Oct. 13.—A 20-page booklet, "101 Roller Skate Facts," written and edited by Johnny Jones Jr., Pittsburgh distributor of roller skates and accessories, will be distributed free as a service to the roller rink industry.

The booklet features articles on publicity, advertising, radio, clubs, television, business boosters, promotions and public relations.

Quartet Parade Set

CEDAR RAPIDS, Ia., Oct. 13.—Second annual Parade of Barber Shop Quartets is scheduled for October 27 at Memorial Coliseum here. A number of quartets from Iowa and other States will participate. Awards will be presented to winners.

Capitol Execs

Continued from page 13

Figures have not yet been fully audited.

The regional managers gathering was the first Cap held in New York and the first held since the diskery shifted its national sales department, directed by Bill Fowler, here. The five day meet was capped with a cocktail party on Friday (12) at the Park Sheraton Hotel here which was attended by a full dozen Capitol artists, who were in town. These included Peggy Lee, Billy May, Tennessee Ernie, Mary Mayo, Mel Torme, Nellie Lucher, etc. The regional managers went to Philadelphia Saturday (13) to see the legit musical "Top Banana," to which Cap has the original cast recording rights. On Sunday (14), the group visited the diskery's Scranton plant.

Cap's prexy, Glenn Wallichs, and Fowler ran the meetings. Wallichs left for the Coast on Thursday (11).

Derby Opens Toledo Season

TOLEDO, Oct. 13.—Toledo Sports Arena started its 1951-'52 season Tuesday (2) with the Roller Derby, which remains thru October 21. "Holiday on Ice" will be the attraction November 16-25.

Managing Director Andy Mulligan said the Toledo Mercurys, International Hockey League champions, will start training at the arena following the close of the Roller Derby and will start a series of 25 home games November 4. Public ice skating also is scheduled.

"Holiday" Icer Big in Canton

CANTON, O., Oct. 13.—"Holiday on Ice," opening attraction at the new Memorial Auditorium here, played to 42,192 persons in an eight-day run October 2-9. The first performance Tuesday (2) drew near capacity and the seven other night performances attracted full houses. Matinees were given Saturday and Sunday (6-7).

Tickets were scaled at \$2, \$2.50 and \$3, with a \$1 tab for Saturday's matinee. Show used outdoor advertising and received strong support from newspapers and radio stations in a 75-mile radius.

New building was opened with ceremonies by Canton's mayor. The \$1,250,000 aud., a memorial to World War II service men, replaces the old City Arena, which was built 47 years ago and condemned in 1940. Some portions of the building were not completed in time for opening. Formal dedication will be held November 4.

Building Manager Ralph D. Smith said that over 100 dates have been reserved by various shows, promoters and organizations for the coming year.

Choose Arena Site

RED DEER, Alta., Oct. 13.—Local taxpayers, in a plebiscite, chose the fairgrounds as location for construction of the proposed \$165,000 arena. Previously, city council had designated the fairgrounds as the site of the arena, but local opposition to the choice resulted in the plebiscite being called.

Miller Gets Help

Continued from page 13

instances the records sent out by mail-order outfits are cut by non-AFM tooters, thus depriving the union of its 1-cent-per-disk payment. The AFM here asked for a tape recording of the Columbia rep's interview and it was discussed at the union's Thursday (11) board meeting.

The disk-spinning Miller again blasted the merchandising tactics of some disk packagers via radio Sunday (7), asking that mail-order wax packagers send him copies of their records so that these disks might be played on his show the following Sunday. Miller told The Billboard Thursday (11) that, as yet, he had not received any records from any of the mail-order boys. He is making a pitch to his listeners, asking them for any mail-order disks they may have received, so that he may play them on his show Sunday (14), along with the hit versions of these tunes. Miller contends that in many instances the radio salesmen played hit versions of top tunes, and then inferred to listeners that these same records would be in the package offered for sale.

Randy Blake, leading h.b. and Western d.j. in the Chicago area, has also joined the fight against misrepresentation here. Blake, who pitches disk packages for Stewart Sales, which puts out packages at a higher cost and features hit recordings by hit artists on the major rustic labels, is pointing out after each disk played that the record the listeners just heard will be in the package sold.

A rep of the Better Business Bureau here said that a dozen complaints against various mail-order record packagers have been

Line Up Celebs For Finals of Miss AOW Meet

ELIZABETH, N. J., Oct. 13.—The first step has been taken toward getting an array of name visitors on hand for the November 14 finals at Twin City Arena here of the America on Wheels Miss America on Wheels contest. Chain officials this week announced that Walter Thornton, model judge, will be on hand at the finals, meaning that the lucky gal might snare a modeling contract.

Top prize, a two-tone Buick convertible, has been placed on display in the middle of the Twin City Arena skating floor, and chain General Manager William Schmitz reports that the display has spurred entries for the contest which kicks off October 14 in the Paterson (N. J.) Arena and Bladensburg (Md.) Arena.

On succeeding nights preliminary contests will be held at Twin City Arena, October 16; Alexandria (Va.) Arena, October 17; Mt. Vernon (N. Y.) Arena, October 18, and Capitol Arena, Trenton, N. J., and National Arena, Washington, October 23.

Stockton Kids Passing Tests

STOCKTON, Calif., Oct. 13.—Stockton Skating Club held dance and figure tests Sunday (7) under the direction of the United States Amateur Roller Skating Association, 24 skaters meeting the requirements. Referee and high test judge was Barbara Ziem.

Passing the junior bar dance test were Susan Sheppard, Erlene Peirano, Ruth Farber, Richard Patterson, Shirley Miller and Patty Iaccheri. Making the grade in the junior bar figure test were Richard Patterson, Karylene Betts, Susan Sheppard, Patty Sheppard, Rita Conklin, Patricia Cohen, Steven Sweet and Ruth Farber. The first figure test was passed by Penny Thorns, Gerald Yettner, Shirley Miller, Marilyn Sprague, Patty Iaccheri and Don Ryland. The second figure test was passed by Tene Hazlitt, Elwanda Rickman, Barbara Allman and Don Ryland.

Silver and gold figure tests will be held by the club Sunday (14). Dolores Cummings, pupil of Paul J. Gilbert, manager-pro at the Stockton Rollatorium, will take the gold test. Judges will be John R. Harris and Ray Alpers, San Francisco, and Barbara Ziem, all gold figure judges.

Bottling Company To Buy Detroit's Convention Hall

DETROIT, Oct. 13.—Doom of Convention Hall as a show center here was indicated this week when an option on the property was confirmed to the Vernor Ginger Ale Company for a new production plant. The building has been for sale about a year.

Convention Hall has housed principal Detroit expositions, auto shows, dances and other indoor events for the past 25 years. Its four major halls provided space for several simultaneous events.

San Antonio Kids Set Skating Show

SAN ANTONIO, Oct. 13.—Roller skating offering titled "Starlighters Revue" will be staged here late this month at North St. Mary's Roller Rink.

Performers also will appear at the Brooke Army Medical Hospital at Fort Sam Houston in a series of shows for veterans.

received in the past six weeks. This is regarded as a "heavy number of complaints," as most such radio ad beefs are directed to the stations.

ARENAS AND AUDITORIUMS

Topeka's Aud Undamaged, Available for Road Shows

By DAPHNE (DEE) POLI
TOPEKA, Kan., Oct. 13.—Topeka Municipal Auditorium, which escaped damage in the flood here this summer but was used as a Red Cross emergency headquarters, has resumed its normal schedule and will launch its show season December 5-6 when "Skating Vanities" comes in. Other shows are being sought.

Conventions, wrestling and religious rallies have been held in the building recently. The Red Cross still maintains an office there for administration of flood relief.

The auditorium seats 4,247 persons in the main floor and horse-shoe balcony. The arena floor is 102 by 132 and is equipped with 2,132 chairs which may be removed for arena-type shows or athletic events. There are 2,115 permanent leather-covered seats in the three-sided balcony.

Lift Enlarges Stage
Stage is 88 feet wide and 34 feet deep, with a 50-foot proscenium opening. Full equipment for direct and indirect lighting is included. In front of the stage is a hydraulic elevator, 50 by 9.5, which operates from basement to stage level. It may be used to make the stage 43.5 feet deep, as an orchestra pit or for transferring equipment from the basement. Cars or trucks may be driven over a ramp into the basement, which has 19,000 square feet of space.

Stage equipment includes three units of 21 draperies, a five-ton automatic asbestos curtain and an ultra-modern motion picture

screen. Mechanical operating parts for the curtain are encased in a steel pocket and use roller-bearing sheaves with an automatic oiling system. The asbestos curtain, 26 by 52, weighs three pounds per yard and is mounted on a six-inch steel frame.

Rigging has been installed to handle 28 pieces of scenery of up to 60 feet in width. There are four tiers of rooms adjoining the stage, providing equipment and storage quarters and dressing rooms.

Small Rooms Available
Three committee rooms are located on each side of the auditorium. Each seats 75 persons, and partitions are removable to provide accommodations for 225 on each side. At the balcony level are a little theater, seating 450, and two more committee rooms. Near the ticket offices are the administrative offices, press room, check rooms, and telegraph and telephone rooms.

The arena floor is a huge wooden mat, not fastened to the concrete underneath, and is made with cross-section of lumber.

The aud is used for training quarters by athletes who take part in local sports events. Golden Gloves boxing and other activities are staged there.

Harry C. Snyder, park and public property commissioner, is manager of the spot. Before becoming a city commissioner, Snyder was in the recreation business in Topeka.

SAVE ON RINK SUPPLIES

Metal Skate Cases ass't colors, doz.	\$34.08
Pro-Tek-Toe Stumps, doz. pr.	7.20
Champ Toe Stumps, 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

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Drivin' 'Round the Drive-Ins

R. N. SMITH has announced plans for the construction of a drive-in at Raymondville, Tex. Smith owns and operates three indoor houses in that city. . . . **Harvey Jordan** has been named manager of the Arlington Drive-In Theater, Fort Worth. . . . Architect **Raymond F. Smith** has been selected for the proposed \$45,000 open-airer slated to be built by **J. R. Euler** at Pittsburgh, Tex. . . . **Jack Cole** has been appointed manager of the Twin Drive-In at Richmond, Tex., replacing **George Western**, who resigned because of illness. . . . **Delbert Edminston** has started

building a 400-car-capacity drive-in at Eldorado, Tex. It is expected to be completed early this month. It will be known as the Eagle Drive-In. . . . The Rev. **William H. Alexander**, pastor of Oklahoma City and well-known as a speaker at rallies being held thruout East Texas for "Movietime in Texas, U. S. A." is principal stockholder in the Hi-Park Drive-In, San Antonio. With capital stock listed at \$50,000, other holders include **C. H. Weaver**, **H. B. Houghton** and **C. H. Weaver Jr.**, who is manager and president. . . . Unusual goodwill in community relations was built at the Ford-Wyoming Drive-In, Dearborn, Mich., operated by the Clark family and managed by **John Wagner**, thru a tie-up with the local Kiwanis Club for National Kids' Week. Establishing a precedent for outdoor theaters, Wagner sold the house to the Kiwanis for the night. Theater furnished cashiers, but the Kiwanis provided its own men as ushers and ticket takers. Proceeds then went to the Kiwanis for its own funds for juvenile work. Advance ticket sales, with club members competing in selling, were a big factor in getting a strong turnout. Program was selected to fit the audience, including "Johnny Holiday," a film on juvenile delinquency, approved by Kiwanis International, with a brief talk on club activities by a local civic leader over the amplifying system. . . . Construction of a \$45,000 drive-in theater at Hamburg, Ark., is scheduled to begin soon, according to **Charles and Jack Carpenter**.

Vaughn Monroe

Continued from page 3

rhythm instruments in the center, and worked smoothly to all sides of the garden. Pick-up was furnished by four stand microphones and an overhead mike. Due to middling garden acoustics, much of the accompaniment was lost, but the customers did not come to hear the strings.

Rodeo officials approved of the singer's change to Western clothing because it places him more in character with the event. Monroe's voice has a robust quality that goes well with the proceedings, more so than the plaintive tones of last year's rodeo feature, **Gene Autry**. Rodeo business in New York the past few years has not been good, tho picking up a bit this year. Rodeo directors feel that it will take some more time to properly judge Monroe's drawing power.

Orchestra line-up included **Andrew Bagni**, **Ziggy Talent**, **Wedo Marasco**, **Johnny West**, **Andy Fitzgerald**, **Joseph Connie** and **William Mustard**, saxophones; **Joseph Connie**, **William Mustard**, trombones; **Richard La Sala**, **Bert Pederson** and **Edwin Shedosky**, trumpets; **Edward Julian**, **Ernie Johnson**, **Johnny Pizzarelli** and **Frank Bruno**, rhythm; **Earle Hummel**, **Irving Raymond**, **Edward Bratone**, **Eddie Soder** and **Seymour Berman**, strings; **Maree Lee**, **Ruth Winston**, **Loui Wilbur** and **Betty McCormick**, Moonmaids, and **John West**, **Nace Bernet**, **Wally Olsen** and **William Mustard**, Moonmen.

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Paris Peek

By ANNE MICHAELS

Continued from page 2
bank and trying to start an orchestra with the musicians from his school. . . . **Gypsy Rose Lee** arrived in Paris, announced she wasn't mad at anyone for banning her performances in Germany and had a wonderful time in Britain, especially in Glasgow. "It was just like Minsky's." She is going to spend some time in Europe with her son, traveling. . . . **Leon Danielou**, former star of the Ballet Russes De Monte Carlo, opened as the star of the Ballet Des Champs-Elysees at the Empire Theater. . . . **Rosario and Antonia** a big success at the Theater De Champs-Elysees. . . . The Latin-American ballets which have been at the Marigny Theater all thru the summer will continue to play there until they leave for a U. S. tour under **Sol Hurok's** sponsorship. . . . **Veronica Bell** signed for the next show at the Folies Bergere.

Anouilh Family Monopolizes Theater . . .

Jean Anouilh and his family are monopolizing the Paris theatrical season this year. Anouilh will have four plays. Two revivals and two new ones, plus one film, "A Halfpenny Worth of Violets," running in Paris at the same time. His two new plays, to be presented at the Theatre Des Champs-Elysees, as a double bill are: "Medea" which was written five years ago for his wife **Monelle Valentine** and who, because of her health, was unable to play the title role until now, and "School for Fathers" in which daughter, **Catherine**, makes her stage debut.

Barrault Abandons Athenee Theater Plans . . .

Seemingly **Jean-Louis Barrault** will abandon his plans for the taking over of the Jouvett-Athenee Theatre. Candidate No. 1 at the moment is **Raymond Rouleau**. Should Rouleau become its new manager. Paris theater circles say this will be the formation of a new cartel, with **Barrault** at the Marigny, **Rouleau** at the Athenee, and **Jean Vilar** managing the Theater of the Palais De Chaillot. A new theater, with 2,200 seats, is to open near the Porte D'Orleans.

Cross-Channel TV Is Due to Start Soon . . .

M. Jean Arnaud, director of French television, to London for talks with **Cecil McGivern**, controller of BBC television, and to attend a meeting with the Anglo-French TV Liaison Committee. If all goes according to plan there will be cross-channel TV programs by autumn, 1952. Meanwhile, more locally, after several phases of trial and error, **Radio Monte Carlo's** plans for television on the Cote D'Azur are just about completed and transmission should begin some time early next year. Of the trial transmissions already made, **Monte Carlo's** and **Menton's** reception was excellent, but the sets at **Nice** and **Cannes** were picking up slightly blurred images, calling for the installation of a more powerful unit. The other problem is a strictly administrative one as **Radio Monte Carlo** is a private station on foreign soil and the TV transmitter is at **Mount Angel** in French territory.

Bing Crosby

Continued from page 11

been acclaimed as his finest since "Going My Way," and the very fact that he isn't on TV may send video fans back to their radios to catch the show.

Current Crosby series wisely features more music than ever, with el Bingo warbling five numbers, including "Come-On-A-My House," "Shanghai," "How High the Moon," "Because of You" and "In the Cool, Cool, Cool of the Evening." On latter he teamed up with movie actress **Jane Wyman**, his "Groom" co-star. The airer's spontaneous sounding pace hit a snag on their mike patter, tho, with the supposedly "gay" banter about **Paramount** and **Bob Hope** coming over as contrived and awkward scripting. Crosby was much better solo when he ribbed TV at the beginning of the show.

Chesterfield commercials featured the cig outfit's "Sound Off" parody and Crosby's usual personal plug.
June Bundy.

Roadshow Rep

HAROLD S. COOK has played about a dozen spots recently in Northern New Hampshire with a new feature pic. He plans to enlarge his territory during the Christmas holidays when he will add a religious pic, which he has shown on occasion in past years.

G. M. Goodey is promoting hobby shows in Northern New York's smaller towns. This season marks Goodey's third in that sector. . . . **Ralph (Doc) Spaun** writes from Enid, Okla., that he had a fair summer with his platform show and will move West to take on some hall dates with a vaude and museum show. Spaun says that some of the Oklahoma spots he made during the summer were off from previous years. . . . **Al N. White** reports a good season with his outdoor platform show from Missoula, Mont. He plans to try some schools soon but says that he doesn't look for much in that line since jumps in that area are long and schools are small. White writes that he met **Bud Crowell** recently in Carson City, Nev., and that Crowell reported a good summer's business with his busking show. Crowell will move into stores soon and operate the same type attraction. . . . **J. J. Butler** writes from Bridgeport, Conn., that he would like to see the rosters of **Cohan** and **Harris Minstrels** and the **Honey Boy Evans Show**.

CAPT. J. W. MENKE, whose Goldenrod Showboat last week entered its 15th year at the foot of Locust Street, St. Louis, was in Cincinnati last week to attend the funeral of his brother, **Frank G. Menke**, pioneer Cincinnati paper man, who died in St. Elizabeth's Hospital, Covington, Ky., Wednesday (10). Three other brothers.

TV Toons

Continued from page 11

new and standard, to allow for maximum programing flexibility. In other words, the TV station supplies its own soundtrack for the same gratis price that radio uses records. Perfect synchronization is not required in most cases since the film trips predominantly are descriptive and, with exceptions, do not exploit or explore lyrics.

The strips apparently can be produced rapidly, judging from the presence on this premiere show of a recording, "Moonglow" by the voices of **Walter Schumann**, which was just scheduled for release. Other of the strips put to records covered other current recordings, including the **Frank Sinatra-Harry James "Castle Rock"** and the **Dinah Shore-Tony Martin-Phil Harris-Betty Hutton "The Musicians"**.

The first batch of strips varied in quality and imagination, something to be expected with so new a product. The indications, however, are that the product, obviously bound to improve with experience, will generally be cleverly devised for maximum visual pleasure, with the accent on lightness and humor. Standout job shown on this preem was done with "The Musicians," the only strip, a cartoon in this case, which demanded precise lyric synchronization. The live strips were confined to dances, most successful of which was set to **Red Foley's** etching of "Chattanooga Shoc Shine Boy."

There's one hitch to the whole thing. Even a radio deejay, to be successful, must strike an attractive means of presentation. Unfortunately, the presentation of the preem show in this case was pretty well loused up by a guy named **Bob Bryer**, who is supposed to be a disk jockey. The guy not only didn't look the part, but most important, he didn't talk the part. He assumed the pose more of a pitchman than of a wax whirler. He operated from a living room setting, frozen to one corner of the sofa. And to boot, he had three commercials to deliver and did them all with that hard-punching pitchman routine that causes dials to be turned.

There was no noticeable effort to set up anything resembling a logical production. So the hitch is this: The informal style of the radio deejay will have to give way to formulae and strict program planning for TV.

TV stations looking to fill daytime and late evening spots at a low tariff should find these TV Toons an idea worth looking into. It offers a form of name talent entertainment and popular music that could prove far more acceptable to local watchers than stale and ancient movies.
Hal Webman.

Ben F. Harry and **Charles Menke**, are also associated with the Goldenrod floating theater. Captain Menke reported business holding up well for his showboat, with no end in sight for the craft's run in St. Louis. In a phone call to the Cincinnati office of The Billboard, Captain Menke reported that he has sold at a handsome profit the steamboat which he purchased last spring. He says he also has had a lucrative offer for the Goldenrod from a person who planned to set it up as a historical exhibit, but Menke says he has no plans for disposing of the boat at this time.

London Dispatch

By LEIGH VANCE

Continued from page 2
on publicity, more than usual, and the program was varied and well-chosen. But no one has a sure solution. But if the popularity of the hall was only a false Festival-fed swing, the future of the hall is black.

Trinder Hits Snag on BBC "Box" Show . . .

In a huge organization like the BBC there are always bound to be snags and squabbles of some kind. On the whole the corporation does its work well, but with swollen office staffs far outnumbering the creative talent they employ there are bound to be delays maddening to artists, viz. comedian **Tommy Trinder**. One of Britain's top wage earners, reportedly to have pulled in a steady \$2,800 a week since long before the war, Trinder doesn't have much air experience. Considering his position and wide popularity, however, the BBC offered him a series, now running under the title "Trinder Box," but he will be going off after only six weeks as a result of what he terms trouble with "Civil Service mentality."

"They oppose almost every idea I've suggested," he says. "I tried to make my program 'different.' I didn't expect to ring the bell right off. An idea like mine takes time to shake down. But I did expect a little appreciation of fresh angles. It's like squeezing blood out of a civil servant to get any co-operation."

Financially, Trinder won't miss the program. Says he, "I don't need the BBC to make me a star. I can make more from one Sunday show than they'll give in the whole time." The BBC has no comment to make on the tiff.

Colgate Hour

Continued from page 11

tially a vaude show, with O'Connor the song and dance man. The story had **Doug Fowley** playing a typical Hollywood agent trying to sell O'Connor to **Walter Catlett**, a typical Hollywood producer, with the young actor doing his stints in the form of a series of "auditions."

He worked diligently and arduously, doing a panoramic production number with a good-looking line, and a couple of English music hall bits with comic **Sid Miller**. There was a broadly drawn skit burlesquing the B movies with the assistance of **Arlene Dahl**, a scenic but stoic film actress. **Mary Hatcher**, of "Texas Little Darlin'" fame, socked thru with a most ingratiating song number. But things really got going when old pro **Ed Wynn** appeared on the scene. Wynn was assigned some nonsense requiring him to play the keeper of a prop shop in a movie studio, and he did much with little.

Things closed on a perturbing note, with O'Connor inviting his mama out to take the bows for teaching him the show business. She took the bows, and with a little urging, went into an elephantine clog dance. She got cheers, as it seems anybody's hefty, middleaged mama would if she appeared on television, lifted her skirts high above her knees, and did a macabre parody of dancing.
Jerry Wexler.



Affiliates Howling Murder

• Continued from page 4

or decrease in our revenue otherwise (as this plan seems to threaten), heads in that direction."

Main Points

As was anticipated, the two points on which certain affiliates most fear the NBC plan are the downward adjustment in network rates and the change in station vs. network option time.

One affiliate pointed out that, due to the local participation shows he carries in the morning hours into which NBC is attempting to move, he now earns from 4½ to 6 times the amount of revenue he would receive if the time were a network option segment. Another affiliate said in this connection: "I'm not going to give up my morning time to anybody. How silly do they think we are? We've sold some evening time too, and I'd like to see them try to get it back."

Another member station said: "Who wants their (NBC's) 80 per cent of the minute spot revenue, even if it's as high as 80 per cent? I can sell the spots on inexpensive local shows and keep 100 per cent."

Are They Cute?

One affiliate, discussing evening option time said: "How cute can they get? We're carrying a network show now in the 7:30 to 8 p.m. spot (station option time), for which we get 50 per cent of our one-time rate. Now they want to move the network option time up to 7 to 10 (instead of 8 to 11). All that would do, obviously, is cut our income still further. It's a great plan . . . for NBC."

The prospect of a downward adjustment in network rates obviously left numerous affiliates cold. Said one: "I don't see how they can cut us. We're the lowest on the card now. I'm just hoping we won't be hurt by it."

Many stations expressed their certain belief that any affiliate who took a downward adjustment in his network rate would inevi-

tably find his national spot rate, and possibly his entire rate structure, in jeopardy, and almost certain to be slashed, too, thru advertiser pressure.

Blames Execs

One affiliate was vehement over this point and singled out Joe McConnell, NBC president, and Charles Denny, executive vice president to blame. The trouble with the whole proposition is that neither McConnell or Denny ever ran a station. They're not practical radio men. If they were, they would never place their stations in the position of being forced to take further rate cuts on top of the last fiasco. This whole thing may lead to a tremendous holocaust."

A number of affiliates criticized the web for not informing the stations in detail as to the plan before making it public. "Maybe they think it's smart," said one station manager, "to snipe at us from behind the trees, and pick us off one by one. But they're liable to find out that that strategy will boomerang on them."

Other affiliates expressed the fear that the plan would drive a wedge between affiliates with TV operations, and those without video interests.

"It will do NBC little good," said one operator, "to divide its affiliates into two violently opposed camps. It will do stations on either side no good at all, and it will hurt the network, and radio in general in the long run."

Denny, queried by The Billboard regarding affiliate reaction, said the web had not yet had too much because many stations were still waiting to learn more details. Reaction the web has had, however, said Denny, has been good. He was hopeful that such stations as opposed the plan would change their views when an NBC representative has had an opportunity to discuss it in detail, and on the individual station level, with each of the operators.

Radio Stirred by NBC Plan

• Continued from page 4

in use, and a change in listening habits reflecting to the NBC affiliate's advantage . . . all this happening in a non-TV area, there has been no increase in rates. . . . Quite to the contrary, the only change has been downward, due to the recent 10 per cent reduction. The Minute Man and one-minute chainbreaks should be welcomed by every program department with a budget and every sales department with a minute spot waiting list. Over-all we feel the plan is realistic and very sound business-wise. While an equitable solution for all conflicting interests may not be found in every instance, the fundamental thinking behind the idea is good for the advertiser, NBC and affiliates."

Ed Yocum, manager of KGHL in Billings, Mont., said: "We have long advocated the Minute Man plan. We're not affected by the requests for changes in option time, since there are no proposed changes in Mountain Time. If the plan is as good as it sounds, it's the best thing that's happened to

us in our 20 years as NBC affiliates."

The Unresolved

Typical unresolved reactions came from such stations as KVOO, Tulsa; KMED, Medford, Ore., and WOWO, Fort Wayne. Responses here indicated some of the problems which are bothering the affiliates.

Frank Tooke, manager of the Fort Wayne outlet, said: "I don't know how it will affect Fort Wayne. I think we're underpriced now, but I suppose every NBC station feels the same."

Gus Brandborg, manager of the Tulsa station said: "Due to the many facets involved in the NBC realignment proposals, we believe any comment at this time would be without weight, as more detailed study seems required. We are, as always, definitely interested in any program which has as its purpose the advancement of network and station service opportunities."

Opposition reactions are detailed in a story in the TV-radio department this issue.

New Look or Old Hat?

• Continued from page 4

taining programs, without returning any of the sales money to the web. This operation was described as "a miniature 'Minute Man' plan."

Mutual View

With NBC admittedly making an all-out pitch for more affiliates, the Mutual Broadcasting System, with its 535 affiliates, is looked upon in the trade as ideal sniping ground for the former web. However, Mutual veepee in charge of sales, "Pete" Johnson, terms NBC's new interest in the hinterlands "encouraging," since it "bears out Mutual's thinking for years." Stressing the fact there really isn't anything new in the over-all plan, Johnson said that Mutual has been offering advertisers their choice of station line-up for years.

Johnson matched NBC's sales blueprint with Mutual's multi-sales plan for its new Metro-Goldwyn-Mayer set-up, and also mentioned MBS's extensive and long-time co-op department operation. As for the "Minute Man" plan, Johnson said the MGM pro-

gram package is at least a partial answer, with Mutual affiliates permitted to program four and a half hours of the package in any fashion they wish. Current MGM lineup will include "The Hardy Family," "The Gracie Fields Show," "Crime Does Not Pay," "Dr. Kildare," and the "MGM Theater of the Air."

All of Mutual's top brass were of the opinion that the recent merger announcement, consolidating Macy's radio and TV interests with those of General Tire Corporation, will considerably strengthen the web's position with its affiliates. (See story elsewhere in this issue.) New set-up makes it possible for affiliates to envision possibilities of Mutual operating a TV network in the comparatively near future, thus creating an added incentive for them staying with Mutual when NBC sounds its siren call for more affiliates.

Flexible ABC

Charles Ayres, veepee in charge of sales for the American Broadcasting Company, pointed out that ABC instigated a flexible net-

BARTRAM—Gus M., in Traverse City, Mich., October 7 of a heart attack. He was an old-time vaudeville headliner and also appeared on the radio and made some talking picture shorts. For about 15 years he has been a theater manager for the Butterfield Circuit in Michigan, formerly at Manistee, and for about 10 years was city manager of the three theaters at Traverse City. His widow, Fanny, survives. Body was to be sent to Kentucky for interment.

BOGART—Harry D. Jr., 43, owner of a film theater in Farmerville, La., October 1 in a hospital in Memphis. Surviving are his widow, his parents and a stepson. Burial in Cedar Heights Cemetery, Marianna, Ark.

CEISLIK—John, 59, maintenance supervisor with the Fox-Wisconsin Amusement Corporation, Milwaukee, for more than 20 years. October 9 in that city. He was employed at the Palace Theater, Milwaukee. Survived by his widow, two sons and a daughter, his mother, six brothers and three sisters.

COPPING—Harry, 77, veteran showman and former owner of the Harry Copping Shows. September 30 in Maple Avenue Hospital, DuBois, Pa., following a two-year illness. Starting about 1900 with one Ferris Wheel, he built the Harry Copping Shows around that ride until they formed one of the larger railroad shows in the country. Copping sold his show in 1929 and retired to Reynoldsville, Pa., where he had made his home most of his life. Three years ago he relocated in Reynoldsville, Pa. Copping was born in Pittsburgh September 17, 1874. He was a member of the Elks Club of Reynoldsville. Services October 2 in the Ober Funeral Home, Reynoldsville, and burial in the local cemetery. Survived by his widow and a daughter, Mrs. Herman Bantley.

CUTBERT—Mildred Anna, wife of David Cutbert, known as Phil Drey, ventriloquist, in Blodgett Hospital, Grand Rapids, Mich., of polio. In addition to her husband she is survived by three sons, David Jr., Michael and Kermit. Burial in Nashville, Mich.

DALEY—Mrs. Julia Vanderheyden, 77, operator of one of New Jersey's nickelodeons, October 8 in Jersey City, N. J. With her late husband she opened the Hippodrome Theater, Hoboken, N. J., in 1897 and later the Hipp Theater, Jersey City. She retired soon after her husband's death in 1913. Survived by a son and a brother.

DECARLO—Albert (Hal), 46, entertainer at White Swan Inn, Nameok, Ill., killed when his automobile crashed into a concrete barrier at the east end of Eads Bridge, St. Louis, the night of October 8. DeCarlo resided at Collinsville, Ill., where burial was made October 10.

ERROL—Leon, 70, vet stage and screen comic, October 12 in Los Angeles. Born in Sydney, Australia, July 3, 1881. Errol toured with Aussie vaude and stock companies and came to this country in 1911 to work in the first "Ziegfeld Follies." He also appeared in the "Follies" of 1912, 1913, 1914 and 1915, achieving fame with a rubber-legged dance routine. Errol arrived in Hollywood and RKO Studios in 1930, making six two-reelers a year besides having roles in "Alice in Wonderland," "Make a Wish" and "Never Give a Sucker an Even Break." Additional recognition was achieved when he was teamed with the late Lupe Velez in the "Mexican Spitfire" series. He had resided in San Fernando Valley since his wife's death in 1946.

FISCHER—Clifford C., 69, international producer and booking agent, October 11 at his home in Westwood, N. J. Born in Belgium, he moved to London, and then to America. After working it for two years, he joined William Morris, and until 1918 booked many foreign performers for American engagements. In the 1930's he gave up most of his booking work and produced a series of vaude revues for the French Casino, New York, and also in London, Chicago and Miami Beach, Fla. He took his first "Follies" line-up to the Chicago World's Fair and then to New York. His "Follies Bergere" played the San Francisco World's Fair in 1939 and at the Broadway Theater, New York, the same year. With the Shuberts he produced the variety shows, "Priorities of 1942," in New York. In 1942, also with the Shuberts, he attempted a vaude revival, "Keep 'Em Laughing," with William Gaxton and Victor Moore. His widow, Alyce, survives.

work plan for advertisers several years ago. The exec noted ABC's pyramid plan as a counterpart of NBC's irregular time buy provision. Ayres also remarked that "some of the best mathematical minds in the advertising business, after figuring all angles, could see no financial advantage to speak of accruing to sponsors from the NBC plan.

"Apart from any bonus stations added," Ayres said, "advertisers will still be spending as much for audiences per dollar." In reference to NBC's option-time switch, Ayres said that NBC has been using the time for quite a while unofficially to spot a Miles-Lab-sponsored news show, and "One Man's Family."

Enlarging on ABC's flexibility advantages for advertisers, Ayres mentioned the network's plan for sponsors to buy half of a daytime show at half the cost of the airer; a special rate deal covering one and two-time insertions; every fourth week sponsorship, and alternate-week arrangements. ABC advertisers, he stressed, may select 50 metropolitan markets, and are allowed discounts ranging from 25 up to 37 per cent.

The Final Curtain

GENTRY—Frank, last member of the famous Gentry Bros.' Circus family, October 6 at Elks National Home, Bedford, Va. Body was sent to Bloomington, Ind., for burial.

HALLSTEAD—Paul Clinton, 70, in Norwalk, Conn., September 23 following a brief illness. He formerly operated steamboat ferry service between Pleasure Beach Amusement Park, Bridgeport, Conn., and various Connecticut cities. His widow, Lulu, and a sister, Mrs. George Fray, of Bridgeport, survive.

HUGHES—Joseph S., 68, retired theatrical agent, in Shore Memorial Hospital, Somers Point, Pa., September 26. He conducted the Joseph S. Hughes Entertainment Bureau in Philadelphia for many years before he retired to Ocean City, N. J. Surviving are his widow, associated with Miller-Cosumner, Inc., Philadelphia; a sister and a brother. Burial in Holy Cross Cemetery, Yeadon, Pa., October 1.

JUDGE—Larry D., 73, film wardrobe man and one-time circus performer, recently in Los Angeles. A former member of the Pacific Coast Showmen's Club, Judge toured with the John Robinson Circus 50 years ago as an acrobat and clown. Rites in Los Angeles.

KERTES—Margaret, 42, radio-TV actress known as Margo Lee, October 7 in Los Angeles. Survived by her parents, Mr. and Mrs. Eugene Kertes, and a sister, Mrs. Irene G. Carver. Entombment at Forest Lawn, Glendale, Calif.

KIRSTEN—Mrs. George W., 75, mother of opera singer Dorothy Kirsten, October 12 at Neptune, N. J. Survivors include another daughter.

LITZIE—John J., 57, in Bridgeport, Conn., October 2. He was father of Penny Porter, band vocalist. Survived by his widow, Ann; another daughter, Nina; four sons, Peter, Kenneth, Robert and John Jr. Burial in St. Michael's Cemetery, Stratford, Conn., October 4.

McNATT—W. W., 64, well-known theater owner-operator in East Texas, recently in Naples, Tex. He was co-owner of theaters at Naples, Daingerfield and Hughes Springs, Tex. Survived by his widow, four daughters a son and four sisters.

MENKE—Frank G., 74, founder and retired president of the American Paper & Woodware Company, Cincinnati, and brother of Capt. J. W. Menke, Ben F. Menke, Harry Menke and Charles Menke, all of the Goldenrod Showboat, now in its 15th year at the foot of Locust Street, St. Louis, October 10 in St. Elizabeth's Hospital, Covington, Ky. Deceased was a pioneer in the paper business in Cincinnati and was active in that field until his retirement three years ago. Solemn requiem high mass at Guardian Angel Church, Cincinnati, October 12, with burial in St. Joseph Cemetery, that city. Survivors also include his widow, Alice, a daughter, Mrs. Alice Mary Brennan; a son, Wilfred, and a sister, Mrs. Luella Summers.

O'NEIL—James B. (Pop), suddenly October 1 of a heart attack shortly after he and his son, Jimmie, had completed loading trucks and trailers with scenery and equipment for the grandstand show at the American Legion Fair, Caruthersville, Mo. He and his son did an act and tumbling act in vaude for many years and for the last four years operated the James O'Neil Theatrical Agency, St. Louis. Interment in Lake Charles Cemetery, that city, October 5.

PHILIPS—Dr. Anton Frederik, 77, head of the Philips Corporation, one of Europe's leading makers of radio and television equipment, October 7 at Eindhoven, Holland.

RIESS—Gustav, 58, entertainment director of the Berlin Exhibition Halls and radio tower gardens, recently in that city. Before World War II he was a booking agent for leading cabarets in Berlin.

STEFFEN—Mrs. Mabel, 35, accordionist and Western singer, recently in Milwaukee. She worked with the Badger State Barn Dance, the Texas Slim band and the Carl Bergman Cowboys and the Sickle Slingers. Survived by her parents and two brothers.

STEINMAN—Theodore A., 70, well known as a musician and composer of band music, recently in King, Wis. He directed bands for the 36th Division of the U. S. Army during World War I and later toured with the Army Band. He also played with house vaude orchestras. Survivors include his widow, five sisters and two brothers.

TANGO—Egisto, 78, conductor of the Danish Royal Opera House orchestra, October 5 in Copenhagen. He also directed orchestras at The Metropolitan Opera House, New York, and in Rome, Milan, Berlin and Vienna.

TINSLEY—C. O. (Slim), 64, in Dallas October 5 of a heart attack. He was formerly boss billposter with the Sells-Flote Circus, Miller Bros.' 101 Ranch Wild West and other shows. Burial in Dallas.

TRACHT—Edward M., 50, motion picture projectionist, October 6 in Camden, N. J., of a heart attack. He was employed at the Broadway Theater, Camden. Services in Atlantic City, where he made his home, October 8, with burial there.

WADE—Albert G., 82, founder of the Wade Advertising Agency, Chicago, October 10 in White Pigeon, Mich. Born in England, he came to America at 12 and eventually joined the copy department of N. W. Aver & Son, Philadelphia. He switched to White's Class Advertising, Chicago, and in 1909 set up his own firm, which he owned thru March, 1951. His son, Walter A., died in January, 1951, and the company was taken over by a grandson, who set up a new agency, Geoffrey Wade Advertising. Survivors include his widow, two daughters and a brother.

WASHINGTON—Zoe, wife of clefted Ned Washington, October 7 in Los Angeles. In addition to her husband, she is survived by her parents, Mr. and Mrs. George Allen Jr.; two daughters, Mrs. Joy Cornell and Zoe, and two aunts. Burial in Forest Lawn (Glendale) Memorial Park.

WENDLER—William J., 48, secretary-treasurer of the Allan Herschell Company, ride builder, of North Tonawanda, N. Y., recently in that city after a short illness. (Full details in General Outdoor section.)

Births

BREEDEN—A daughter to Mr. and Mrs. Leon Breeden October 2 in Fort Worth. Father is an orchestra leader in that city.

NAROWITZ—A son, Richard Michael, September 23 to Mr. and Mrs. Bob Narowitz in Fort Worth. Father is manager of the River Oaks Drive-In Theater there.

POWER—A daughter, Romina Francesca, to film actor Tyrone and Linda (Christians) Power October 2 in Hollywood.

SOMMERKAMP—A girl to Mr. and Mrs. Paul Sommerkamp in Covington, Ky., recently. Father is sports director of WCKY, Cincinnati.

SPEARS—A son September 19 to Mr. and Mrs. Bob Spears in San Antonio. Father is a staff member of WOAI there.

CAREY—A son to Mr. and Mrs. Philip Carey October 11 in Hollywood. Father is a film actor.

RHODES—A son to Mr. and Mrs. Kenny Rhodes October 3 in Hahnemann Hospital, Philadelphia. Father is pianist with Gordon's orchestra at Wagner's Ballroom, that city.

RICHARDS—A daughter to Mr. and Mrs. Malcolm Richards in Christ Hospital, Cincinnati, October 10. Father is a radio announcer at WSAI, Cincinnati.

VOELLER—A son to Mr. and Mrs. Will Voeller October 7 in San Fernando Valley, Calif. Father is Universal Records' prexy; mother is former legit actress.

WELLS—A daughter, Virginia Elaine, to Mr. and Mrs. Earl Wells September 13 in Montrose, Colo. Father is a concessionaire on the Frontier Shows.

In Memory of
W. E. SULLIVAN
Inventor of the BIG ELI Wheel
President of Eli Bridge Company



Who passed away October 15, 1932.
"A really great man is known by three signs—generosity in design, humanity in execution and moderation in success."
BIG ELI Company and Employees.

IN MEMORY
OF HUSBAND AND FATHER
SID SIDENBERG
Died October 18, 1950
Mrs. Teresa Sidenberg
Arlene Sidenberg

IN LOVING MEMORY
Of My Darling Son
LIEUT. HALEY W. (BUSTER) SHOAT
Killed in Plane Crash
October 18, 1942
NORA ANN SHOAT

WEATHER GIVES DALLAS EARLY GATE LEAD OVER '50

Shift of Big Day Also Helps Build Record First Five-Day Attendance

Continued from page 1

late in the afternoon, with a small norther' bringing the threat of rain which probably hurt the Southern Methodist-Missouri football game that night. Since then weather has been perfect 70-degree Texas autumn weather, with cloudless skies and bright sunshine.

"Guys and Dolls," with an advance sale of \$200,000, was running slightly behind last year's terrific "South Pacific" attendance but ahead of the fair's next best money-winner, 1947's "Annie Get Your Gun." Attendance thru Wednesday night (10) was about 21,000 for seven performances.

"Ice Cycles," with a bigger capacity, thru Wednesday (10) has had three sellouts in the 5,500-seat arena, and had pulled 31,187 for its eight performances to date.

Aut Swenson's Thrillcade, in front of the grandstand, pulled capacity for both performances Saturday (6), featuring special price for rural kids. It drew sparse

houses early in the week.

Ray Marsh Brydon reported midway gross thru Wednesday (10) was about 16 per cent ahead of last year at the same time. Shows, rides and food concessions all were winning Monday, with biggest week-end still ahead.

Governors of six States were on hand for the State Fair's Governors' Day Banquet Wednesday night (10). They were Allan Shivers of Texas, Edwin Mechem of New Mexico, Howard Pyle of Arizona, Johnston Murray of Oklahoma, Forrest Smith of Missouri and Dan Thornton of Oklahoma. Governors Thornton, Smith, Murray and Pyle were photographed eating cotton candy on the midway and the Dallas Morning News carried a front-page picture. Thornton, a native Texan who moved to Colorado and made good, recalled visiting the fair as a youth. A cattle raiser, he has exhibited and judged cattle at the Dallas Fair. U. S. Sen. Lyndon Johnson was the principal speaker at the banquet, attended by about 650 persons.

The Pan-American Hereford Show was climaxed Tuesday night (9) by a spectacular "Parade of Champions" in which 350 head of prize Herefords were in the arena of the fair's new livestock pavilion at the same time.

New Pavilion Dedicated

The new \$125,000 pavilion was dedicated Tuesday morning (9) at ceremonies attended by numerous dignitaries. Ray Willoughby, president of the Texas and Southwestern Cattle Raisers' Association, officially dedicated the pavilion. John Carpenter, president of the Dallas Chamber of Commerce, declared it was the fair's intention eventually to build the nation's largest coliseum as a livestock showplace for the entire Western Hemisphere.

Grand Champion Hampshire Boar was sold Wednesday (10) by J. T. Harrell, of Grandview, Tex., to George Dryden, of Circle D Ranch, Marianna, Fla., in a private sale for \$1,250, said to be the highest price ever paid for a champion hog in Texas.

Friday (12) was elementary school kids day at the fair, usually one of the fair's biggest days. Dallas grade schools dismissed classes for the occasion.

Grid Classic

The Texas-Oklahoma gridiron classic will be played today in the Cotton Bowl. The 75,311-seat stadium has been a sellout for months and this should be the fair's biggest day. Fair officials have no hope of beating the single-day record set last year on this day, however. That day, two sellout games contributed to the 289,307 attendance that set a world's record.

Attendance today is expected to run around 275,000.

Sunday (14) also is expected to be a good day, possibly as good or better than the big Saturday.

Monday (15) is Negro Achievement Day. There'll only be one Negro day at the fair this year instead of two as in previous years. There'll be a Negro high school game in the stadium in the afternoon and the Wiley College-Prairie View A&M Negro football classic at the Bowl at night.

Tuesday (16) will be East Texas Day, with a free show starring folk singer Eddy Arnold in the Bowl at night, followed by Thearle-Duffield fireworks.

Music Festival

Wednesday (17) is Music Festival Day, with about 24 high school bands, 10 orchestras and 14 choruses coming in from all sections of the State. There'll be massed marching, playing and singing exhibition in the Bowl, followed by fireworks at night.

Friday (19) is High School Day, with Dallas high schools turning out.

Saturday (20) will be another big football day, with SMU and Rice playing a Southwest Conference game in the Bowl at night. About 55,000 are expected.

Sunday (12), final day of the fair, gates will be thrown open to the public at 6 p.m. for a State-wide religious festival in the Cotton Bowl, where Dr. Norman Vincent Peale, nationally known inspiration leader and pastor of New York's Marble Collegiate Church, will speak.

This will be the first time in history the fair has had a free gate.

If weather holds, fair execs believe attendance will easily break last year's record of 2,176,519.

Horan Tabs Big Finish At Frederick

FREDERICK, Md., Oct. 13.—Irish Horan and His Lucky Hell Drivers drew huge crowds and counted a record gross as they wound up their season at the Frederick Fair here Saturday night (6).

Horan said that he figured the World Series TV airings would slaughter the matinee show. However, the gross was off only \$200 from last year's record high. The night performance drew a record crowd, and the gross for the two performances eclipsed the mark set a year ago by several hundred dollars.

Kochman Thrillers Mark Record Year

WINSTON-SALEM, N. C., Oct. 13.—Jack Kochman, owner-operator of the hell driving unit bearing his name, this week reported that the current season, with only two weeks to go, would be the best he has experienced since he launched his auto thrill unit at the end of the war.

Aiding the grosses was the fact that the unit experienced only one complete rainout thruout the season that began in June. Earnings have been up in almost every instance so that the gains have been consistent and not attributed to a few major stands.

The showing here yesterday was an example. A capacity crowd filled the 4,000-seat grandstand for Kochman's afternoon performance. The day has always been a light one at the Winston-Salem Fair and the crowd was termed the best ever for the matinee.

Kochman held his still dates to a minimum, using only spots that he felt were sure to contribute top money. Exclusive showings at Paterson, N. J., and at the 16th Street Midget Speedway, Indianapolis, both paid handsomely. About

12,000 viewed the opening show at Paterson. Another big crowd turned out there for the Fourth of July date, altho attendance was cut by inclement weather. At Indianapolis Kochman reported that unit actually outdrew the midgets.

Bolstering the Kochman earnings this year was the inclusion of Midwest dates. Invading that territory last year for the first time, Kochman reported good business for the six weeks, including three fairs. He returned this year to play 10 fairs and reported business for the July-August dates fully 50 per cent ahead of last year. Kochman said he hopes to extend his routing in that area next year.

Show has appeared this season in Ohio, Indiana, Maryland, Kentucky, Illinois, Canada, New York, Pennsylvania, North and South Carolina, Georgia and Virginia.

Show used all convertibles this year and for the Southern dates Confederate flags were added to each unit and proved a decided hit with the public that has lately taken to displaying rebel emblems profusely.

BUT THEY STILL LOVE THE KID

PHILADELPHIA, Oct. 13.—Circus impresario Bob Morton couldn't resist putting his money on Little Bobby, a horse named after his son, in a race at Garden State, even tho one of his own horses, Woodside, was in the same go-round. Sa-So, a sports enthusiast in between his clowning chores and also an ardent admirer of the Morton pride and joy, couldn't resist going along with the boss. Little Bobby struggled in third and behind Bob's horse. Sa-So, who let sentiment sway his handicapping, wasn't saying much. The words were there, but they weren't proper.

H-M Cold to Hub Garden's 33 1/3% Bite

Circus Moves to Mechanics Hall, Syracuse Carded

BOSTON, Oct. 13.—The Hamid-Morton Circus is switching to Mechanics Hall after 12 years at Boston Garden. Col. Robert H. (Bob) Morton said the move was occasioned by the Garden's taking 33 1/3 per cent of the gross receipts which resulted in prohibitive costs.

Show is booked in for eight days, November 17-24. Morton said that three shows have already been set for three of the scheduled days as the result of advance interest. The hall has a smaller seating capacity than the Garden.

Hamid-Morton is also scheduled to present a show in Syracuse the week of November 20. Since the dates overlap, two separate shows will be used, with Boston getting the show now touring, and Syracuse, the new package.

Syracuse showing will mark Hamid-Morton's first appearance in the new auditorium there.

P. Hannefords On Jacobsen, Kayda Outfit

CEDAR RAPIDS, Ia., Oct. 13.—Charles Jacobsen and Al Kayda will bring their Circus Corporation unit here Sunday (14) for two performances under Knights of Columbus auspices.

Acts include the Poodles Hanneford Family, riding; Grace Hanneford, principal riding; Capt. Richards' Elephant; Henry's Dogs; Keller's Knockabouts; Wally Wallace, clown; the Craigs, roly-boly; Ellstons, slack wire; the Claires, juggling and balancing; Whirling Aces, trampoline; the Millers, chair pyramids; the Bedells, teeterboard, and clowns.

Show uses telephone promotion. Ducats are \$1.20 for adults and 60 cents for youngsters.

Rogers Wins Big Turnout; Finale Near

LA GRANGE, Ga., Oct. 13.—Rogers Bros.' Circus drew two near-capacity houses when it played here Saturday (6). The show had Shrine club auspices for the stand. Matinee was delayed until 3 p.m. to allow school children to attend.

King Bros.' Circus will play here October 25 under Junior Chamber of Commerce auspices.

Rogers closes its season Sunday (13) at Fort Meyers, Fla., and will go into winter quarters there. Joe Horwath has been working the former Alfred Court animal act.

WM. WENDLER, RIDE MAKER, DIES AT 48

Owned Herschell Interest; Burial At N. Tonawanda

NORTH TONAWANDA, N. Y., Oct. 13.—William J. Wendler, 48, co-owner and secretary-treasurer of the Allan Herschell Company, Inc., died here Monday (8) of a cerebral hemorrhage. He was the son of John W. Wendler, pioneer Merry-Go-Round manufacturer and president of the Herschell



WILLIAM J. WENDLER

company, one of the world's largest manufacturers of amusement rides. Funeral services were conducted Thursday (11) at the Wattengale Funeral Home in this city, location of the Wendler home and the Herschell plants.

Survivors, in addition to his father, are his widow, Mrs. Sarah Misklea Wendler; two sons, William Wendler Jr., 19, and John W. Wendler, 14, and a sister, Mary E. Wendler, a member of the Herschell firm.

Prominent in Buffalo business and social circles as well as in outdoor show business, Wendler

(Continued on page 51)

Cole-Walters Scores in Mo.

WEST PLAINS, Mo., Oct. 13.—Cole & Walters Circus played to a three-quarter matinee and full night house here Wednesday (10). Last-minute change in the lot was believed to have had no effect. Most schools in the area, which had not had a circus in some time, were dismissed early.

Show also drew a winner at Mountain View, Mo., Tuesday (9), where it had about 600 children and 200 adults for the matinee and a straw house at night. Date was sponsored by the Chamber of Commerce.

Gotham Rodeo Biz Rises 10%

NEW YORK, Oct. 13.—Business this week for the World's Championship Rodeo at Madison Square Garden here started slow, picked up by the Wednesday matinee (10) and with a decent crowd on hand yesterday afternoon (12), Columbus Day, was about 10 per cent ahead of the take at the same point a year ago. The event ends Sunday (21).

Name singer-bandleader Vaughn Monroe and his orchestra are the main attractions for the final two weeks of the run. The singer's power to pull them thru the turnstiles remained something of a moot point, rodeo officials saying that they would be able to gauge him correctly by the end of the event.

Rodeo spokesman was disappointed over the failure of business to pick up a great deal more than it did following the end of the World Series and the appearance of crisp, cool weather, a strong aid for an indoor presentation.

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CLOSE-UPS: CHARLES BOCHERT

Broadway Training Prepared Fair Pilot

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By TOM O'CONNELL

TAKE a city dweller, dubious over the advantages of the great outdoors, give him a taste of the bucolic life and the changed person could be Charles Bochert, manager of Mineola Fair, Mineola, L. I., N. Y., for the past 12 years. Charlie says that years of experience in the press relations field, mostly in large communities, hardly seemed to equip him for the task of piloting an annual. But when J. Arthur Valentine entered the Mineola picture as fair president in 1939, he persuaded the reluctant cosmopolitan to try his hand as manager. Charlie claims that it was a good move, that it took him away from the rat-race of Broadway and sent him to the grass roots. The switch also has proved beneficial to Mineola. Home base for Charlie was Connellsville, Pa. In time he was graduated from Duquesne University, Pittsburgh, and immediately



CHARLES BOCHERT

latched on to The Pittsburgh Daily News in 1898 as a reporter. There followed a succession of jobs in journalism. It was in Pittsburgh that he acquired the tobacco-chewing habit, when, a cub, he was sent out to gather information in the mill district. Charlie explains: "You either (Continued on page 61)

Out in the Open

Canadian National Exhibition kingpin, J. W. (Patty) Conklin and parkman Harry Batt, of New Orleans, visited Irving Rosenthal at Palisades (N. J.) Park last week and also attended one of the World Series games in New York. Patty inspected the Rotor and may use the ride for the next edition of the Toronto extravaganza.

Harry Cooke, of Cooke & Rose Theatrical Enterprises, Lancaster, Pa., left recently on a five-week combination vacation and talent hunt in California and Mexico.

King Kovaz, clown with Jack Kochman's thrill show became the father of twins recently when Mrs. Kovaz adopted two infant daughters while she was visiting her parents in Ireland. The

youngsters, Cora and Agnes, 1 1/2 years old, and their new mother arrived in the U. S. recently.

Mr. and Mrs. Sam Ward, of Polack Bros.' Circus, visited Royal American Shows at Little Rock. Ward formerly was with the Royal American.

Boyle Woolfolk, head of the Chicago booking office bearing his name, and Mrs. Woolfolk, will leave Chicago November 1 by plane for Los Angeles on a two-week combination vacation and business trip.

Johnny Anderson, of the Enquirer Printing Company, Cincinnati, visited last Thursday (11) on Cavalcade of Amusements at Wilson, N. C., and Friday (12) hopped over to Rome, Ga., for a look-see at the Royal Crown Shows.

Talent Topics

Fight enthusiasts viewing the video screening of famous bouts that followed current fisticuffs last Friday night (5) were treated to a view of rotund Joe Basile leading his brass band prior to the famed battle between Jack Dempsey and Luis Firpo in the early 30s, as nearly as Joe can recall. It was at this time that the legendary sports promoter, Tex Rickard, tagged Joe the "brass band king." That was also the time when the trumpeter began leading the Madison Square Garden band, a tag line that he still uses today. . . . Peaches O'Neill, who has spent as much time in the air as many a bird, was parted by the personnel of the Hamid-Morton Circus in Philadelphia Wednesday night (10) in honor of her birthday. The aerial-

ist is appearing with the circus in a 12-girl high act produced by her husband. Guests stuffed themselves on fried chicken and viewed motion pictures taken by Father Ed Sullivan after the night show.

Mickey Duvall, billed as the Sky Princess, sway pole, narrowly escaped possible injury at Meridian, Miss., Fair Saturday night (6) when several sections of her rigging gave way during her performance. Quick thinking on the part of workers saved the rigging from collapsing. Several of the guywires had been snapped the (Continued on page 61)

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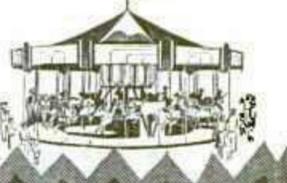
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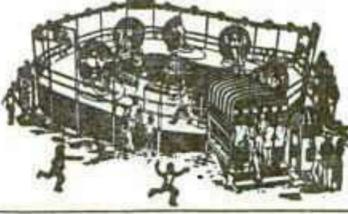
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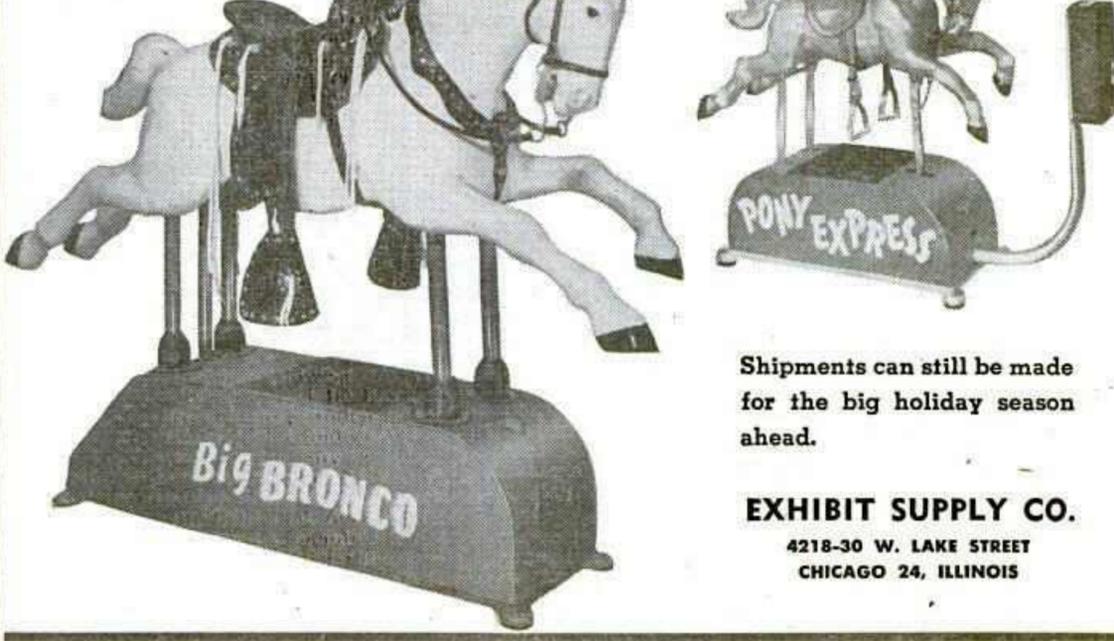
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Indianapolis Tops '50 Mark

INDIANAPOLIS, Oct. 13.—Third annual International Dairy Exposition at the Indiana State Fairgrounds closed here Saturday (13) with Erwin K. Wetzel, secretary, reporting the preliminary count showed an increase in attendance would be scored. The final day, he said, was expected to put the exposition over the 160,000 mark. Show ran October 6-13.

Barnes-Carruthers hippodrome show, in the Coliseum played to a 38,000-ticket sale. Weather clipped the Tuesday and Wednesday (9-10) turnouts, but Friday was strong and Saturday was expected to bring a big crowd.

Staples Rodeo, also in the Coliseum, had two big days but the third was rapped by the weather. Wetzel said, however, that the attraction topped the three-year score.

Joie Chitwood's thrill show took the worst beating from the cold and rain. Business Saturday (6) was small and both Sunday (7) shows were canceled because of the weather. Baker's United Shows also were hurt by week-end weather and absence of school children during the week held down business on the six rides.

Wetzel stated that attendance at cattle shows was particularly strong and that cattle men were pleased with the exposition. A few more animals were shown this year, he said, with 150 of them being in the junior division.

He pointed out that while weather curtailed outdoor attractions, exhibit halls were filled during the rainy periods and that the Purdue University glee club drew a full house on the same afternoon that the thrill show was canceled.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Alamo Expo: (Fair) Eunice, La.
American Eagle: Oxford, Miss.
B & H: (Fair) Williston, S. C.; (Fair) Barnwell, S. C., 22-27.
Big Bend: Seadrift, Tex.; Tivoli 22-27.
Big Four: New Madrid, Mo.
Big State: Carthage, Tex.
Blue Grass: Boaz, Ala.; Barnesville, Ga., 22-27.
Bluff City: Caraway, Ark.
Brewer's United: (Fair) El Campo, Tex.
Burke, Harry: Abbeville, La.
Burkhart: Turrell, Ark.; Marked Tree 22-27.
Capital City: (Fair) Fitzgerald, Ga.; (Fair) Ashburn 22-27.
Capitol City Amusements: Decatur, Ind.
Cavalcade of Amusement: Orangeburg, S. C.
Central Am. Co.: (Fair) Scotland Neck, N. C.; (Fair) Clarkton 22-27.
Cetina & Wilson: (State Fair) Macon, Ga.; (Fair) Albany 22-27.
Cherokee Amuse: Chetopa, Kan.; Erie 22-27.
Coleman, C.: (Fair) Ferriday, La., 13-19.
Crafts Fiesta: Ridgecrest, Calif.
Dixie Midway: St. Stephens, S. C.
Drew, James H.: (Fair) Metter, Ga.; (Fair) Dublin 22-27.
Dudley, D. S.: Tahoka, Tex.; Rotan 22-27.
Dumont: Clinton, S. C.
Dyer's Greater: McCrory, Ark.; Amory 22-27.
Eddie Expo: (Fair) Scotland Neck, N. C.
Ferris, Carl D.: (Fair) Bishopville, S. C.

(Continued on page 59)

West Bros. Ready

ARDMORE, Okla., Oct. 13.—Julian West has set October 30 for the opening of West Bros.' Circus, his indoor winter show.

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Wetzel stated that attendance at cattle shows was particularly strong and that cattle men were pleased with the exposition. A few more animals were shown this year, he said, with 150 of them being in the junior division.

He pointed out that while weather curtailed outdoor attractions, exhibit halls were filled during the rainy periods and that the Purdue University glee club drew a full house on the same afternoon that the thrill show was canceled.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Campa Bros.: Newport, Ark., 18.
Capell Bros.: Simmesport, La., 17.
Cole & Walters: Clinton, Ark., 15; Heber Springs 16; Beebe 17; Perryville 18; Dardanelle 19; Danville 20; Charleston 21; Greenwood 22; Poteau 23.
Hagan-Wallace: Brewton, Ala.; New Brockton 18.
King Bros.: Russellville, Ala., 15; Florence 16; Cullman 17; Scottsboro 18; Fort Payne 19; Gadsden 20; Anniston 22.
Kilby-Miller: Union City, Tenn., 15; Dyersburg 16; Trenton 17; Brownsville 18; Ripley 19; Covington 20.
Mills Bros.: Silver Spring, Md., 15; Arlington, Va., 16; Manassas 17; Orange 18; Fredericksburg 19; Hopewell 20; Colonial Heights 22; South Norfolk 23; Portsmouth 24; Ahsokie, N. C., 25; Enfield 26; Lousburg 27.
Polack Bros. Eastern: (Auditorium) Chattanooga 17-20; (Armory) Utica, N. Y., 24-27.
Polack Bros. Western: (Auditorium) San Antonio 15-21; (Auditorium) Harlingen, Tex., 23-28.
Ringling Bros. and Barnum & Bailey: Mobile, Ala., 15; Gulfport, Miss., 16; Hattiesburg 17; Tuscaloosa, Ala., 18; Birmingham 19; Montgomery 20; Columbus, Ga., 22; Macon 23; Augusta 24; Charleston, S. C., 25; Florence 26; Wilmington 27.
Stevens Bros.: Rule, Tex., 17; Haskell 18; Munday 19.

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; 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.

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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, \$2.50.

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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. .30
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. Per 100 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 Scalloped Edge, Green only, M. Smaller Size, 3/4" diam, Red or Green Plastic, 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, 1/4-inch, Per M 1.00
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M. Round white N; 2. Cardboard Markers, 2 sizes, 1/4 inch diam. 1800 to lb.; larger size, 1/2 diam. 1000 to lb. Either size, lb. 85
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢.
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He pointed out that while weather curtailed outdoor attractions, exhibit halls were filled during the rainy periods and that the Purdue University glee club drew a full house on the same afternoon that the thrill show was canceled.

Misc. Routes

Ice Capades of 1952: (Arena) Philadelphia, Oct. 17-Nov. 3.
Ice Follies of 1952: (Arena) Chicago, 15-30.
Rabbit Foot: England, Ark., 22.
Skating Vanities of 1952: (Arena) Milwaukee; (Olympia) Detroit, 23-28.

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Hagenbeck Marks 50th Anniversary

HAMBURG, Oct. 13.—Lorenz Hagenbeck, head of the Carl Hagenbeck zoo and animal supply firm here, observed his 50th anniversary in business October 3. Publicity connected with the observance brought out that he brought his father's animals to the St. Louis World's Fair in 1904 and trouped the Carl Hagenbeck Circus in the United States during 1905 and 1906.

Hagenbeck toured the United States this summer, visiting several zoos and the Ringling-Barnum circus.

Mobile Has Polack, R-B, Kelly-Morris

MOBILE, Ala., Oct. 13.—Mobile is getting three circuses this month. Polack Bros.' Eastern Unit, first in, played to good business under Shrine auspices October 1-4. Ringling Bros. and Barnum & Bailey Circus is due Monday (15), and Kelly & Morris will play a suburb Monday (22). Ringling will break in a new lot on the parking grounds of Ladd Memorial Stadium to make its first appearance here since 1945. Kelly & Morris will play in Prichard under Prichard fire department auspices.

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Mobile Has Polack, R-B, Kelly-Morris

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GIVE TO THE RUNYON CANCER FUND

Jantzen Tops Postwar \$\$; Sets 75G Expansion Program

PORTLAND, Ore., Oct. 13.—Plans to spend \$75,000 in expansion and renovation of Jantzen Beach Park were announced this week by Harvey Wells, president

of Hayden Island Amusement Company, park owner.

Program was authorized at a meeting of the board of directors, which re-elected Wells as president for his 20th year and retained Earle G. Swanson for his third year as park manager.

Wells reported to the directors that the season just closed represented the park's best postwar year. He said the new miniature train proved an outstanding attraction and that the new softball field, scene of championship games, drew many large industrial picnics. The pool had a banner year, over 109,000 using the tank.

"We're going to put a new face on the park," Wells said in discussing the renovation program. "That will involve revamping of the buildings, new concessions and new rides."

Wells said he was not at liberty to disclose the rides to be added for next season but indicated some would be exclusive to this region.

Fritz Kidspot Gross Up 20% Over '50 Take

CHICAGO, Oct. 13.—Art Fritz's Kiddieland in suburban Melrose Park this season scored a 20 per cent increase in business over last year despite a severe rap from the weather.

Fritz reported he was well satisfied with the outcome of the season altho rain held the gross below what was anticipated.

The big kiddie spot is continuing on a daily operation basis, he said, with weather remaining warm enough with the exception of a few days. September grosses were better than last year's, when weather was worse, but October business so far has been down somewhat from the 1950 tally. About a year ago, the spot enjoyed a week of mid-season business when warm weather followed a break in a string of cold, rainy days.

Fritz said that plans for changes in the ride line-up or in other alterations at his Kiddieland remain indefinite at this time. Addition of a major type ride may be considered in the future, he said, but no decision has been reached yet.

5G Fire Melts Savin Wax Works

WEST HAVEN, Conn., Oct. 13.—Wax Museum, located on the old midway of Savin Rock Park here, and a dwelling located in the rear of the building were destroyed by fire last week.

Fire Marshal Daniel Hazard estimated the loss at \$5,000.

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Rocks' Spot Plans Varied Competitions

NEW YORK, Oct. 13.—With continuing favorable reports on business following the regular season, Rockaway's Playland executives announced this week that they are planning a schedule of weekly beauty contests and costume and pet animal competitions for children.

Spot now is open from 1 to 6 p.m. daily and this week had the Columbus Day holiday (12) to aid as a bolster. Scheduled for Sunday (21) is an outing made up of the children of United Nations' delegates. The day is being staged in connection with United Nations Week, October 21-27.

In preparation for Christmas, the park has finished setting up a life-size mechanical Santa Claus, and a six-foot high model turkey will be ready for display by Thanksgiving Day.

William Wendler Dies at 48

Continued from page 48

was a member of the Buffalo Club, the Buffalo Athletic Club, the Buffalo Launch Club and the Elks. He was a member of the National Association of Amusement Parks, Pools and Beaches; the American Recreational Equipment Association, and several showmen's clubs.

Wendler was born at North Tonawanda in 1903 and was educated in public schools there. During summer vacations he frequently worked part-time in the Merry-Go-Round factory, where his father was superintendent.

He attended Syracuse University for two years and was graduated from the University of California at Berkeley in 1926. In the following year he became assistant superintendent of the Allan Herschell plant. Later he was in the purchasing department, and in more recent years he took over much of the sales activity.

Together with his father and the late Charles (Chick) Starkweather, Wendler obtained control of the Herschell company in 1938, and at that time the company began production of other rides in addition to Merry-Go-Rounds. Ten years ago William and John Wendler each obtained 50 per cent of the stock in the Herschell company. In 1945 they purchased the plant of the Spillman Engineering Company, also in North Tonawanda, and expanded their line of rides.

In the past several years, Wendler had been a leader in the development of kiddie rides and the Herschell company has been one of the largest builders of these devices. In the past two seasons it has limited its output largely to Merry-Go-Rounds and kiddie rides.

During World War II, the Wendler company was active in war production and during the present defense activity Wendler was organizing with other industrialists in the area a new corporation to which each participant contributed the use of his plant and which together planned to produce airplane sub-assemblies.

Show People Attend

Among those attending the funeral were F. W. A. Moeller, Waldameer Beach Park, Erie, Pa.; Lee Sullivan and Ben Roodhouse, Eli Bridge Company, Jacksonville, Ill.; Aurel Vaszin and William de L'horbe Jr., National Amusement Device Company, Dayton, O.; M.

W. Sellner, Sellner Manufacturing Company, Faribault, Minn.; Paul H. Huedepohl, National Association of Amusement Parks, Pools and Beaches, Chicago; James Mitchell, F. L. Hall and Tom Dillon, Crystal Beach, Buffalo; Jimmy Sullivan, Wallace Bros.' Shows, and Patty and Frank Conklin, Conklin Shows, Brantford, Ont. Floyd Gooding was en route to North Tonawanda, but his plane was grounded.

Flowers were received from Mr. and Mrs. Richard Miller, Chicago; Bill Lynch, Halifax, N. S.; Miami Showmen's Association; National Association of Amusement Parks, Pools and Beaches; Showmen's League of America; New England Association of Amusement Parks; American Recreational Equipment Association; Raymond Lusse, Philadelphia; Mr. and Mrs. Frank Conklin, Brantford, Ont.; Bob Kallet, Oneida, N. Y.; Virginia Kline, Salem, Ore.; Eyerly Aircraft Company, Salem, Ore.; Eli Bridge Company, Jacksonville, Ill.; Mr. and Mrs. Rex Billings, Montreal.

Mr. and Mrs. Carl J. Sedlmayr, Royal American Shows; H. Ewart, Long Beach, Calif.; John Coleman, Indianapolis; Mr. and Mrs. Neil Webb, Brantford, Ont.; Buddy Paddock, Columbus, Ga.; The Billboard Publishing Company, Cincinnati; C. J. Latscha, The Billboard; National Amusement Device Company, Dayton; Mr. and Mrs. William de L'horbe Jr., Dayton; Mr. and Mrs. E. Bradley, Los Angeles; Philip and Richard Smith, Boston; Sellner Manufacturing Company, Faribault, Minn.; Mr. and Mrs. Jay Roy, Toronto; the George Schmidt family, Chicago; A. W. Ketchum, St. Louis; Frances and Herbert Schmeck, Philadelphia; Phil Cronin, Wallace Bros.' Shows; Dodgem Corporation, Exeter, N. H.; the Weer family, Miami; Allen and Charles Miller, Chicago; Lakeview Amusement Company, Michigan City, Ind.; Mr. and Mrs. Harry J. Batt, New Orleans; Mr. and Mrs. Lee Cuddy, Miami.

Orville N. Crafts, Crafts Shows; N. S. Alexander, Philadelphia; Chicago Amusement Ride Owners' Association; Floyd Gooding and family, Columbus, O.; E. E. Foehl, Willow Grove, Pa.; Mr. and Mrs. George K. Whitney, San Francisco; Mr. and Mrs. E. J. Carroll, Agawam, Mass.; Henry Bowen, Fitchburg, Mass.; Mr. and Mrs. Charles S. Rose, Miami; the Miniature Train Company, Rensselaer, Ind.; Crystal Beach Amusement Company, Buffalo; Kennywood Park Corporation, Pittsburgh; Edith and Patty Conklin, Brantford, Ont.; Fred W. Pierce and Fred W. Pierce Jr., Detroit; Herman and Francis Larsen, Conklin Shows; Jack Shillan, London, England, and Morris Lipsky.

Among those sending telegrams were Johnny Doolan, Chicago; Rudy and Harry Illions, Celoron, N. Y.; Mr. and Mrs. Rice, Kansas City; Boots and Buddy Paddock, Columbus, Ga.; Frank McDermott and family, Chicago; Arnold Gurtler and family, Denver; Marjory and Norman Bartlett, Uleta, Fla.; Hadji Delgarian, Chicago; Ross R. Davis, Los Angeles; Mr. and Mrs. L. C. McHenry, Columbus, Ga., and Mr. and Mrs. Art Briese, Chicago.

NEW FIELD FOR RIDE MAKER

Nelson Places 3 Devices In Long Island Dept. Store

HEMPSTEAD, L. I., N. Y., Oct. 13.—Arthur Nelson, moppet ride builder and kiddie park operator in New York, entered a new field this week with the announcement that installation of three children's devices was completed Thursday (11) in Grant's Department Store here.

Installed were Tank, Locomotive and Whisp, and the deal between Nelson and the store is on a percentage basis. The standard fee of nine cents a ride or three for a quarter will be charged.

Nelson said store execs called on him in mid-September to do the job, the deal was closed immediately and work begun. Rides were set up in the toy division in the store's basement.

Nelson's contract runs thru January 2, 1952, and the store will take newspaper advertising space offering a coupon good for a free ride.

The rides are expected to provide an extra lure for Christmas shoppers, and Nelson said he will chip in on the cost of decorating the basement layout. If the arrangement proves satisfactory, Nelson will seek similar set-ups on Long Island. He has no interest in Gotham's larger marts since being turned down by Macy's and

other establishments. Nelson said the bigger stores claimed they did not have sufficient room in their toy department for rides and that more money was made from straight sales than from the gross on the devices.

THE GOOD LIFE

U. S. Parkmen Tour English Fete Circuit

LONDON, Oct. 13.—Edward J. Carroll, head of Agawam (Mass.) Park and president of the National Association of Amusement Parks, Pools and Beaches, and Harry Storin, his righthand man, have been busy making the banquet circuit since their recent arrival in England.

On Tuesday (2) they were entertained here by officers and directors of Amusement Caterers' Association at cocktail party at the home of W. E. (Billy) Butlin, the group's president. Next came an official welcome from Philip Shefras, ACA chairman and a dinner which the following attended: W. E. Thompson and W. G. Green, ACA vice-presidents; H. N. Barlow, counselor; M. Meyers, committeeman; John Singleton, general secretary, and Butlin and Shefras.

Carroll and Storin hit the Blackpool amusement area Friday (5) and viewed the annual illuminations. While there they were entertained by members of the ACA's Blackpool chapter. Sunday (7), they returned here for the first annual banquet of the Festival Pleasure Gardens officers and concessionaires. Carroll offered the greetings of the American park association, and the main speaker was Major L. J. Hayward, vice-chairman of the festival corporation and a local government leader.

The American duo left for Dublin Tuesday (9), where they were greeted by the ACA's Dublin chapter.

Joyce to Book Pa. Playland

PHILADELPHIA, Oct. 13.—Jolly Joyce Agency here this week announced that plans have been completed for the agency to present all shows during the 1952 season at Playland Park, Nuanogola, Pa. The agency booked the park this past season, and Philip Fitelson, spot's owner, is planning shows for next year.

Attractions offered by Playland this year included Sons of the Purple Sage, Barney Grant, Claire Lippert, Miss Pennsylvania of 1951, Hank Newman and His Georgia Crackers, Roy Acuff and His Smoky Mountain Boys and Girls, Moon Mullican and His Rainbow Ranch Boys, Rosalie Allen, Kenny Roberts, Phil Brito, and LuLu Belle and Scotty.

Deer Forest Pulls 200,000 In Third Year

COLOMA, Mich., Oct. 13.—Deer Forest, 24-acre animal park near here, will end its third season Sunday (28). It switched to weekend operation October 1, after attracting about 200,000 persons since May 19.

Spot features 135 tame deer plus other animals in nursery rhyme exhibits. Included are birds, monkeys, lambs, donkeys, dwarf cattle, and smaller animals. Picnic area is provided along with parking facilities, recorded music and animal feed.

Cecil Potts, Coloma, and Ed Frady, Chicago newspaperman, operate the park. School promotions featuring free days in May and June and advertising via newspapers, radio and bumper signs were credited with building the attendance.

Souvenir and refreshment stands are being expanded and new animal exhibits are planned for 1952.

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NOTICE TO BIDDERS
The Board of Public Works of the City of Ithaca, N. Y., will receive sealed bids until 5 p.m. Wednesday, November 24, 1951, for the operation of a Merry-Go-Round in Stewart Park on Lake Cayuga, Ithaca, N. Y. Information may be secured from F. J. LAVERY, Superintendent of Public Works, City Hall, Ithaca, N. Y. F. H. Springer, City Clerk.

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P.O. BOX 26, Lake Arrowhead Village, Calif.

AGVA-Circus Strike Fizzles In Philly Midst Many Groans

• Continued from page 40

said. If they had been, it is unlikely that it would have made any difference, since they all said that they could find no fault with their dealings either with the circus or agency involved.

They said the union should turn its fire instead on organizations or persons earning it, and mentioned Biller Bros.' Circus which closed recently, reportedly owing acts nine weeks salary. "The same show, they recalled, failed to pay off in New York and Providence last winter despite close AGVA supervision and, in the case of Providence, guarantees.

Acts here which received a telegraphed notice of suspension from union headquarters as a result of their actions, in effect were asked to gamble with a potential 30 weeks of work. The circus is good for 17-18 weeks, and the Hamid agency can be expected to add perhaps another 10 weeks at fairs and other events.

Union Position

Union officials admitted that this was expecting a lot from the acts involved, adding that Hamid was using the multiple and frequently uninterrupted bookings offered by his agency as a "big stick" in holding the talent in line. While acknowledging that Hamid's defenses in the circus-outdoor field were far from vulnerable, they said that they would strike at him thru his Atlantic City Steel Pier operation, tagged unfair but closed until spring, and the Columbia Broadcasting Company's TV seg, "Big Top," talent for which is handled by Dave Solti

Beatty Season Strong Winner; Matinee Late

BORGER, Tex., Oct. 13.—Clyde Beatty Circus arrived here late Tuesday (9) and matinee was delayed more than an hour. However, the show drew a half house and a straw house at night. Hagen Bros.' Circus was coming in Saturday (13).

Final figures are expected to show that the aggregation scored one of its best years since its phenomenal postwar tour in Canada. The show closed at Albuquerque, N. M., Saturday (13).

Business was strong as the show moved northward on the West Coast. Its ensuing loop thru Canada was the low spot of the 1951 season. Returning to the States, Beatty played to exceptionally big business in Michigan and continued to win satisfactory houses as it moved southward.

Beatty's cats, elephants and horses will lay over until Orrin Davenport's opening at Wichita, a date Beatty will play. The show train will proceed from Albuquerque to winter quarters, probably near Los Angeles.

Mills to Close Nov. 5 in S. C.

BARNWELL, S. C., Oct. 13.—Mills Bros.' Circus will close its 12th annual tour here Monday, November 5. The 29-week and two-day season opened April 14 at Columbus, O.

The route took the show thru 17 States, west to Nebraska, north to Wisconsin and into Connecticut and Vermont. Fred Stafford, press chief, completed the booking here this week. He has been acting general agent since late summer.

As in previous years, all Mills dates were played under club auspices. The 1951 edition was the largest in Mills history, with six additional elephants, new canvas and larger light plants. Co-Owners Jack and Jake Mills reported that the season was highly successful and that they are mulling plans for the 1952 show.

and Leo Grund, who are quartered in Hamid's Radio City layout.

Hamid's contention in a letter to Price that fair and Shrine officials would resent the union's intrusion was given substance by William P. Kuenzel, past potentate of Lu Lu Temple and chairman of the local circus for the past five years. Kuenzel said he received the first intimation of a strike Friday night (5) when Jones phoned him at his home and asked that he intercede with Hamid-Morton on behalf of the union to forestall the calling of a strike and picketing.

Kuenzel, a court official, wrote down the conversation and a later one with Dunn, who phoned him from New York. Kuenzel said he

pointed out that the Shrine's dealings were with Hamid-Morton and completely satisfactory, and did not concern the union. He pointed out the pleasure and aid the endeavor gave to underprivileged and hospitalized children, and to veterans, and termed the strike a very "inhuman and unpatriotic undertaking."

Circus and Shrine execs reported that the picketing had no effect on the box office and that earnings were actually ahead of last year. Not a line of the strike was carried in the several papers scrutinized. Observation of patrons arriving Wednesday afternoon and night failed to show any reluctance by patrons to purchase tickets and enter the arena.

Predict Top Season For Hamid-Morton

Increases at Philly, Toronto Indicate Bountiful Indoor Trek for Circus Unit

PHILADELPHIA, Oct. 13.—A bonanza season is in the making for the Hamid-Morton Circus, Col. Robert Morton, director, reported here this week.

The advance sale for the stand at the Arena under the auspices of Lu Lu Temple, which concludes tonight, hit \$45,000, as against \$38,000 a year ago, to virtually assure at least a 5 per cent gain in the \$80,000 plus gross. Last week at Toronto the advance was \$15,000 ahead. The week before, at Wilmington, Del., the show, in its initial appearance, was the first of similar undertakings to make money for the sponsors, Morton said.

The increases, while not running into two figures percentage-wise, are notable in that they reflect advances over last year, an exceptional year that saw new marks set at many of the towns played. Toward the end of last season decreases were foreseen but the huge sums of government money allotted for defense spending have again primed the nation's economy, Morton said.

Elwood MacBeth handled the advance here, and Omer Kenyon the promotion. Sales thru the Shrine membership were about the same, indicating increased outside interest. The program was up about 5 per cent. Profits here will be larger, Morton said, because the taxes are being passed on to the public instead of being absorbed by the Shrine, as in former years. The same policy will be in effect in several other towns, he said.

Atlanta Up 10G

The Atlanta advance is about \$10,000 ahead. Other spots are also reporting increased interest and sales, Morton said by way of

Capell Bros. Blows Matinee

DE QUINCY, La., Oct. 13.—Capell Bros.' Circus blew its matinee here Tuesday (9) but attracted a three-quarter house for the evening performance. Date was under fire department auspices.

Lack of attendance was given as the reason for skipping the afternoon show. The circus arrived on time and weather was good.

K-M Attracts Three Straws

HUNTINGDON, Tenn., Oct. 13.—Two straw houses turned out for the Al G. Kelly & Miller Bros.' Circus here Wednesday (10). Town was a fresh spot and weather was good.

Kelly-Miller also won a straw house at Paris, Tenn., Tuesday (9), but the matinee there dropped to half-house level.

GETTING UP IN THE WORLD

BERLIN, Oct. 13.—An added attraction at this city's annual October Fest which ends Wednesday (31), is Richard Ricardo, who collapsed recently after a continuous 19½-hour stint on a high wire.

Ricardo put in the time walking, sitting and reading and claimed to have bettered the previous mark of 17 hours set by an American. He had planned to stay up 24 hours. He was restrained by police a short time ago from attempting to climb a 450-foot radio tower.

King Averages Near-Capacity Across South

MONTGOMERY, Ala., Oct. 13.—Capacity or near-full houses were scored at nearly every stand by King Bros.' Circus as the Christiani-King combination continued its nothing-but-business trek.

The aggregation played here Monday (8), 11 days ahead of the Ringling-Barnum show, and won strong matinee and big night business. Two evening shows were given. The second was scheduled several days before the show day because of strong advance sale here.

The lot at Greenville, Ala., where the show played Saturday (6) was small, but the attendance was big despite heat. Matinee was near capacity and the night house was full. Junior Chamber of Commerce was auspices.

The same auspices brought equally good business—near-full and full houses—at Troy, Ala., Friday (5). Dothan, Ala., the Thursday (4) stand, came up with two capacity houses.

Ringling Adds More To Texas Score

Houston, Corpus Christi, Beaumont Register; Lake Charles Okay; Cancel Savannah

LAKE CHARLES, La., Oct. 13.—Ringling Bros. and Barnum & Bailey this week hopped to Louisiana from Texas and for the first time in days fell short of the near-capacity mark. However, Lake Charles, the first Louisiana stand, came up with two three-quarter houses on Tuesday (9).

Wind up of the show's Texas run took it to Corpus Christi on Thursday (4) and into Houston for the week-end (5-7). Beaumont was the Monday (8) stand.

At Corpus Christi, the matinee was delayed by a slow move from San Antonio. Schools had been dismissed at 1 p.m. and show doors opened at 2:15. The afternoon crowd, however, fell just short of the capacity mark and the night attendance was overflow. Strong advance mail order sales were reported.

Houston Houses Big

Houston opened with a night-only schedule on Friday (5) and drew a near-capacity. Saturday's business listed a good three-quarters matinee and capacity at night. The run of top business continued Sunday, when Houstonians added a near-capacity for the matinee and a three-quarter house at night. Show bucked advance promotion for the Shrine show, which is to be October 31-November 13.

Beaumont brought more of the same. The matinee was near-capacity and the night house was three-quarters filled. Jean Sleeter, flying return, was hospitalized overnight there for treatment of injuries received when she fell from the net. The injuries were not serious.

Jam-Up Imagined

The Houston business topped last year's by a neat margin altho there was considerable competition from football. Newspapers played with the prospects of 12,000 circus fans, 14,000 baseball fans and 15,000 football fans con-

gregating in the same neighborhood at the same time. But a Birmingham-Houston baseball series went only six of a possible seven games and the jam-up was avoided. Ringling played on the parking lot of the baseball stadium.

Ahead of the show, Savannah, Ga., was cancelled and the day (November 9) was added to the Jacksonville, Fla., stand. As the route now stands, Jacksonville will be a two-day stand (9-10) with a night show only on the first day.

Biller Gives Up, Parks at Memphis Sturmak Show Quits in Arkansas After Losing Trek From Canada

MEMPHIS, Oct. 13.—Biller Bros.' Circus called it a season Thursday (4) and moved from Clarendon, Ark., to the Mid-South Fairgrounds here. While there were reports that the show had folded, it remained in business and apparently was expected to reopen next season.

Part of the show was working this week as an attraction at the Negro fair at Brownsville, Tenn. Arthur Sturmak, manager and part-owner, was in charge.

The closing at Clarendon marked the end of a disastrous trek from the Canadian border. Show had been wildcatting for several days, using no advance and heralding performances only with a loudspeaker car.

Returning to the States late in August, Biller Bros. moved rapid-

Mills Turnouts In Pa., Md., Tab Up-Down Score

FREDERICK, Md., Oct. 13.—Mills Bros.' Circus played to strong turnouts at most stands in Maryland and Pennsylvania this week, but at other spots the attendance dipped. Crowds here Wednesday (10) gave a half house for the matinee and one-quarter house at night.

Cold weather, the World Series and the preceding county fair as well as an earlier appearance here of Campa Bros.' Circus were blamed for the limited attendance.

Two quarter houses turned out at Thurmont, Md., Tuesday (9) under Lions' auspices.

Big business was scored at Hagerstown, Md., Monday (8), where Shrine auspices put two near-capacity houses in the Mills top. Chambersburg, Pa., on Saturday (6) was nearly as good, with a near-capacity matinee and three-quarters night house. Kiwanis Club sponsored the date.

Hanover, Pa. (5), had a quarter house for the matinee and a hand-ful at night. Competing sports attractions limited the advance sale, according to the sponsoring Kiwanis Club.

Carlisle, Pa. (4), gave a full matinee and near-capacity matinee under police auspices.

Ben Davenport Mulls Mexican Hop for Campa

PULASKI, Tenn., Oct. 13.—Campa Bros.' Circus probably will go into Mexico for a winter tour following its regular season in the States. The show now is in Tennessee and is booking Texas territory. It is expected to cross the Rio Grande after playing the river valley in Texas.

A switch to the Spanish language is to be made when the circus reaches portions of Texas which have large numbers of Latin-Americans. The show is being billed as "Campa Bros.' Big Circus of Two Countries."

Owner B. C. Davenport has made no public statement regarding a Mexican jaunt, but has discussed it privately several times this season. Original idea advanced while the show was being framed at Gonzales, Tex., last spring was for it to operate as a railroad show in Mexico. However, plans now call for motorized operation.

Personnel of the show all season has been almost entirely Mexican, with many of the people being members of the Campa family, long-time circus operators in Mexico.

ly thru Indiana, Illinois, and Missouri before reaching Arkansas. Business continued poor and a number of performers and key staffers left during that period. Bob Cowan and crew left the show several days before it reached Clarendon, it was reported.

Earlier, the show had not done well in the East or in Canada. It opened in April after negotiating a four-year delay in making payments on debts incurred from playing indoor winter dates at New York and Baltimore.

In Canada the show played territory it and Dailey Bros. had made in 1950, and business generally was weak. The show was somewhat reduced this season from its 1950 size.

Dressing Room Gossip

Ringling-Barnum

The last week of the Texas tour continued to give us big business. After a long stretch of hot weather, the cool breezes began the last day in Houston and we are now enjoying ideal fall days. San Antonio was a big day and a number of circus fans visited. Bob Dover was kept busy there entertaining relatives and friends. Mary Castle and daughter Jan toured with the show a week and Jan made spec a number of times. Doc Henderson's daughter Lela visited a few days and also made spec.

Opened with a night show only in Houston and the lot was again located at Buffalo Stadium. Joe Ward has been clowning for the past week. Daisy Chaney has thrown away her crutches and is again on the active list. Anna Delmonte, Hilda Burkhardt, Jenny Wallenda Zoppe and Antonetta Zoppe celebrated their birthdays with dressing room parties. Western garb is the fad on the show these days.

Visitors: Russell Blood, Bob Wallace and daughter, Mary Kay Smiley, Earl Behee, Tom Scaperlanda, Don Robinson and family, Bob Dover's mother and relatives; Mr. and Mrs. John Hanson, daughter Roxanna and grandson Stoney; Everette James; Van Wells, wife and daughter; Albert Marks, Del Le Roy, John L. Andrews, Jean Allen, Frank Walter, Mr. Bain, Esse Forrester O'Brien and family, Concha Escalante, Pat Lindsey, Ray Capehart and Bill Kelly.—MARY JANE MILLER.

Polack Eastern

Mobile, Ala., was handled by Bill and Dorothy Kay, assisted by Barney Long and Ross Rambeau. Business was big in spite of threatening weather and a reported hurricane on its way from the Gulf area. The Ringling bill car was in town and visits were exchanged.

One of the gastronomical highlights of the season was the crab-boiling party held on the show grounds after the night show at Mobile. Chefs were Harvey and Slivers and Frenchie Durant. Four washtubs full of crabs were consumed.

An orchid to Ed Raymond for his many radio appearances. Bill Kay gave a seafood party at his apartment. Guests were Mrs. Irving Polack, George and Ruby Cutshall, Mr. and Mrs. Howell, Nate and Harriet Lewis, Whitey and Edith Boyd, Kris Krenkel, Slivers and Jo Madison, Frenchie Durant and the writer. Bill Naylor is our new press agent.

Bo Bo Barnett returns in Oak Ridge, Tenn. Happy Belisle plans

to publish a new pariddle drum method. English, the novelty man, up and about and getting better every day after his recent hospitalization.

Mrs. Sam T. Polack and Sammy Jr., are home in Fort Madison, Ia., while Sam T. Sr., is on a booking trip in the East. Sammy Jr., has a new cornet and has joined the high school band. La Lage is sporting new gold earrings, a present from her husband on her birthday. Henry and Claire Barret are handling the Oklahoma City date for the Western Unit. Bill and Dorothy Kay hopped to Lancaster, Pa., from Mobile.

The Flying Codreanos have added rubber tension springs to their net. Janet and Franz Burger busy breaking in new stock between shows. Hanel's daughter has joined the horizontal bar act. Harriet Lewis running the floss machine like ye olde spinning wheel. Connie Welde practising her wire act between shows.—HENRY KYES.

King Bros.

The World Series has been the big topic of conversation, with all radios on the lot humming. We Sundayed in Montgomery, Ala., where the writer was busy with four 15-minute radio programs. Ora Parks, general press agent, was back for one of his rare visits. A. J. Clark, contracting press, and Johnny Brassil, car manager, both of Ringling, visited.

German Red, big top boss canvasman, figures he saves about two hours daily in handling of the canvas by using the patented canvas loader. The show has full crews of workmen for the first time since last spring, and generally we are off the lot by midnight. Red Dingler is working in the concert as Sgt. Merritt, judo expert. A large male lion was added to the menagerie at Albany, Ga.

Angus J. Harley's Side Show minstrels have been drawing some splendid houses in Alabama. New arrivals on the show include Joe and Martha Smyga and Jerry Pressley.

Recent visitors included R. M. Harvey; Dub Duggan, owner of Hagan-Wallace, with Sailor Johnson and Mr. and Mrs. Matt Lawrish; Milton J. Durham, Danville, Ky.; Joe Lippman at Montgomery, Herb Shive, Paul Eagles at Augusta, Ralph Decker, Walter D. Nealand, and Col. Henry Thomas.

Clyde Beatty

The autumn chill has descended upon us and topcoats are much in evidence, as well as an occasional bonfire here and there. Hitting the West again, we are having long jumps, long hauls to the lots, and wide open prairies.

Strong winds in Altus, Okla., prevented the erection of the big top, so we showed with sidewall, which hindered several of the acts. Mrs. Harry Golub planned to Los Angeles to make final preparations on the Golub Side Show, which is making the trip to the Hawaiian Islands. Harry Golub stayed on the show to handle the Side Show at this end.

Pat Graham released from the hospital recently, is now at home. He reports that his broken arm is coming along okay. Jerry DeWayne is busy making new wardrobe. Blondie and Fay Ward spent the day with us in Lawton, Okla. They report that they are doing well with their school show. Our small fry, Marsha Larkins and Cathy Cline, are fast becoming trampoline performers. Johnny Herriott and buddy, Tom Ryan, who are stationed at Fort Sill, Okla., dropped over to see us. Johnny reports that he likes the circus better than the army. Marvin and Letha Smith were also recent visitors. Marvin's health is much improved. Eldon, Joan and Dodo Day renewed acquaintances in Clinton, Okla.

Everyone is busy looking at maps, time-tables and repacking trunks now that the closing stand is a few days off. William (Honest Bill) Newton was a recent visitor.—LAURENCE CROSS.

Rogers Bros.

One more week to go, and then we will be traveling in all directions. The show closes Saturday (13). Eddie Douchette has been on the sick list because of a sprained ankle but is back on the show now. Charley Brawley got the siren cranked up in the

Under the Marquee

James M. Beach, who completed his duties as contracting agent for King Bros.' Circus, has returned to his home in Seneca Falls, N. Y., where he will remain until after the holidays. He says that he'll make his headquarters at the Grady Hotel, Macon, Ga., after January 1.

Jo Bernice Morris, daughter of Mr. and Mrs. William Morris, of Kelly & Morris Circus, planed from Detroit to Chicago to re-enter school. . . . Marvin W. Krieger visited the Ringling show in Clovis, N. M., and renewed acquaintance with Merle Evans, Hubert Castle, Emmett Kelly, Albert White and Arky Scott. Krieger also visited friends on the Clyde Beatty show in Albuquerque, N. M., recently. . . . Buck Leahy and Marly Lunch are clowning with the J. M. Cole Indoor Circus, Wallace, the Magician, pens from Syracuse. . . . Dixie Hebert and Art Hansen, of Polack Bros.' promotion staff, arrived in Youngstown, O., last week from the West Coast to join Jimmie Rison to work on the show's initial Youngstown Shrine Circus engagement, November 22-27.

Mr. and Mrs. Ray Henshaw, formerly of the Mills Bros.' Circus, are operating a farm and chicken place out of Vandalia, Ill. . . . Iron Head Al Perry, of Thrill Show fame, is working with Clyde Harrison in Chattanooga. . . . Jimmy Barnes, rigger and prop boy with Ringling-Barnum, who was injured during the show's Chicago run, is reported well on the mend at St. Luke's Hospital in the Windy City.

The Miller Family of acrobats visited Warren Bros.' Circus at Springfield, Mo. . . . After Warren Bros. closed, Bert and Corrine Dearo moved to Sioux City, Ia., for Frank Wirth's date. . . . Joe Lemke takes his chimp act from Warren Bros. to Tom Packs' show at St. Louis for October 10-15.

Harry L. Gordon, former circus press agent, who retired two years ago, is publicity chairman for Arizona Showmen's Association, Phoenix. . . . Bev Kelly, agent for the road company of "Mr. Roberts," was in Chicago Monday (8). . . . The Wichita Daily Times, Wichita Falls, Tex., ran two reviews of the Ringling circus, each by a writer who had never seen a circus before. Voyle N. (Army) Armstrong, CFA, is advertising manager of the paper. . . . BeBe and Joe Siegrist, Dr. E. L. Cooper and Bette Leonard caught the Beatty show at Ponca City, Okla., where they visited with Mrs. Clyde Beatty, Laughing George Davis, Charles

firehouse gag and couldn't get it stopped. Mrs. Dorothy Rubens has returned from a visit with her daughter and grandchild.

The show has been making some long jumps, long enough for a rail show. We had a lot which had recently been burned over and we all looked like we were with a minstrel show.

The Pennys will leave for Macon, Ga., and then New York. Larry and Mary Carlton will go to Fort Meyers, Fla. Chester Cable will go to Pennsylvania. Jacklan and Jackie Tolliver also will go to Fort Meyers. Lou Walton and Harry Villeponteaux will jump over to join Kelly & Morris Circus at the end of the Rogers season. Carlos Ricci, Eva Voskis and Victoria will go to Mexico City. Lloyd Senter and Frank Webb will journey to Tampa. Joe Shourn will stop off in Fort Meyers and then go to his home in Washington State. Francis Duggan will go to St. Petersburg, Fla.

Several persons from the Kelly-Miller show, including Obert Miller, Tiger Bill Snyder, Don McIntosh and Mrs. Snyder visited at Tullahoma, Tenn. Mr. and Mrs. Bill Morris, Gabe and Mary Rawls, Ayres Davies, Walter Raudinbush, Tommy Comstock, Tama Frank and Charlie Lewis, all from Kelly & Morris, visited. Dr. Bralley and wife, of Lawrenceburg, Tenn., also visited.

Contracting Agent Bennie Fowler's wife and son were on the show for a few days. Mrs. Bill Garvin joined to accompany her husband back to their St. Petersburg, Fla., home.

Dub Duggan, Jimmy and Chick O'Donnell and Swede and Mable Johnson, all from Hagan-Wallace Circus, visited.—HARRY VILLEPONTEAUX.

Barry and Laurence Cross. The Siegrists and the Eldonians, flying act, are in Wichita, Kan. Cross and Dorothy Herbert made daily radio appearances for the Beatty show, Miss Herbert led the spec and worked a dog act in the show.

Patrick K. Connally, midway concession man on the Ringling-Barnum show, was taken to Brachenridge Hospital in Austin, Tex., when he suffered a stroke during the show's appearance there. He was released from the hospital Thursday (4) and returned to his home in New York.

Bob Morton has put on 20 pounds since illness whittled him down this spring. While still far from buxom and troubled with arthritis, Bob looks to be in excellent health and acts that way while managing his Hamid Morton Circus.

TEN (10) PHONEMEN

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Phone room just opened. Want Men who can sell Banners, UPC and Block Tickets. This is a county Shrine Mills Bros.' Date. Crippled children plea. Have Fire Dept., Police Circus deals following this date, November 1st, in Augusta, Birmingham and others. Wire or come in, don't phone. EDDIE DeBOLD, Stanly County Shrine Circus Hdqtrs., Albemarle, N. C.

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Hit 200,000 Gate At Winston-Salem

78,000 Kids' Day Crowd Sets One-Day Crowd Mark at New 325G Plant

WINSTON-SALEM, N. C., Oct. 13.—Record crowds turned out this week to ogle Winston-Salem's new fair plant. Although ground was broken less than a year ago, \$325,000 has already been invested in permanent units, and plans for additional structures will bring the cost at least to \$1,000,000, exclusive of the valuation on the 80 acres of land which were given to the annual.

Attendance thru yesterday had topped 178,000 despite extreme cold which has cut heavily into the enthusiasm and spending. On

Wednesday (10), Children's Day, the gate count hit 78,000 to establish a new one-day mark for the 53-year-old annual.

On opening day, Tuesday (9), 42,000 attended. Thursday attendance hit 38,000 and yesterday, usually the lightest day of the run, the gate ran 20,000. Today, traditionally the best for attendance and business, might approach Wednesday's peak.

Patrons could see at a glance that they will eventually have one of the finest fair plants in the South. The operators, the Winston-Salem Foundation, a multi-million dollar organization backed by the Reynolds tobacco clan, is expected to approve as many additional new structures as are needed to complete the plant.

Ready for the opening here were a 4,000-seat steel and concrete grandstand, a half-mile track that promises to be one of the fastest in the country, a model cattle exhibition building that was taxed to capacity, and ample new horse barns. Planned for the near future are an exhibit hall, poultry and swine buildings and a horticultural hall.

Ground for the track was not broken until March of this year. Just about a year ago the first grading was started. Consequently, the progress made by the fair management is truly surprising.

(Continued on page 55)

Jackson, Miss., Matches '50 Despite Cold

Royal American Midway Grosses Surpass Year Ago

JACKSON, Miss., Oct. 13.—Mississippi State Fair, thru Friday (12), fifth day in its six-day run, was equaling last year's gate count to that point despite several days of cool weather. J. M. Dean, secretary, announced. Although attendance was on a par with '50, spending was up, he said.

Cool evenings were cutting into attendance at the night grandstand show, but for the most part, receipts were holding up to those of last year. Attraction this year is the Ernie Young revue, augmented by the Sam Howard water show and the Zacchini double cannon act.

Royal American Shows, despite the low temperatures, evenings, is running ahead of its '50 business and was looking forward to a big day today.

Plant improvement this year included consolidation of small eating spots and the opening of larger cafeteria type restaurants. Ground fill-in work, which was started last year following a flood, will be completed within another month and will raise the fairgrounds above flood level.

Livestock entries this year set a record, according to Dean. In addition to the fair's big barns, five tents are being utilized to care for the overflow.

Records Tumble At Albuquerque

ALBUQUERQUE, N. M., Oct. 13.—New Mexico State Fair finished up its nine-day run here Sunday (7) after racking up new records for pari-mutuel handle and a new grandstand mark. Total amount passing thru the wickets was \$2,008,274 compared with \$1,635,562 in 1950 while a record 362,483 persons paid their way in to see the afternoon races and the night rodeo.

Final day's mutuel handle set a new single-day record when \$318,038 was bet in the one afternoon. Weather thruout the run was ideal with the exception of kids' day, when a late afternoon storm hurt grosses for Siebrand Bros.' Shows. The midway takes for the entire run, however, also set a new all-time high according to Leon H. Harms, secretary-manager.

Province Status and Aid Sought by Edmonton Ex

EDMONTON, Alta., Oct. 13.—Provincial agricultural exhibition status and more aid will be sought by the Edmonton Exhibition Association, with plans for the annual to be co-sponsored by the fair and the province of Alberta, it was announced at a meeting here. Decision was made after a report by Director William Muir and Fred Mitchell, who

visited several U. S. fairs this year and were impressed with their agricultural aspects.

The plan is to make Edmonton the showplace for Alberta's agricultural industry and to encourage farm youth to stay on the farm and improve the province's farm standing.

Grants Needed

Directors agreed it would be too large an undertaking for the exhibition alone and that greatly increased government grants and material aid would be required. Muir described the association's position as "helpless and hopeless" under a system in which the provincial government furnishes only \$8,000 assistance annually.

As a result, a development committee will be appointed to sell the government on the idea of promoting a provincial fair here. The committee will also attempt to obtain near-by Borden Park as additional ground for the exhibition.

Improvements on the present plant were discussed by Manager James Paul at the meeting. He suggested plans for the building of an inner track inside the present track be shelved. Consideration is still being given to the erection of bleachers between the new grandstand and the old bleachers, he said.

West Berlin October Fest Draws Well

BERLIN, Oct. 13.—Biggest draw in this city since mid-September was the annual October Fest on the zoo grounds, centrally located in the Western sector. The fair ends Wednesday (31).

Admission is 5 cents, American, and average daily attendance has been about 12,000, with about 83,000 showing up on Sundays. Event has proved especially popular since the end of World War II because patrons were denied it for about 10 years.

The Rotor ride, going for a quarter, has proved one of the best grossers. Most of the other shows and rides charge from 7 to 14 cents. Take from admissions goes toward the zoo's upkeep.

BOOKERS, ATTENTION!

CHICAGO, Oct. 13.—All booking offices that sell attractions for fairs or amusement parks in the United States and Canada are urged to submit their names, addresses, and the names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 18 West Randolph Street, Chicago 1.

Tupelo, Miss., Tabs 120,000 For New Mark

TUPELO, Miss., Oct. 13.—Mississippi-Alabama Fair and Dairy Show closed its gates here Saturday (6) after pulling over 120,000 in five days to exceed all past attendance records, according to J. M. Savery, secretary-manager. Gooding Amusement Company, with a record number of 21 rides and 15 shows, was up 15 per cent over last year, while Morris Lipsky and Buddy Paddock, who operated concessions, reported good business all week.

Ernie Young's night grandstand pulled strong crowds. Livestock and other agricultural exhibits were well up from last year in quality and quantity.

Shows on the Gooding midway included Joe Sty's Funhouse, Tracy's midgets; Denise Darnell, Gal Show; Arnold Raybuck, two-headed bull; J. R. Ward, "Tobacco Road" unit; Riveros' motorcycle globe Al Tomaini and his turtle, Pete Smith's "Last Supper," Harvey Wilson's Glass House, Cliff Wilson's arcade, Sailor Katzy and his snakes, Bob Edwards' minstrels, Arnold Raybuck's life show, Stanley's crime unit and Staffer's Wild Life exhibit.

Cedar Rapids Net Profit Off From '50

CEDAR RAPIDS, Ia., Oct. 13.—All-Iowa Fair wound up its 1951 event with a lower net profit than a year ago, despite increased receipts, according to a report presented by Andy Hanson, manager. This year's profits amounted to \$3,933 on receipts of \$95,658 and disbursements of \$91,724. A year ago, the profit was \$9,620 on receipts of \$88,920 and expenditures of \$79,300.

Receipts from the association from all sources for the fiscal period ending September 30, aggregated \$158,943 with expenses for the same period of \$156,137. During the year, nearly \$30,000 was put into permanent plant improvements, major item being a new sewer system thruout the grounds.

Over 250,000 attended events at Hawkeye Downs during the year, Hanson said. A total of 2,636 head of livestock were sold during the various sales for more than \$625,000.

All officers have been re-elected with Judge Charles Penningroth as president; R. H. Buresh, vice-president; Charles Kriz, treasurer, and Charles Caldwell, secretary. Thirty-four directors also were named.

Dates for 1952 have been set for the week of August 10 when the run again will be eight days.

Paragould, Ark., Event Plans New Exhibit Hall

PARAGOULD, Ark., Oct. 13.—Greene County Fair is mulling construction of a new permanent exhibit building, 330 by 60 feet, it was announced at a meeting here. New structure will have a concrete foundation, gravel floor and will be enclosed.

D. E. Frost Appointed Saint John Manager

SAINT JOHN, N. B., Oct. 13.—Appointment of Donald E. Frost as manager of Saint John Exhibition on a temporary basis was announced by fair association officials Tuesday (9), who said that it was effective from Monday (1).

Appointment of an exhibition manager has been pending for more than a year. Reports of committee and plans for 1952 will be considered at the association's annual meeting, scheduled for early next month.

The naming of a manager was the latest in several moves toward bringing back the once-outstanding Saint John Exhibition. An event was last staged by the association in 1938. The following year the group's facilities were taken over by the Department of National Defense.

In 1940 the buildings were destroyed by fire. Recently the association, in conjunction with the city, completed settlement with the insurance companies involved and with the defense department. An amount of \$65,000 was secured from insurance and \$110,000 was gained in settlement of the claim against the department.

Purchase of the Raceway site at Coldbrook was completed by the association in May, 1950, when \$75,000 was paid for the area at public auction. The site includes a grandstand, stables, a parking lot and open areas. Inability to secure structural steel has been given as a principal reason why buildings have not yet been erected on the grounds.

Frost, the new manager, was educated in local schools and spent

six years with the Canadian Navy in World War II. He is a former vice-president of the Junior Chamber of Commerce here and executive secretary of the Maritime Motor Transport Association. He was general chairman of the first Maritime Industrial Exposition and manager of the second, held in September, 1951.

Houston Event Signs Winkley Auto Races

HOUSTON, Oct. 13.—Frank Winkley's Auto Racing Inc., this week was signed by the Houston Fair to stage three programs of stockcar races the first two days of the fair which opens a 16-day run here October 27.

Programs on the half-mile track will include sprints Saturday afternoon (27), a 100-lap event that night and a 200-lap race Sunday night (28).

"Hollywood in Miniature" exhibit has been signed for the annual, according to Ira W. Curry, general manager, who also announced the appointment of Harold Black as an administrative assistant to lay out the grounds. Black is designing the outdoor stage in front of the grandstand, prepping the area for the Armed Forces display and laying out the midway, which will operate independently under Jack Edwards, veteran outdoor showman.

Waco Fete Sets Talent

WACO, Tex., Oct. 13.—Free attractions will be presented twice daily as a feature of the six-day Fall Festival which gets under way here Tuesday (23) under auspices of the Disabled American Veterans, Chapter 3, Eugene Brown, post commander, announced this week.

Already contracted are the LeValles, trapeze, and Captain Turner's elephants. American Midway Shows have been signed for the midway. Scheduled for opening day is a school children's parade in which hundreds of school children of Waco and McLennan County are expected to march to music provided by their school bands, Brown said.

A junior-size rabbit and poultry show will feature pets and hobbies of the school children. Exhibit is to be housed in a special fireproof tent on the showgrounds, as will the merchants and manufacturer's exhibits, Manager Tommy Stevens reported.

260,000 Gate Beats '50 Run At Birmingham

BIRMINGHAM, Oct. 13.—Alabama State Fair ran about 10,000 admissions ahead of '50 during its six-day run which ended here Saturday (6), according to R. H. McIntosh, general manager. Total front gate count this year was estimated at 260,000 against 250,000 a year ago.

Barnes-Carruthers night grandstand revue played to good crowds all week, aided by the good weather. Big car races, staged by National Speedway (Al Sweeney-Gaylord White) drew a full house on Saturday, but Friday's crowd was slightly off from a year ago. Other attractions included one afternoon of motorcycle races and the appearance of Miss America on six nights.

Amusement Company of America Shows, which played here last year under the Hennies title, was reported to have grossed around \$72,000, topping last year's figure.

Rain for Closer Nips Danbury Gate Mark Bid

DANBURY, Conn., Oct. 13.—The blasted by torrential rain thruout Sunday (7), closing day, the Danbury Fair finished a nine-day run only a bit off the record 1950 pace in attendance and ahead of the 1949 gate figure of 120,365 persons. Comparative statistics for this year and last follow:

	1951	1950
Saturday (29).....	14,590	11,169
Sunday (30).....	36,421	36,086
Monday (1).....	8,949	4,929
Tuesday (2).....	7,941	7,069
Wednesday (3).....	6,922	8,295
Thursday (4).....	6,684	8,161
Friday (5).....	10,159	6,772
Saturday (6).....	22,559	19,743
Sunday (7).....	7,107	20,917
Totals.....	121,332	123,141

With the increases in daily attendance thru most of the run, a gate of 150,000 was envisioned. General Manager John W. Leahy expected a turnout of 30,000 persons for closing day and termed the number that was recorded remarkable in the face of the weather. Electric lines were downed in this area, and driving

conditions were hazardous.

Of the 10,159 persons tabbed Friday, 4,243 were children. For that day 6,000 school tickets were distributed and kids under five were admitted free. O. C. Buck Shows again held down the midway, but the circus program used last year was abandoned.

Set New Gate Mark At Eugene, Ore.

EUGENE, Ore., Oct. 13.—An official audit report this week showed that the 1951 Lane County Fair established a new attendance record of 23,838 paid admissions during its four-day run. Attendance in 1950 was 21,588.

Fair Manager Herb Welch called the fair "tremendously successful." He said premium checks have been mailed to exhibit winners.

Meetings of Fair Associations

Association of Tennessee Fairs, Hotel King Cotton, Memphis, November 19-20. W. J. Huddleston, Box 279 Tenn. Tech, Cookeville, Tenn., secretary.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-23. Emery Boucher, Exposition Park, Quebec, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 26-28. Frank Kingman, Brockton, Mass., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 10-11. E. W. (Deak) Williams, Manchester, Ia., secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 1-3. William H. Clark, 360 Walnut, Franklin, Ind., secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, Kan., secretary.

Ohio Fair Managers' Association, Dresher-Wallick Hotel, Columbus, January 9-10. Mrs. Don A. Detrick, Bellefontaine, O., executive secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 10-11. L. (Doc) Cassidy, Kentucky State Fair, Louisville, secretary.

Missouri Association of Fairs

and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, State Capital Building, Jefferson City, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 20-22. Cliff C. Hunter, Taylorville, Ill., secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, Mich., secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 21-22. H. C. McClellan, Arlington, Neb., secretary.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 23-25. Charles W. Swoyer, 522 Court St., Reading, Pa., secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, January 27-29 (tentative). Clifford D. Coover, Shelby, Mont., secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 4-5. James A. Carey, State Office Building, Albany 1, N. Y., secretary.

Waterloo, Ia., Pulls Record 233,000 Gate

WATERLOO, Ia., Oct. 13.—The 39th annual Dairy Cattle Congress closed its doors here Saturday (6) after breaking all attendance records with front gate of 233,000. Previous all-time high was 228,000 set in 1947 while last year's attendance totaled 225,557.

Biggest single day was Sunday (30) when 44,912 poured thru the gates after opening day saw a crowd of 24,992. Monday (1) drew 29,611; Tuesday (2), 26,366; Wednesday, 31,493; Thursday, 31,028, and Friday, 25,564. Final day's count was estimated at 20,000.

Barnes-Carruthers Theatrical Enterprises, Chicago, provided the revue, while Royal United Shows closed its season as mid-way attraction at the event.

Gresham, Ore., May Net 30G

PORTLAND, Ore., Oct. 13.—The Multnomah County Fair, operating on a deficit of only \$365.62, had one of its best seasons financially in many years and net profit should be almost \$30,000, a report by the county auditor showed this week.

The report does not take into consideration revenue due the fair from other governmental units: \$10,000 from the State racing commission, \$15,000 from the county treasury and \$5,000 from the State for county fair operation. Last year, when all these figures were computed, the fair showed only a small profit.

The fair at Gresham this year was operated under supervision of the county commissioners. Last year it was operated by a temporary commission appointed by Circuit Court pending settlement of a suit that followed ouster of the Multnomah County Fair Association after years of operating the fair.

Suggest Reserves
County Commissioner Frank Shull said the remaining 1951 receipts would be used as a reserve for improvements on the fair property at Gresham and of the fair itself.

The audit showed receipts of \$100,969.72 and expenses of \$101,335.36. Phases of the fair that showed a net operating loss were: "Sons of the Pioneers," night show, \$1,615.02; afternoon show, \$2,714.81; premiums for exhibit winners, \$15,397.57, and parking, \$47.

Activities that yielded a net profit to the operation were: Admissions, \$24,883.06; West Coast Shows, \$7,169.35; racing, \$3,848.72, and concessions, \$3,452.50. Miscellaneous operating expenses were \$21,908.05.

Meridian, Miss., Tops 1950 Gate

MERIDIAN, Miss., Oct. 13.—Mississippi Fair and Dairy Show wound up its six-day run here Saturday (7) after a week of ideal weather that boosted total attendance above '50 and to its highest point in the eight years the fair has been managed by W. R. Canady.

Night grandstand show, booked thru Boyle-Woolfolk Agency, pulled good crowds all week. Big car auto races, under CSRA sponsorship, and produced by Jean Mandeloff, went off to good crowds the final three afternoons. Gem City Shows did good ride business on the midway but spending at shows and concessions was off.

Exhibits were ahead of last year. Livestock barns were filled and exhibit halls were crammed with all types of displays.

Line-up of the night grandstand show, managed by George B. Flint, included Victoria Troupe, cyclists; Four Angels, hand balancing; Three Barons, Risley; Ala Ming, tight wire; Wells Brothers, bars; Connors Duo, rolling globe; Fred-dys, juggling-perch; Chico, foot slide; Little Georgiana, aerialist; Duke Double Trapeze and Micky Duvall's Sky Princess, high acts.

PORTLAND EXPO ATTENDANCE DIPS

Elimination of Horse Show, Rodeo Given as Reason for Gate Decline

PORTLAND, Ore., Oct. 13.—The 41st annual Pacific International Livestock Exposition was drawing well this week in a test of change of policy. Change involved dropping the horse show and rodeo and substituting a historic pageant for the arena show.

Feeling among management, however, was that attendance would be down from a year ago. Show opened Saturday (6) with a capacity house, but pageant necessitated reduction in capacity to make room for scenery in the arena.

Manager Walter A. Holt released the following paid attendance figures for this year's show: Saturday (6) night, 10,135; Sunday (7) matinee, 3,490 (down because the general admission machine operates only at night); Sunday (7) night, 13,002; Monday (8), 5,965; Tuesday (9), 7,039.

Pageant Featured

Pageant, "Wagons West," was staged by Geller Productions, Hollywood, and capitalized on Portland's centennial by portraying the history of the Oregon country. Production staff comprised John W. Wood, executive director; Robert D. Campbell, production director; John R. Ralston, associate director; Faye Hawley, associate director; Phillip C. Butler, musical director, and James M. Johnson, scenic artist. The cast of more than 800, however, is comprised of local amateurs.

As a free attraction, Patricia and Arthur Lake drew heavy applause with their Blondie and Dagwood show. They were backed up by the Musical Dons, instrumental trio, and Frank Sully, film actor, as emcee. Much business revolves around the comic strip dogs, Daisy and her five pups. Several factors make daily comparisons with last year's attendance unrevealing: Last year's show involved 13 performances to nine this year; last year's show opened on Friday instead of Saturday this year; last

year's arena capacity of 6,658 was reduced this year to 6,075; separate count on arena and general admissions was kept last year. This year's price of arena ticket includes general admission. General admission this year is 60 cents. Arena show \$1.80 to \$3.60.

Eleven-acre Exposition Building, beyond reach of normal transit service, was being served by special buses from downtown Portland operated by the traction company. Vast free parking area was available to motorists, with traffic directed by deputy sheriffs.

Food concession is held by Oregon Caterers, Jerry Pingree, manager. Paul Ail has concession for programs, soft drinks, peanuts, popcorn and ice cream. Both reported trade brisk over opening week-end with a dip during week-days.

As to policy change that eliminated horse show and rodeo, Theo. B. Wilcox, board chairman, told The Billboard:

"The decision was made by the board of directors, with Holt to carry out the instructions. Our thinking was motivated by the fact that last year we drew good outside attendance but poor inside gates. The horse show and rodeo just were not drawing support. And we didn't care to eliminate either one and keep the other. We sought to capitalize on Portland's centennial year by putting on a historical pageant."

Entire 11 acres under roof are paved, the result of Army use of the Exposition Building during the war. Livestock areas are notably free from odors as result of use of deodorant sprays. Premium lists and entries were at a new high this year.

More space was made available to the exposition association thru substitution of a cafeteria for the former restaurant. A space 30 by 70 feet was saved from the former restaurant area and some three dozen fewer employees were required to operate the cafeteria.

Winston-Salem Gate 200,000

Continued from page 54

The whole area is surrounded by cyclone fencing. The cost of the fencing and grading alone ran to \$75,000.

President L. D. Long said that about \$1,000,000 has already been allotted for a new coliseum which will be built on the fairgrounds. Ground has been broken and the arena will be erected as soon as possible. It will seat 10,000 or more and be suitable for almost all types of indoor events.

Manager Tom Blum said that the Wake Forest Football Stadium will be constructed adjacent to the grounds while the college itself, which is being moved in its entirety from Wake Forest, N. C., will also be located close to the grounds. The old grounds used by the fair are located within the city limits and are being sold as building sites. The new plant is just about as convenient to the center of town as the old grounds.

Big Ticket Passout

The big Children's Day turnout resulted partly from the distribution of tickets within a radius

of 140 miles. Cattle were shipped in from eight States. The racing program included one for a purse of \$10,500 and one for a purse of \$11,500. The event which officials said they had long regarded as a county event, was now geared to cater to a vastly larger area.

The night show has been sold out each evening, fair execs reported. Provision has been made to extend the grandstand an additional 100 feet and the continuation of big crowds will undoubtedly lead to this in the near future. At present benches are used to take care of the overflow. A permanent stage with separate dressing room facilities for male and female performers was also completed in time for the opening. George A. Hamid, whose "Fantasies" revue is featured, termed the facilities for acts among the best that he has encountered at any of his fairs.

Talent here included Joe Basile's band with Velma Goodwin at the Hammond organ; Sylvia and Her Kennelcades, canines; Pedro and Durand, comedy balancing; Paul Kohler and Jini, xylophone; Bobby Whaling and Yvette, comedy cycling; Ricardy Amandis, teeterboard; Irah Watkins and his chimps; Norbertys, aerialists; John Barry, emcee, and Pauline Leslie, vocalist.

Jack Kochman's Hell Drivers played to a capacity stand Friday afternoon. Crowd was termed the best for the day ever attracted to the event.

World of Mirth Shows on the midway reported good business in view of the weather.

Salt Lake Event Plant Rentals Augments Income

SALT LAKE CITY, Oct. 13.—Less than one week after Utah's State Fair ended its record-breaking run here last month, grounds and buildings were cleaned and 9 of the 20 structures were bringing in revenue from storage and other uses, J. A. Theobald, secretary-manager reported this week.

Nine buildings are in use for storage by a variety of firms including Salt Lake Transfer Company movers; International Harvester Company, Ford Sales & Service, Kaiser-Frazer Sales & Service and Lorenzo Smith White Trucks. Theobald said firms who use fairgrounds buildings for storage do so with the protection of a watch service maintained by his organization.

Other buildings are used to house permanent displays. Revenue from the rented buildings pays fairgrounds maintenance costs, he said.

Scheduled for a heavy run of business is the organization's Coliseum which is slated for a display show by Chrysler October 28-29. (Continued on page 65)

Andalusia Set For 1951 Run

ANDALUSIA, Ala., Oct. 13.—Final plans for the Covington County Fair, to be held here October 22-27, were completed this week when Gem City Shows were contracted to provide the midway, Paul Boyette, fair manager, said.

A new half-mile race track will be opened for the first time, with Joe Chitwood's Daredevils being featured opening night, Monday (22). Chitwood's org will be the feature the second night and will be followed by a fireworks display Wednesday; fiddlers and hillbilly contest, Thursday night. The South Alabama Championship Rodeo will be featured Friday night (26) and at Saturday night's (27) finale.

Harness racing also will be a feature for the first time in 26 years, Boyette said. He added that the annual will be heavily exploited and gate giveaways include bicycles, defense bonds and a new car. The State aid bill, which recently passed the Alabama Legislature and became a law October 1 is expected to greatly aid this year's event, Boyette said.

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Lubbock's Panhandle Registers New Marks

LUBBOCK, Tex., Oct. 13.—The 34th annual Panhandle South Plains Fair closed its six-day run here Saturday (6) with total attendance hitting 148,937 for a new record. The figure tops by 3,664 the 145,273 crowd mark chalked up in 1935. Attendance of 54,890 for the initial two days also set a new high for the fair. All marks were compiled despite cold weather. Despite a chilly night and windy afternoon the final day, attendance hit 23,990 to exceed by 2,252 last year's high of 21,738 for the wind-up day.

Closest challengers to this year's and the 1935 records were the 141,610 visitors in 1934; 140,086 in 1950, and 136,789 in 1939, Otice A. Green, publicity manager, announced. He said that free attractions sparked this year's attendance. Four aerial acts were billed collectively as the Circus of the Air. Show featured Billy Outten, high dive into flaming tank; Aerial Hustris, sway pole; Flying Eldons, flying return, and Paroff Trio, Roman ladder.

Free fireworks displays complemented the daily program of aerial shows. Circus was staged at 3 and 8 p.m. and the fireworks began at 10:30 o'clock every night. Bill Hames Shows set up this year on a new paved midway completed a few weeks before the fair opened October 1. Other improvements to the grounds this year included paved service roads, walkways and enlarged parking areas.

Fair officials agreed that this year's exposition was the most successful in the event's history. Exhibits in all departments were more numerous and of higher quality than those of any previous fairs. Premiums were the largest ever posted and improvements were made at a greater cost for this year's fair than any of its predecessors.

Total cost of the exposition, between \$75,000 and \$100,000, was the largest in history. Lubbock Day, Tuesday (2) annually the heaviest turnout during the run this year broke all records with a

total draw of 36,438. The city's school children were admitted free that day. Wednesday and Thursday featured free admission to thousands of students over the South Plains of Texas.

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Dallas Midway Outpaces '50 by 16% 1st Five Days

Rides Also Register Bigger Takes; Food Concession Biz Up 10-20%

DALLAS, Oct. 13.—State Fair of Texas midway shows were grossing 16 per cent ahead of last year going into Thursday (11), sixth day of the fair's run, Ray Marsh Brydon, midway show contractor, reported.

Joe Sciortino's "Desira" Girl

Menches Dies; Was Inventor Of Hamburgers

AKRON, Oct. 13. — Frank Menches, 96, widely known concessionaire and inventor of the hamburger, died here this week. At 16, he began operation of concessions at Ohio's county fairs. The discovery of the hamburger was an accident on the afternoon of the opening of the Summit County Fair in 1892. Menches discovered that he didn't have enough link sausage to last the afternoon, and he ordered his helpers to grind the sausage meat and form it into patties to be fried. The name hamburger was adopted two years later at the Elyria, O., Fair.

When the ice cream cone was developed at the St. Louis World's Fair of 1904, news of it spread rapidly. Menches, with his brother Charles, made the first cones in the Akron area and sold them at the Barberton Labor Day Celebration that year. In the next eight years they sold millions of cones to dealers in the Midwest.

The Menches brothers also built the Liberty Theater, now a neighborhood house here. Charles Menches died several years ago.

Storm Mixes Va. Greater New Bern \$\$

NEW BERN, N. C., Oct. 13.—For the week ending Saturday (6) business for Virginia Greater Shows at Tri-County Fair here was off a great deal during the first three days of the run because of high winds and heavy rains, an aftermath of an Atlantic coast hurricane. The storm passed out to sea in the latter part of the week and receipts rose.

Thursday (4), Colored Day, drew good crowds. Children's Day, Friday (5), proved one of the biggest days of the season thus far for the show, with the midway going at capacity. The fairgrounds were about two miles out from the center of town, and bus transportation helped considerably.

Waynesboro, Miss., Winner for Peck

CHARLESTON, Mo., Oct. 13.—Peck Amusement Company moved here this week from Waynesboro, Miss., Fair where good weather brought out large crowds all week, and rides and concessions did well. Ferris Wheel was top money winner.

Owner C. S. Peck returned to the shows here after putting the No. 2 Unit in the barn in Kankakee, Ill., shows' home base. While there, he concluded negotiations for the purchase of a service station in downtown Kankakee.

Org here has seven rides and carries a free high act, Skylarks, booked thru Charles Zemater, Chicago. Shows close November 5. Management plans to build a Funhouse and Circus Side Show during the winter.

Staff, in addition to Peck, and his son, Bob, who operates the No. 2 Unit, includes Cecil Cornthwaite, assistant manager and secretary; Date Curtis, advance, and T. A. Mehl, lot superintendent.

Show was the top grosser, Brydon said. Others in order were the "Latin Quarter," starring Diane Ross; Glenn Porter's Side Show and "Divena."

Biggest week-end for shows and rides was yet to come. Second Saturday (13) and Sunday (14) are traditionally the fair's biggest days, and midway take especially is boosted by heavy-spending Texas-Oklahoma football fans.

Brydon has 26 shows on the lot.

Ride Take Up

Ray Stinnett reported he drew about \$400 more on his seven rides on opening day, Saturday (6), than last year. Tilt-a-Whirl was top draw, riding more than 10,000 the first five days. Merry-Go-Round rode a few more than 8,000 in the same time.

Sammie Bert's Roller Coaster carried about 27,000 the first five days, with opening day the biggest. Ride has had about the same

Tampa Club Buys Two-Acre Burial Plot

TAMPA, Oct. 13. — Greater Tampa Showmen's Association has purchased a two-acre plot in Woodlawn Cemetery here and will establish a showmen's rest of 1,200 graves.

Sketches of the new cemetery area are on the architect's board and the proposed layout is to be circular with a monument as the hub of a wheel. The entire ground will be bordered by a hedge and entrance to the area will be thru a wrought iron arch bearing both the emblem and initials of the club.

In the cemetery proper, present plans call for standard flat grave markers, 14 inches long and 8 inches wide. The central monument will rest on a large red granite block with the club's emblem in either gray granite or bronze. Landscaping will include shrubs that remain green 12 months of the year.

Cemetery committee includes C. J. Sedlmayr Jr., chairman, Gean Berni, Cliff Chambers, Rita Chambers, Harry Julius and Ray Myers.

Execs Stage Memorial for Will Reynolds

WINSTON-SALEM, N. C., Oct. 13.—Gov. Kerr Scott, Dr. J. S. Dorton, president of the North Carolina Association of Agricultural Fairs; officials of the Winston-Salem Fair, World of Mirth Shows and representatives of local business and civic enterprises held memorial services for Will Reynolds here Thursday (11).

Reynolds, a member of the famous tobacco clan and the principal figure in the development and growth of the local fair, died here recently. His interest in the fair was well known, and his regular attendance thruout the years led to an acquaintance with a host of show folks.

Fair Stands Okay For Kellie Grady

SULLIGENT, Ala., Oct. 13.—Kellie Grady Shows raked up good business after July 4 following poor business during the spring, according to John C. McCrae, general manager. Org is playing the Sulligent Fair here this week.

McCrae, along with Phil Rocco, business manager, took the shows out this season for Mrs. Kellie Grady, whose husband died last winter. Org's tour is confined to Alabama and closes the last week in October to winter in Florence, Ala.

business as last year so far. Joe Murphy reported for Lindsay-Pugh-Murphy that all of the org's rides and concessions were well ahead of last year.

Velare brothers Sky Wheels are so far doing business comparable to last year when the double Ferris Wheel rode about 90,000 during the 16-day run of the fair.

Food concessionaires report money is about 10 to 15 per cent better than in 1950.

Late Move, Rain Smack Cavalcade

WILSON, N. C., Oct. 13. — A slow move from Atlanta, where it showed Southeastern Fair, and heavy rains Thursday (11) combined to slow up earnings of Al Wagner's Cavalcade of Amusements at the Wilson Fair this week.

The show arrived Wednesday night from Atlanta, which shuttered last Sunday night, and got into partial operation Thursday night. The weather was not good at the time, and fair officials said patrons were not yet aware that the midway units were ready to run.

Yesterday midway business was booming and hitting a pace that might top any other previous day at this event, fair officials said. Today should also be good for all fair departments, altho it is unlikely that even two big days could equal the potential of a full run.

Atlanta and Wilson mark Cavalcade's first shot at Eastern dates. Cavalcade execs made the Eastern fair meetings last winter and landed the spots in the face of opposition. The jump here from Atlanta at the time was considered an extremely difficult one, involving interchanges, and Eastern operators doubted if any unit could make the move in time.

However, it was reported that Wilson officials, realizing the distance involved, were agreeable to eliminating Monday as a possible arrival date while counting on a Tuesday opening. The Cavalcade forces viewed the dates as an excellent opportunity to display their organization for the first time in the East.

J. W. Elliott Retires From Road

LADNER, B. C., Oct. 13.—J. W. Elliott, owner of the shows bearing his name and a veteran of 30 years in outdoor show business, announced his retirement following his org's close at the Ladner Fair here.

Elliott is vacationing at the home of his daughter, Mrs. John Cosulich, at Canoe Pass, B. C.

RAS TOPS '50 RECORD AT JACKSON, MISS.

JACKSON, Miss., Oct. 13. — Royal American Shows was running ahead of its '50 record-breaking pace in the first five days at Mississippi State Fair this week and was doing it despite cool evenings that held down late night crowds.

Altho the fair's attendance was merely matching that of a year ago, spending was generally up and rides and shows were getting their share.

With good weather prevailing and schools closed for kid's day, Friday (10), large turnouts of youngsters kept the rides busy thruout the day. Royal American Shrine Club played host to over

JOHNSON BILL CLARIFIED; EXEMPTS MIDWAY GAMES

WASHINGTON, Oct. 13.—The Senate Interstate and Foreign Commerce Committee in a report this week seeking to clarify the purpose of a recently discharged bill amending the Johnson anti-gaming act explained that one of the aims of the rewritten bill is to avoid banning "most of the simple games which are characteristic of itinerant carnivals" and which may have worthy charitable causes.

The report explained that the new bill contains more specific language prohibiting interstate shipment of roulette wheels. The committee declared that this "unqualified enumeration" was made in the bill so as to "minimize the effects of the doctrine of inclusion unius est exclusio alterius."

"The committee believes," stated the report, "that this change will make it possible to exclude most of the simple games and devices which are characteristic of itinerant carnivals, as the Crime Investigating Committee recommended, since the latter have no connection with organized illegal gambling, are allowed to operate in many States, and are primarily identified with the service of charitable and other worthy causes."

(For more details of the Johnson Bill Clarification, see story in the Coin Machine section.)

Cold Chills WOM At Winston-Salem

WINSTON-SALEM, N. C., Oct. 13.—Frigid nights that sent patrons to their homes or in search of indoor entertainment when the fun zone at the Winston-Salem Fair normally would be operating at full blast cut into earnings of the World of Mirth Shows this week. Still to be counted are today's returns, possibly the best of the week, including the hefty handle of Wednesday (10), Children's Day, when gate attendance hit 78,000 to establish a new one-day mark for the 53-year-old event.

As of yesterday, Frank Bergen, general manager of the shows, said this was the first fair at which his units had not topped earnings of a year ago. However, he said that a good take today could make up the difference.

The fair is located this year in a new \$325,000 plant, excluding the value of the 80-acre grounds. Show officials looked over the site a year ago as ground was broken and the layout of the midway was considered at that time. Consequently, with ample and level ground, the shows are able to stage a fine appearance. The growth of the show made it too large for the available space at the old grounds many years ago. The unevenness of the old grounds also made the erection of many units an engineering feat with railroad ties being used in abundance to level off heavy rides.

Bergen and Concession Manager Bernard (Bucky) Allen this year for the first time have opened up the concession midway at fairs and booked a large number of units. The number of units here made it possible to lay out two separate midways.

The show's kiddie rides were grouped together adjacent to the main entrance to the grandstand. Plans call for the grassing in of this area, and it is not expected to be available for this purpose in the future. Major midway units start just in front of the grandstand and extend back in straight lines.

Because of the newness of the plant, and despite the fact that roadways are graveled, the dust was extremely heavy here thruout the week and undoubtedly accounted in part for the early departure of some patrons. Fair officials are aware of this fault and

it is likely that it will be remedied by next year.

Bergen reported that the show's gross last week at the Greensboro (N. C.) Fair topped 1950 by more than \$5,000. The Tuesday opening gave the show time to jump in from New Jersey State Fair, Trenton, and eliminated the loss of earnings had the fair opened on a Monday, as it has in the past.

Because of excessive costs, Bergen planned to limit his move from here to Anderson, S. C., to a one railroad movement. A second railroad has always been used to haul the show train the last nine miles, but Bergen planned to take the wagons over the road, as he has done for many years in New Jersey.

W. Postelwaite Buys Quinn Org

DETROIT, Oct. 13.—World of Pleasure Shows, owned and operated for the past 15 years by John and Josephine Quinn, this week was sold to William Postelwaite, a veteran of 30 years in outdoor show business.

Postelwaite started in the business in 1921 as a concessionaire on Great Middle West Shows. For many years he was ride superintendent with the World of Pleasure and Elmer Cote shows, and for the past six years had been assistant general manager of Down River Amusement Company.

New winter quarters for the org will be established in Mount Clemens, Mich., and the shows will continue to play their former route which includes stands in Michigan, Ohio and Indiana, according to Postelwaite. Plans for 1952 include a line-up of 12 rides, 4 shows and close to 40 concessions.

The Quinns have announced plans to establish an amusement park on Fort Road in Taylor Township in the down river area near Detroit. Details were not revealed, however.

W&M Grosses Top '50 Fairs

THOMSON, Ga., Oct. 13.—Wallace & Murray Shows are outpacing their '50 fair grosses after weak spring business that was hurt by rain and cold.

Midway here boasts 7 rides, 5 shows and a free act, J. D. Martin's Fearless Stars, high performers. Mr. and Mrs. Wesley Mansfield have their Little Egypt Girl Show here on the back-end which is sporting a new front this week.

Staff includes Al Wallace, owner; Fizzie Brown, general manager; R. Maxwell, secretary; Iodine Bailey, mechanical superintendent, and Jack Rainey, lot man.

Midway Confab

20th Century Shows made the 600-mile jump from Spencer, Ia., to Rollo, Mo., and opened on time, then jumped 275 miles to Blythesville, Ark., before opening at Caruthersville, Mo., Fair. Visitors at Blythesville included **W. E. (Bill) Snyder, Mr. and Mrs. Al Baysinger and Spot Mason**, the last named being owner of Starlite Shows.

Joining Virginia Greater Shows' line-up at New Bern, N. C., were **Dale and Jeanne Baron**, with a Wild Life and two Girl shows, and **John Bagby**, long-range shooting gallery.

Thomas D. Hickey writes from Anniston, Ala., that his Gem City Shows clicked at Meridan, Miss., Fair and Poultry Show and that concessionaires had one of their best weeks of the season. Hickey plans to again winter the shows in Theodore, Ala., 12 miles West of Mobile. . . . **Clyde Webb**, who was with Byer Bros.' Shows prior to the war, is in Veterans Hospital, Popular Bluff, Mo., and would like to read letters from friends.

L. D. (Bill) Dollar scribes from Atmore, La., that Lee Amusement Company, of which he is general agent, had a profitable week at the Alabama-Florida Fair, Atmore, and that the date marked shows' fourth consecutive appearance at that annual. The shows again will play Baldwin County Fair, Robertsdale, Ala.

Professor Reese has closed his palmistry booth in Texarkana, Tex., in favor of opening one in Alexandria, La., for the winter. . . . **Moe Kallen** has been doing well at fairs with his hanky panks, he reports from Jackson, Mich. **China Jackson** has the fish pond; **Stash Grey**, huckley buck, and **Edgar (Red) Hart**, penny pitch.

Abraham Rosenfield, also known as **Babe Harris**, who has been connected with various carnivals for the past 20 years and last season with **Cetlin & Wilson Shows**, is seriously ill in B-1, Albany Hospital, Albany, N. Y., and would like to read letters from friends. . . . **Frank M. (Shorty) Betts**, electrician and concessionaire on Motor State Shows the past season, is in St. Vincent's Hospital, Toledo. . . . **Frank T. Griffith**, general agent of the James H. Drew Shows the past two seasons, has been contracted to provide the midway for the Free Festival, December 3-8, in the new Memorial Field House erected in Huntington, W. Va., at an estimated cost of a million dollars.

Sandra Berkley, who headed the "Streets of Paris" show on Eastern Amusement Company the past season, has returned to Portland, Ore., where she will remain for two months before heading for Florida for the winter.

Hiko Siebrand, co-owner of Siebrand Bros.' Shows, has returned to his home in Phoenix, Ariz., from the hospital at Idaho Falls, Idaho, for further recuperation from a recent illness. . . . **Pearl McGlynn**, who is visiting in California, reports that **Mrs. McLaughlin** will enter a coast hospital soon. **Brownie Gallimore** left Phoenix, Ariz., to attend funeral services for his mother in Eureka, Calif. . . . **Louie Block** is expected to arrive in Phoenix, Ariz., soon from Detroit where he was employed during the summer.

Mr. and Mrs. Bill Norwood joined **Jack B. Moore's** Southwestern Shows at Searcy, Ark., for the org's Texas tour. . . . **Jack Austin** has returned to his home in Phoenix, Ariz., following a vacation with his mother in Los Angeles. Recent additions to **Kitty Kelly's** Side Show on Moore's Southwestern Shows include **Sylvia Gregory**, girl with the iron jaw; **Tommy Bentley's** dog act and **Mlle. Biletza's** snake act. . . . **Louis Heiman**, who closed his season several weeks ago, has returned to his home in Miami for the winter.

Louis J. Berger, general agent for Cavalcade of Amusements, spent Saturday and Sunday (6-7) in Mobile, Ala., making plans for the org's season closer early next month. Shows will winter at their

base on Highway 45, seven miles north of Mobile. . . . **Harry L. Gordon**, formerly with Bernardi Shows and several circuses, has retired and makes his home in Phoenix, Ariz.

Jack Galluppo's "Stars on Parade," which has been racking up good business on Gem City Shows, recently added a new 120-foot front. Line-up includes **Sugar O'Shea**, who joined recently after a tour of Chicago night clubs; **Toni Lee**, Oriental; **Stormy Price**, blues singer; **Judy West**, Hawaiian dancer, and **Bonnie and Kitty**, strips. Galluppo's Dining Room on the org also enjoyed good business during the World Series, with the personnel on the org taking in every game via TV. . . . **Harry Modele** is visiting his family in Miami.

Fred Sheffield, electrician on **Mickey Percell's** Pioneer Shows, is vacationing in New Mexico. . . . **George Leonard**, former press agent with John H. Marks Shows, joined Gem City Shows in Anniston, Ala., in a similar capacity. . . . **Mike Kalon** and **John Brison**, Merry-Go-Round operators on Pioneer Shows, are in charge of org's winter quarters activities.

Joe Harrington is in winter quarters of **Mickey Percell's** Pioneer Shows at Waverly, N. Y., where he is rebuilding his Funhouse for org's 1952 tour. . . . **Dr. R. W. Ritter**, of Detroit, has purchased a home in Miami and will move his family there about November 1. . . . **Bill Tucker** has returned to Miami following a month's tour.

Chief Rain-in-the-Face has joined the Hall and Leonard back-end unit on Groves Shows. . . . **Al Tomaini**, former Side Show giant, has been named fire chief of the Gibsonton, Fla., department, where he operates a motel.

Amusement Company of America Shows raised over \$1,500 at a jamboree held during the Alabama State Fair, Birmingham, with the proceeds to be divided equally between the Showmen's League of America and Hot Spring's Showman's Association. Held in the **Evelyn West** show top, entertainment was provided by performers from the **Lash LaRue** Western show, **Erwin Miller's** girls and **Evelyn West**, **Paul Olsen** and **Maurice (Lefty) Ohren** were in charge of ticket sales. Giveaways included a radio and wrist watch.

Mrs. John B. Davis, wife of the owner of Southern States Shows, is rapidly recovering from an operation she underwent at Mosley Hospital, Donalsonville, Ga., and is expected to join the org in Adel, Ga., next week. . . . **Ray Garrison** rambled into Cincinnati last week and will spend the winter in the Queen City with **Bill Wingert**, an old friend.

Mr. and Mrs. Henry Frank, of Chicago, are vacationing in the Arkansas Ozarks and Hot Springs. During a visit to Fayetteville, Ark., they were overnight guests of **Mr. and Mrs. J. H. Chandler**. . . . **Frank Zorda** advises from Thomson, Ga., that he's still on the **Wallace & Murray Shows** with his 20-in-1 Side Show. **Rosa Lee** and **Eddie and Doris Woods**, who took delivery on new cars recently, are planning a motor trip thru Texas and Mexico during the winter.

Muscles Miller is preping his mentalist act in Thomson, Ga., and will leave there for Chicago November 1. . . . **Mr. and Mrs. L. H. Leahy**, well known in outdoor show business, had a booth at the Milwaukee Auditorium Antique Show, October 6-10. They plan to play two more antique shows before the holidays. Their son, **Phil**, returned to Milwaukee after closing his fair tour. . . . **R. L. Johnes** visited **Vivona Bros.** Shows at Union, S. C., recently and reports that **Art and Kate Kieley**, **Ted Lewis** and **Morris and Babe Vivona** are sporting new cars. He adds that one of the top money shows on the midway is **F. O. (Tarzan) Banks' Hell's Half Acre**. . . . **Joan Walters** has signed her Illusion and Two-Headed Hog shows with **Mickey Percell's** Pioneer Shows for 1952 and will winter in Binghamton, N. Y., where **Harold Harpison**, **Albert Stassen** and **Mabel Chossey** are readying a Christmas store.

LAST 4 MORE FAIRS

Athens Agr. Fair Athens, Ga. Oct. 22-29	S. C. State Colored Fair Columbia, S. C. Oct. 29-Nov. 3	Glynn Co. Fair Brunswick, Ga. Nov. 5-10	Southeastern Ga. Fair Valdosta, Ga. Nov. 12-17
------------------------------------------------------	----------------------------------------------------------------------	------------------------------------------------------	-------------------------------------------------------------

CONCESSIONS: Age, Scales, Photo, Hanky Panks of all kinds.
WANT: Ed Halprin wants Dancing Girls for revue. Jack Vallee wants Posing Girls for his Beaux Arts.
RIDES: Looper, Rocket, Spitfire, Whip, Dark Ride, Funhouse.
Abe Prell wants Ride Foreman. Those joining now will have 10 weeks of Florida fairs.
SHOWS: Can use complete Colored Girl Revue for Columbia, S. C., Colored Fair.
Am booking now for 10 Florida fairs. Opening Jan. 21, Sarasota, Fla. What have you?
Will book Rides, Shows, Concessions. All answer:

SAM E. PRELL, Hamlet, N. C.

Want for **GEORGETOWN COUNTY LEGION FAIR**, Georgetown, S. C., October 22; **NEWBERRY COUNTY LEGION FAIR**, Newberry, S. C., October 29; with several other Fairs to follow.

Want Concessions: Six Cats, Eating and Drinking Stands, Penny Pitches, Ball Games, Basketball, Glass Pitch, or any other Merchandise concessions that work for 10c.

Rides: Want Caterpillar, Tilt-a-Whirl or Whip or any other flat ride.

Shows: Motordrome, Mechanical City, Wild Life, Arcade, or any other grind shows not conflicting.

Ride Men: Ferris Wheel Foreman wanted and few extra ride help. Wives to sell tickets.

Wire or write

JOHN VIVONA

Lumberton, N. C., this week; Georgetown, S. C., next week.

SOUTHWEST GEORGIA AGRIL. FAIR

ALBANY, GA., OCTOBER 22 TO 27

EASTERN CAROLINA AGRIL. FAIR

FLORENCE, S. C., OCTOBER 29 TO NOVEMBER 3

WANT—SPITFIRE FOREMAN to join at once and Workingmen in all departments.

ALL HANKY PANKS AND EATING AND DRINKING STANDS OPEN AT ALL FAIRS. CLOSING MIDDLE OF NOVEMBER.

All address

CETLIN & WILSON SHOWS

Macon, Ga., this week.

WANT FAIRS

WANT FAIRS

WANT FAIRS

FOR COVINGTON COUNTY FAIR, ANDALUSIA, ALABAMA; SELMA FAIR AND COTTON FESTIVAL, SELMA, ALABAMA; FOREST COUNTY FAIR, HATTIESBURG, MISS., TO FOLLOW

Concessions: Can place concessions of all types. Hanky Panks of all descriptions.
Rides: Will book any ride not conflicting.
Ride Help: Can place capable Ride Help who can drive semis.
Shows: Will place Glass House, Fun House, Mechanical City or any show not conflicting.

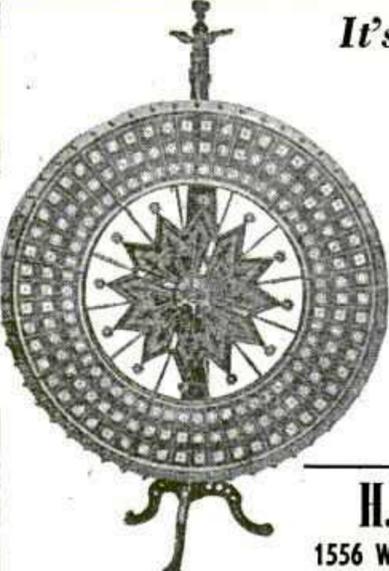
All replies to **THOMAS D. HICKEY, Mgr.**

ri-County Fair, Enterprise, Ala., this week; Andalusia, Ala., to follow.

THE DIAMOND of the SHOW WORLD

THE BEST IN THE MIDDLE WEST

It's the Original!
EVANS' JUMBO DICE WHEEL
 THE FINEST EVER MADE



Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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NORTH EAST FLORIDA STATE FAIR
JACKSONVILLE, FLA.
 NOVEMBER 5th THRU NOVEMBER 11th

WANT COOK HOUSES — GRAB STANDS — LEGITIMATE HANKY PANKS — CANDY FLOSS — SNOW BALLS — AND DIRECT SALES.

CURTIS L. BOCKUS, 707 St. Johns Apts., Jacksonville, Fla.

WOLFE AMUSEMENT
 at the 36th Annual
Greenville County
 COLORED Fair 3 DAYS OF RACES
 1/2 MI. TRACK

OCTOBER 22 TO 27, GREENVILLE, S. C., AND
Anderson Fair
 ANDERSON, S. C., OCTOBER 29-NOVEMBER 3

— OPEN MIDWAY —
 HANKY PANKS ALL KINDS — MITT CAMPS — EAT & DRINK STANDS — WHEELS — 6 CAT — SWINGER — WATER GAME — FLOSS — GLASS PITCH — NOVELTIES — ANY GRIND SHOW — SNAKES — FUNHOUSE. Wire BEN WOLFE, ROYSTON, GA., This Week

IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS

You cannot operate in the State of Florida, 1951-1952, unless you comply with all State sanitary requirements and secure license in advance for each location.

Mix must be purchased from an approved mix manufacturer in Florida.

Copies of the Florida Frozen Desserts Law with regulations available upon request.

NOTIFY John M. Scott, Chief Dairy Supervisor, Florida State Department of Agriculture, 408 Seagle Building, Gainesville, Florida, the place and date you plan to operate well in advance to permit time for inspection.

FOR SALE

One 2-Abreast and one 3-Abreast Merry-Go-Round, two No. 5 Eli Ferris Wheels, one Octopus, two Smith & Smith Chairplanes, Kiddie Fire Engine Ride, 50 Kw. Light Plants, Trucks, Tractors, Trailers, etc.—all or piecemeal.

LAWRENCE CARR
 196 Wildwood St. Wilmington, Mass.
 Phone: Wilmington 577

DUE TO A CHANGE IN RACE HORSE DATES THE PULASKI COUNTY FAIR
 HAWKINSVILLE, GA., WILL BE HELD FROM OCTOBER 29 THRU NOVEMBER 3

Now booking for Douglas, Hawkinsville, Camilla and five big weeks before the holidays, all Fairs. Concessions of all kinds, including Eats and Drinks. Shows with own equipment. One more Flat Ride and one more Free Act. Address: AL WALLACE, Owner; FITZIE BROWN, Bus. Mgr. **WALLACE & MURRAY SHOWS** WARRENTON, GA., THIS WEEK.

ATTENTION, CARNIVAL FOLKS WINTER WITH US at TRAILERTOWN

New, every modern convenience, playground, Bar-B-Q pit, grocery, large lots, LARGE FREE BUILDING TO REPAIR YOUR PROPERTY, free storage for extra things. \$20.00 month. Plenty of room. Just two miles from downtown Jackson, Miss., on U. S. No. 49-5

JOHNNIE CLEVELAND

STOCK TICKETS

One Roll \$ 1.50
Five Rolls 6.50
Ten Rolls 12.00
Fifty Rolls 22.00
100 Rolls 40.00

ROLLS 2,000 EACH
 Double Coupons
 Double Prices
 No C.O.D. Orders
 Size Single Tkt., 1x2

A bull's-eye is usually about the last part of a target to get worn out.

We manufacture **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 \$ 6.90
4,000 7.80
6,000 8.70
8,000 9.60
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30,000 15.50
50,000 20.50
100,000 33.00
500,000 133.00
1,000,000 258.00

Double Coupons Double Prices

Club Activities

Showmen's League of America
 400 S. State St., Chicago
 CHICAGO, Oct. 13.—President Lou Keller was in the chair at the regular Thursday (11) meeting. Vice-President S. T. Jessop returned from a business trip and was also on the rostrum, along with Treasurer Walter F. Driver and Secretary Joe Streibich.

Membership was saddened by the death of William Calamari, who suffered a heart attack Monday (8) and died the following day. Frank Ehlenz is recovering from a recent illness. Jack Hawthorne is in Hines Hospital, Mel Harris in the Illinois Masonic Hospital, and Dave Picard is confined to his room.

Manuel Blasco sent in the application of Frank L. Trenker. Jimmy Stanton has been appointed to work with the house committee on decorating and completing new quarters.

Committee chairmen for activities during convention week include Ednie Young, banquet and ball; Dave Malcolm, president's party; Bernie Mendelson, memorial services, and George W. Johnson, registrations.

Mr. and Mrs. Joe Tanmous, of Model Shows of Canada, were in for a visit. Other callers included Jess Jordan, William A. Hetlich, Sam H. Glickman, Petey Pivor, Jack Levine, Henry Polk, James C. Lamont, Arthur G. Peets, Gus Pappas, William Wolper and Larry Benner.

Ladies' Auxiliary
 Several members who have been confined in Chicago hospitals have returned to their homes. President Lillian Glick is still on the road, but sent her regrets at being unable to attend the first meeting.

Francis Keller, ways and means committee chairman, reports that the money for the award books is coming in nicely. First social of the season was held Thursday (11), with Nan Rankine as hostess.

Heart of America Showmen's Club
 913A Broadway, Kansas City, Mo.
 KANSAS CITY, Mo., Oct. 13.—Harry Altschuler, former treasurer, is a postmaster at one of the sub stations here. Mr. and Mrs. George Howk continue to reside in their home at Fairyland Park, but will move back into the city with the coming of cold weather.

The banquet and ball committee states that reservations are coming in for the annual event which will be held as usual on New Year's Eve in the Georgian Room, Hotel Continental. Dues are now payable.

Members are returning to the city for the winter, latest arrivals being Sam Benjiman, after a successful season at Walled Lake Park, near Detroit; President E. H. Hugo, his wife and daughter, Lorelli, and Past President L. K. Carter and wife.

George Elser has the clubrooms renovated for the opening of the new season. First meeting is called for Friday, October 26.

F. W. (Boxie) Warfield, banquet and ball committee chairman, anticipates a sellout for the annual event which will be held as usual on New Year's Eve in the Georgian Room of Hotel Continental.

Mr. and Mrs. George Howk have moved here from Fairyland Park. Charles Coleman, club custodian, has been in regular attendance at the clubrooms daily during the summer.

Arizona Showmen's Association
 216 W Washington, Phoenix, Ariz.
 PHOENIX, Ariz., Oct. 13.—Re-furnished club rooms will reopen Monday (15). Don Hanna, secretary-treasurer of the club, has returned from a two-month vacation in Texas where he visited relatives. When the Ringling show played here recently, John Brasil, manager of the No. 1 advertising car, visited the club rooms and his circus friends.

Hollywood Towers, custodian, will be in charge of the rooms again this year. Drive to raise money for the Charity Fund is in full swing. Membership dues will be payable soon. Don't delay sending them in.

Caravans, Inc
 P. O. Box 1902, Chicago
 CHICAGO, Oct. 13.—President Claire Sopenar presided at the October 2 meeting. With her at the table were Pat Seery, first vice-president pro tem; Mae Oakes, second vice-president pro tem; Veronica Potenza, third vice-president; Irene Coffey, financial secretary; Wanda Derpa, treasurer, and Lucille Hirsch, chaplain pro tem.

Mollie Raymond was elected to membership. Billie Lou Bunyard is expected to enter a sanitarium in Little Rock soon. Attending their first meeting this season were Eva Leroy, who just returned from California; Clara Etta Barker and Elizabeth Jacks. Baby spoons will be sent to the new great-grandchildren of Helen Hoffmeyer and Eva Shine.

New arrangements have been made to hold installation of officers in the Bal Tabarin of the Hotel Sherman. First social was held October 9, with Pearl McGlynn, Veronica Potenza and Claire Sopenar as hostesses.

Elected to serve on the nominating committee were Ann Sleyster, Pat Seery, Lucille Hirsch, Mae Oakes, Mae Taylor, Agnes Barnes and Eva Leroy. Alternates are Clara Etta Barker, Isabel Brantman and Eva Shine.

Tampa Garden Circle To Stage Flower Show

TAMPA, Oct. 13.—A flower show utilizing a carnival as a background will be held this winter by the Clover Garden Circle of the Greater Tampa Showmen's Association's Ladies' Auxiliary, Ellen Edwards, president of the garden club, announced. Plans were revealed at the Friday (5) meeting of the organization.

Other activities have included a weiner roast at the children's home with Dena Berni in charge, assisted by Elsie Johnson, Grace Fillingham and Ellen Edwards.

Marie Caughey, Lois Sedlmayr and President Edwards attended a recent lecture on Christmas subjects. Polly Pelak and Mrs. Edwards have enrolled in a 10-week gardening course at the YWCA. Next meeting will be Novem-

ELECTRICIAN WANTED
 Join at once.
 Can also place Motordrome.

Address
Johnny T. Tinsley Shows
 Roanoke, Alabama,
 this week.

FOR SALE

Long Range and Short Range Galleries, mounted; Electro Freeze Custard Machine, mounted, or will sell separate. Devil's Bowling Alley, lot of Wheels, Tractor and Trailer; Kiddie Train, gas driven.

JOE E. KAUS
 Wrightsville Sound, North Carolina

FOR SALE

1947 Allan Herschell Looper, now in operation. 24-Seat Caterpillar, stored. Make offer. Want to buy Merry-Go-Round, Horses must be jumpers and in good condition.

Griffen Amusement Co.
 Jacksonville Beach, Florida

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.
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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 Plush 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.

Ray Oakes and Sons
 BOX 106 BROOKFIELD, ILLINOIS
 Phone Brookfield 8860

WHEELS OF ALL TYPES



Paddle Wheels, Turkey Wheels, Star Wheels, Big Six Wheels, Horse Race, Baseball, Cigarette Wheels, Double Wheels, Laydowns, Penny Pitches.

WE REPAIR BIG SIXES
CARDINAL MFG. CORP.
 430 Keap Street Brooklyn, N. Y.
 Evergreen 7-5027

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.

WANT CARNIVAL EQUIPMENT

Small Merry-Go-Round, No. 5 Ferris Wheel, Tilt-a-Whirl, 100 Kw. Caterpillar, Light Plant and Electrical Equipment for 10 Ride Show.

Michigan Model Shows
 P.O. Box 241, Mt. Clemens, Michigan

GIRLS—WANTED—GIRLS

Have all winter work for you in nice night clubs. Will teach to dance and furnish wardrobe to any Girl who is interested. Very good salary.

SINGERS CHARACTER STRIPPERS CONTACT

RUBY WHITE THEATRICAL AGENCY
 16 MARKET PLACE, BALTIMORE 2, MD.
 PHONES
 Office: Mulberry 9808; Home: Valley 3761

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

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

HUBERT'S MUSEUM
 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.

BILL CHALKIAS WANTS

One good Freak to feature, Knife Thrower, Sword Swallower and Ticket Seller who can drive truck. Cookhouse can use good Counter Help or Gridhouse Man. Wire or come on.

C/O DON FRANKLIN SHOWS
 Bryan, Texas

Flashbacks

25 YEARS AGO

Eddie Ward Troupe, aerialists, were signed as a feature of the London Hippodrome Circus, winter show, to be toured by R. M. Harvey for 14 weeks. Staff personnel inked included Frank Braden, Doc Waddell, Frank Zartman, J. H. Adkins, Eddie Woecner, George L. Meyers, George W. Davis, Eddie Delavan and Eddie Dowling. . . . Bob Morton Circus was awarded the contract for the West Palm Beach Police Circus. . . . Lola O'Wesney, of Christy Bros. Circus, was injured in Cuthbert, Ga., when she was struck by a runaway team of mules. . . . Samuel Gumpertz left to spend the winter in Florida with his family.

Captain Smiles Timmons was severely injured while performing a dive at the Monticello, N. Y., fair. . . . Dave Rosen joined Bernardi Greater Shows with his Bowery attraction. . . . Frank Rupert was touring fairs with his Valentino wax show, assisted by Col. John Bibb and Doc Palmer. . . . Talent at the Trenton (N. J.) Inter-State Fair included Lillian Boyer, fem flyer; La France, head balancing; Aerial Clarkes; Asewas' elephants; Haverman's lions; Lester, Allen and Goodman; Flying Millers, La Role Troupe, Nathal, Five Petleys, Swan Ringen, and the Long Tack Sam Chinese Troupe. . . . De Marie and Marlette, Ringling-Barnum aerialists, and Valeska and her trained bears were the free attractions at the Hemlock, N. Y., fair.

Greater Sheesley Shows were on the midway at the York, Pa., annual, while the free acts included Weir's baby elephants, Jack Joyces' horses, Five Jansleys, Lias Troupe, Dora Hilton, Five Pefleys, Haverman's wild animals, Embassy Girls, and Roy Smith's Scotch band. . . . Morris Miller, general manager of Miller Bros. Shows, along with the Philippine Midgets, Jean De Lucruz and Martina De Lacruz, paid a visit to President Calvin Coolidge at the White House, where they also met Chief Justice Howard Taft. . . . Lucille Dodson, eldest daughter of Mr. and Mrs. C. G. Dodson, of the shows bearing that name, was injured in an automobile accident near Chicago. . . . Art and Bird Brainard attended the Dempsey-Tunney heavyweight fight at Philadelphia. . . . Charles E. Sheesley was in charge of the Sheesly-southern unit. . . . Joining the Galarr Exposition Shows were Frazier, high dive; Lou Bartel and Mat Stein, M. Harrison, Madame Stover, P. Dinerstein and Harry Rosen.

Tom Atkinson, of the circus bearing his name, sold his equipment to Guitterez Bros.' Mexican Circus. . . . Melvin P. Burtis was named superintendent of concessions on the 101 Ranch Shows. . . . Fog Horn Clancy was producing the rodeo at the Texas-Oklahoma Fair Rodeo, Wichita. . . . W. B. Emerson resigned as treasurer of Downie Bros.' wild animal circus. Deaths: James T. LyBrand, circus press agent; Morvai, clown; Henry Wallace, circus man.

10 YEARS AGO

Professor Keller's wild animal circus joined the James E. Strates Shows. . . . National Showmen's Association annual jamboree on the Cetlin & Wilson midway at the New Jersey State Fair, Trenton, heard talks by George A. Hamid, Jack Wilson and S. Rothstein. Others attending included Mrs. Dorothy Packman, John M. Liddy, Mrs. Midge Cohen, Anita

Goldie, Mr. and Mrs. Sam Hamid, Mr. and Mrs. Harry LaBrequé, Sam Lewis, Harry Cassino, Ben Clark, Charles Swoyer and Mrs. Frank Campbell.

Visitors on the Cole Bros. Circus included Ken and Bertha Maynard, Mrs. Levine, Mr. and Mrs. Eddie Hunt, Mrs. Harry Hunt, Eddie Hendricks, Jerry Martin, Professor Mexie, Don Hancock, Johnnie LaPlance and Johnnie Clements. . . . Several buildings at the Christy Bros. winter quarters were wrecked when the base was struck by a hurricane. . . . Red Harris joined Dandy Dixie Vaudeville show following his close with Russell Bros. Circus.

Grandstand revue at the Hillsdale, Mich., fair included the following: Glamorettes, ballet; Jim and Carrie Hughes, dogs and cats; Gold Dust Twins, comedy boxing; Mazie and Brock, bicycles; Bernard and Rich, dance; Rubiaty and Don, acro; Cyclones, skating; Robera and Spot, comedy canine; Three Freshmen, comedy acro; Berosini Troupe, high wire; Capt. Roland Tiebor's seals; Paul Lorenzo and Vicki, high act; Paul Denny, emcee, and Kenny Blue's ork. . . . Karl Marx wound up his fifth year at the Hotel Sherman's College Inn, Chicago.

Ethel Robinson returned to her desk in Chicago after a summer on the road with fair units. . . . Acts booked thru Bovle Woolfolk for the Charleston, Ill., fall celebration included Jack Hamilton, Five Cycling Kirks, Three Thompson Sisters, Mann Brothers, George Downey, Dare and Yates, Great Knoll, Flying LaForms. . . . F. Beverly Kelly took several days off from his radio chores with the Ringling show to assist with details at the Delaware County (O.) Fair. . . . Floyd Woolsey joined to manage the Side Show on Lawrence Greater Shows.

Deaths: Charles H. Cogswell, high-stilt performer; Jake Nalbandian, outdoor showman; Chris Petersen, circus-carnival chef; Same E. Sheftall, concessionaire.

Carnival Routes

Continued from page 50

- Fleming, Mad Cody; Waycross, Ga.; Quitman 22-27.
- Franklin, Don.; (Fair) Bryan, Tex. Gem City; Enterprise, Ala.; Andalusia 22-27.
- Gentsch; Meadville, Miss. Georgia Am.; Butler, Ga. Gladstone Expo.; (Fair) Yazoo, Miss.; (Fair) Canton, Miss. 22-27.
- Gold Medal; (Fair) Bainbridge, Ga.; (Fair) Hahira 22-27.
- Grand American; Pochontas, Ark.; East Prairie, Mo. 22-27.
- Greater Dixieland Expo; Natchitoches, La. Greater Midway; St. Stephens, S. C. Groves Greater; (Fair) Many, La.; (Fair) Farmersville, La. 22-27.
- Hames; Palestine, Tex. Hammond, Bob; (Fair) Livingston, Tex. Harrison Greater; Robersonville, N. C. Heller's Acme; (Fair) Washington, N. C.; (Fair) Beaufort, N. C. 22-27.
- Heth, L. J.; (Fair) Covington, Ga.; (Fair) Cordele, Ga. 22-27.
- Hlwatha; Upland, Ind. Hill's Greater; Odessa, Tex. Holbrook Amuse.; Midway, Tex. Inland; Rector, Ark. Interstate; Ozark, Ala. Jolly Time; Amherst, Va. Kile, Floyd O.; Boyce, La.; (Fair) Kentwood 22-27.
- Lane, Sammy; Joiner, Ark. Magic Empire; (Fair) Tallassee, Ala.; (Fair) Troy 22-27.
- Manning's Ross; Conway, S. C. Marion Greater; (Fair) McCormick, S. C.; (Fair) Alken 22-27.
- Marks, John H.; (Fair) Greenville, S. C.; (Fair) Monroe, N. C. 22-27.
- Midway of Mirth; Manilla, Ark. Migrothy, Curley; Bonita, La.; Wilmont, Ark. 22-27.
- Miller, Ralph R.; (Fair) Ville Platte, La.; St. Martinsville 22-27.
- Moore's Southwestern; San Augustine, Tex. Oklahoma Expo.; Tipton, Okla. Palmetto Expo.; (Fair) Smoaks, S. C. Pan American; Riverside, Calif. 20-24.
- Peck Am Co.; Shaw, Miss. Penn Premier; (Fair) Laurinburg, N. C.; (Fair) Carthage 22-27.
- Powelton Greater; Mt. Vernon, O.; Crestline 22-27.
- Prel's Broadway; Hamlet, N. C. Royal American; (State Fair) Shreveport, La. 20-28.
- Royal Crown; Rome, Ga. Royal Expo.; (Fair) Statesboro, Ga.; (Fair) Waynesboro 22-27.
- Siebrand Bros.; Tucson, Ariz. Smith, George Clyde; (Fair) Melbane, N. C.; (Fair) Suffolk, Va. 22-27.
- Snapp Greater; Hot Springs, Ark. Southern Valley; Bastrop, La. Southern States; (Fair) Adel, Ga. Star Amuse.; Holly Grove, Ark. Stephens, C. A.; (Fair) Wrightsville, Ga.; (Fair) Moultrie, Ga. Strates, James E.; (State Fair) Raleigh, N. C. Sunshine; (Fair) Fort Valley, Ga.; (Fair) Callahan 25-27.
- Tassell, Barney; Red Springs, N. C. Tinsley, Johnny; (Fair) Roanoke, Ala.; (Fair) Alexander City, Ala. 22-27.
- Tivoli Expo.; (Fair) Paris, Ark. 20th Century; (Fair) Tallulah, La. United Expo.; Liberty, Tex. United States; Hampton, S. C. Vivona Bros.; (Fair) Lumberton, N. C.; (Fair) Georgetown, S. C. 22-27.
- Virginia Greater; (Fair) Edenton, N. C.; (Fair) Wadesboro, N. C. 22-27.
- Wallace Bros.; Jackson, Miss. Wallace & Murray; Warrenton, Ga. West Coast; Visalia, Calif.; Oldale, 22-27.
- Wilson Greater; Eloy, Ariz.; Tombstone 24-28.
- Wolfe Am.; (Fair) Royston, Ga.; (Fair) Greenville, S. C. 22-27.
- World of Mirth; Anderson, S. C.

DOG SHOWS

- ALABAMA**
Mobile—Oct. 22. Clell Diddy, Biloxi, Miss.
- ARKANSAS**
Little Rock—Oct. 21. Mrs. J. Plant, 1025 Skyline Drive, N.
- CALIFORNIA**
Fresno—Nov. 18. Mrs. I. Auld, 1412 Vagedes Ave.
Glendale—Nov. 4. Mrs. Jack Bradshaw, Los Angeles.
Sacramento—Oct. 21. Mrs. M. Blandin, 3500 13th St.
Ventura—Nov. 18. Mrs. G. Greenburg, Camarillo, Calif.
- GEORGIA**
Atlanta—Oct. 27. Mrs. E. Payne, Decatur, Ga.
Savannah—Nov. 1. Moss & Mulvey, Greensboro, Ga.
- ILLINOIS**
Chicago—Nov. 18. Mrs. A. Glass, Northbrook, Ill.
Chicago—Nov. 17. C. Brinkman, 6413 S. Hoyne Ave.
Chicago—Oct. 28. W. Herron, River Forest, Ill.
Rockford—Nov. 3. Mrs. K. Wehner, Kings, Ill.
- KENTUCKY**
Louisville—Oct. 28. Mrs. E. Humphries.
- LOUISIANA**
Alexandria—Oct. 21. Mrs. H. McGinty Jr.
- MASSACHUSETTS**
Boston—Nov. 11. E. Treanor, Everett, Mass.
Boston—Nov. 17. Foley, 209 Ranstead St., Philadelphia.
- MISSOURI**
Kansas City—Oct. 21. Miss I. Catalano, 503 E. 103d St.
St. Louis—Oct. 21. Mrs. E. Gray Jr., Overland, Mo.
- NEW JERSEY**
Elizabeth—Nov. 4. Foley, 209 Ranstead St., Philadelphia.
Newark—Nov. 18. Foley, 209 Ranstead St., Philadelphia.
Teaneck—Nov. 17. Foley, 209 Ranstead St., Philadelphia.
- NEW YORK**
Albany—Nov. 25. Foley, 209 Ranstead St., Philadelphia.
Binghamton—Oct. 28. Foley, 209 Ranstead St., Philadelphia.
Jamaica, L. I.—Oct. 21. Foley, 209 Ranstead St., Philadelphia.
Syracuse—Nov. 11. Foley, 209 Ranstead St., Philadelphia.
Troy—Nov. 24. Foley, 209 Ranstead St., Philadelphia.
- NORTH CAROLINA**
Wilmington—Oct. 23. Moss & Mulvey, Greensboro.
- OHIO**
Cincinnati—Nov. 11. Miss B. Durstock, Covington, Ky.
- OKLAHOMA**
Ardmore—Nov. 8. Miss R. Lindell, Box 985.
Norman—Nov. 4. Mrs. S. Webb, 3923 N. W. 8th St., Oklahoma City.
Oklahoma City—Nov. 3. Mrs. H. Myers, 2242 N. W. 38th St.
- OREGON**
Portland—Nov. 3. Miss R. Birrell, Hawthorne St.
Portland—Nov. 4. Miss L. Mathers, 63d Ave.
Portland—Oct. 28. Miss M. Bevens, 3644 S. E. Powell Blvd.
- PENNSYLVANIA**
Philadelphia—Oct. 27. Mrs. M. Sparks, Camden, N. J.
- RHODE ISLAND**
Cranston—Nov. 4. Miss M. Drury, 38 Whipple Ave.
- SOUTH CAROLINA**
Anderson—Nov. 7. Moss & Mulvey, Greensboro, N. C.
Charleston—Nov. 3. Moss & Mulvey, Greensboro, N. C.
Columbia—Nov. 5. Moss & Mulvey, Greensboro, N. C.
Florence—Oct. 25. Moss & Mulvey, Greensboro, N. C.

WANT CONCESSIONS

Everything open except Cotton Candy, Hanky Panks of all kinds, No gypsies, no flats.

M U N C I E ! I N D .

On the Streets, October 22-27

Here's news! First time in forty years, Six Days—Six Nights, Bona fide Merchants' Street Fair. Special Matinees, Prices and Programs.

ST. MARYS! OHIO

On the Streets, Week October 29

Terrific! Sponsored by the St. Marys Chamber of Commerce. Five Bands—miles of Parades—two Special Matinees—Halloween program and giveaways included in this week. An Annual Event but first time played by any show. Cash in! Don't waste time. Come on. You will be placed. All Hanky Panks, \$36.50. Abe Raymond, come on. Hello, Sol. Want to buy or book Octopus. Will book two Kiddie Rides.

BARON PAUL
Owner



Capitol City Amusements, Incorporated

P. O. BOX 811 PHONE WA-1010 INDIANAPOLIS, INDIANA

ROYAL

Exposition Shows

BULLOCH CO. FAIR, Statesboro, Ga., this week; BURKE CO. FAIR, Waynesboro, Ga., next week; then the BIG ONE, GEORGIA STATE NEGRO FAIR, MACON, GA., October 29-November 3.

Can use Shows, Rides and Concessions of all kinds not conflicting with what we have.

Address J. P. BOLT

Royal Exposition Shows, Statesboro, Ga., this week.

FIREMEN'S CELEBRATION

On Streets
CRESTLINE, OHIO, OCT. 22 TO 27

WANT Following Concessions:
Pop Corn, Floss, Games of all kinds—no grift.

POWELSON AMUSEMENTS

Box 125 Phone: 1088-M Coshocton, Ohio.

CONEY ISLAND SHOWS

Want for Worth County Fair, Sylvester, Ga., October 22-27; other good Southern Fairs. This show out all winter.

Concessions of all kinds, reasonable privilege; Mitt Camp, Long and Short Range Gallery and Jewelry. Opening for small Bingo. Want Agents for Count Store, Pin Store and Six Cats. Want capable, sober Ride Help on all Rides and Ride Foremen. Want Performers and Musicians for Minstrel Show; top salaries. Managers and Girls for Girl Shows. Want Monkey Show and Wild Life.

Buena Vista, Ga., Fair, this week; Sylvester, Ga., next week.

FOR SALE

Best Offer Takes All
#5 Eli Wheel, in good running condition, powered by 1950-52 Roi unit; 2 Dice Tables, 1 Big Six Wheel and Top, Pan Store with Frame (no Top), Masco Sound System with 2 horn-type Speakers, and one Kiddie Ride. Contact

JOHN COSTA

727 Charles St. Fall River, Mass. Tel. 3-2760

LOU PEASE WANTS

Dancing Girls for two girl shows; man, wife, for number two show; colored considered. Eight weeks' work, come on. Care Royal Exposition Show Statesboro, Georgia.

FOR SALE

Little Dipper, cheap for cash. First \$2,500 takes it.

WM. T. COLLINS SHOWS

801 E. 78th Street Minneapolis, Minn. Phone: Rockwell 98407.

Brewer's United Shows

Want set of Kiddie Rides, also Chair-plane. Hanky Panks of all kinds. Come on will place you.

El Campo, Tex., Colored Fair this week; Garwood Fair, Patterson Fair, other Fairs to follow. Answer as per route.

Stocks Set At Islip, N. Y.

ISLIP, N. Y., Oct. 13.—Daylight stock car racing starts tomorrow (14) at Islip Speedway and is scheduled to continue indefinitely every Sunday afternoon. Jake Kedenburg is the promoter. Kedenburg said that racing will continue at Municipal Stadium, Freeport, N. Y., on Saturday nights and at Dexter Park in New York Thursday nights.



BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT

WANT

WANT

FOR LAMAR COUNTY FAIR, BARNESVILLE, GEORGIA
6 DAYS STARTING OCTOBER 22
FOLLOWED BY THE BIG TWO-STATE COLORED FAIR, AUGUSTA, GEORGIA
6 DAYS STARTING OCTOBER 29—YOU WILL GET IT HERE

CONCESSIONS

SHOWS

Legitimate concessions of all kinds. Especially want Short Range, High Striker, Ball Games, Balloon Darts, Country Store, String Game, Custard, Snow Cones.

Can place shows of all kinds with own equipment such as Midget, Fat People, organized Side Show, Minstrel, Unborn, Iron Lung, Motordrome, Mechanical or any other Grind Show. Committee money.

Address C. C. GROSCURTH, Mgr., Boaz, Ala., this week

TOP PROMOTIONAL SHOWMAN

Commercial queen contest director will consider proposition for the 1952 season and is available for interviews.

ART CRANER

Roslyn Hotel
111 W. 5th Street
Los Angeles, Calif.
Phone, Michigan 3311

FOR SALE

Thompson Direct Positive Studio. Takes 1 1/2 inch bust size and full length pictures. 1 Show Case, 1 Cash Register, 2 Visualizers, Extra Dark Room with 3 Enlargers, about 3000 or more Frames, 9 Rolls of 1 1/2 inch Paper, 3 Rolls of Bust Size Paper, 5 Rolls Full Length Paper, 11 Boxes 5x7 inch Enlarging Paper, 3 Boxes of 8x10 inch Enlarging Paper. Will take \$750.00 for all. Reason for selling—lost location. Can be seen in operation until Nov. 1. All address: DEE LANG, 3 No. Broadway, St. Louis 1, Mo.

TRUSTEE'S SALE IN BANKRUPTCY AT PUBLIC AUCTION!

Pursuant to an order of THE HONORABLE W. H. SMART, REFEREE. In the U. S. District Court for the District of Massachusetts. In the matter of John F. Carney. In Bankruptcy No. 34-51

RIDES AND EQUIPMENT 7 TRAILERS TRACTORS AND TRUCKS

TO BE SOLD ON THE STORAGE PREMISES OF
GEO. H. DEWITT & SON
4 PARK ST., NO. EASTON, MASS.
THURSDAY, OCTOBER 25, AT 11 A.M.

RIDES AND EQUIPMENT: Spillman 36 ft. "Little Beauty" 3-abreast Merry-Go-Round, complete; Eli #5 Ferris Wheel, complete; Everly Aircraft 1944 Octopus, complete; Smith & Smith Chairplane, 24 seats, complete; 3 Jumbo Wheels with layouts, 3 Flash Boards, 6 Evans Merchandise Wheels, Mutual Wheel, 24 Booths, Ticket Boxes, Coin Audit Counter; 25 Kw. Light Plant, AC, with two 15 KVA Transformers; 20 Kw. Light Plant, DC, mounted on trailer; 50 Kw. Transformer, 7 spools 40 stranded Copper Wire, 3 Kw. Transformer, extra seven-sisters gear for Merry-Go-Round, spare Le Roi Motor—Mod. 2C, spare Motor for Light Plant, Light Towers, Floodlights, Miscellaneous Ride Equipment, Ropes, Pulleys, etc. Miscellaneous Merchandise.

TRAILERS—TRACTORS—TRUCKS: Trailmobile 32 ft. all steel Van Trailer; 3 Fruehauf all steel Van Trailers—14, 18 and 20 ft.; 2 GMC Rack Body Trailers—22 and 26 ft.; Eli 24 ft. Rack Body Trailer; 1948 International KB11 Tractor; Chevrolet "3000" Tractor; 1947 Dodge all steel Van Truck—1½ ton; Sterling 3 ton Truck—van body.

Terms: Cash. All sales subject to confirmation by the U. S. District Court.

ABRAHAM MARGOLIS, ESQ. TRUSTEE, 25 Tremont St., Boston, Massachusetts
WENDELL P. HARVEY, ESQ. COUNSEL, 500 Chalifoux Bldg., Lowell, Massachusetts

T. R. GROSSMAN AND COMPANY

AUCTIONEERS

27 SCHOOL STREET LA 3-5838 BOSTON 8, MASS.

From the Lots

Tennessee Valley Am.

LEBANON, Tenn., Oct. 13.—Org closed its season at the Lebanon Fair. It toured Kentucky and Tennessee, opening early in March and closing the last week in September. First few weeks were rough, battling rain, snow and muddy lots. General business conditions, too, were a factor in shows' poor early showing. There was no gate.

Shows added considerable equipment, buying two tractors and a light plant. Manager Meadows purchased a new car closing week as he planned to leave for Iowa to visit his mother. From there he will go to New Orleans for the winter. His daughter and son-in-law will soon join him.—PAUL CRANDAL.

Moore's Southwestern

SEARCY, Ark., Oct. 13.—Local date marked shows' 38th week on the road. All fairs played in Illinois and Arkansas topped last year's marks. Mr. and Mrs. Jack B. Moore recently played host at a banquet to Mr. and Mrs. Spot Mason, of Starlite Shows, and Mason Trailer Sales.

Sporting new trailers are Harvey Moors and Whitey Nickola, Kitty Kelly, of the Side Show, and Jake and Irene Moore.

Visitors here included Mrs. Frank Sutton, Mr. and Mrs. Bill Carner, Mr. and Mrs. Pressler and Lindon West. —KITTY KELLY.

Winter Quarters

Pioneer

WAVERLY, N. Y., Oct. 13.—Shows closed their season in Carbondale, Pa., September 22 and moved into local quarters for the winter. Current plans call for shows to play New England in 1952. A new office and transformer wagon will be added. Al Bydairk has signed his five rides with the org for next season.

Mrs. Percell's bingo will be rebuilt. Paul Merick and Frank Lynch are exhibiting the National Clock in New York. George Grover headed for the South at the shows' windup. Mr. and Mrs. Tony Mikolich went to Carbondale, Pa.; Tommy Kilheeny, Kingston, Pa.; Mr. and Mrs. Douglas Ford, Corning, N. Y.; Walter Booth, Bloomsburg, Pa., Fair; George Havers, Olean, N. Y.; Mr. and Mrs. Robert Sendel, Sarasota, Fla.; Happy Carr, Wilkes-Barre, Pa.; Miles Fynch, Syracuse; Mortimer Snerd, Harrisburg, Pa.; Mike Kelley, Hazelton, Pa.; Ham-bone Mitchell, Danbury, Conn.—C. LOVEJOY.

Larry Nolan

DENVER, Oct. 13.—Shows have been in the barn here since Labor Day, after canceling all New Mexico and Arizona fairs because of the shortage of ride help. Rolloplane played an extra week at Arvada, Colo., with the Rocky Mountain Empire Shows.

Owner Nolan has taken over as city salesman for the Bell Music Company, handling Bally games and Seeburg juke boxes. LeRoy Huffman, ride foreman, is in charge of winter quarters. Most of the concessionaires joined other shows following the Labor Day closing.

FOR SALE

Tilt-a-Whirl, in excellent condition, \$5,500. One (1) Kiddie Roller Coaster, \$3,000. These Rides have been used in an inland park and have only been on the Beach for one season.

GAY DOLPHIN PARK
Phone 2731 Myrtle Beach, S. C.

Dyer's Greater Shows

Honest Bill, Mgr., wants Eli Wheel, Octopus and Tilt Help, Truck Drivers preferred. Contact McCrary, Ark., now. Dyer's Lotta Hoop, Honest Mac, Mgr., wants Shows, Concessions, Rides, Ponies, Airplane, Boats, McCrary, Ark., now; then the big one, Amory, Miss., week October 29. Contact per route.

PADDLE SMITH'S PITCHMEN'S CASE AND STAND FOR SALE

Also would like to sell his liniment business.
MRS. SMITH
7920 S. Parnell Chicago, Ill.
Stewart 3-6159, Call after 4.

UNITED STATES SHOWS

WANT CONCESSIONS—Photos, Glass Pitch, Cook House or Grab, Cotton Candy, Custard, Age and Weight, Six-Cats, Coke Bottles and Hanky Panks of all kinds.

WANT Kiddie Rides.

Clarence Kerchner, get in touch or come on.

Positively the first and last show playing Ellenton, S. C., heart of the atom bomb area, October 22-27.

All replies to L. P. BRADY
Hampton, S. C., this week.

GOLD MEDAL shows

THREE MORE BIG FAIRS TO GO

JACKSON COUNTY FAIR, MARIANNA, FLA.

Then the Big One

HOUSTON COUNTY FAIR, DOTHAN, ALA.

followed by

BAY COUNTY FAIR, PANAMA CITY, FLA.

EVERYTHING OPEN

Wire JOHN DENTON, Bainbridge, Ga.

GREATER PIEDMONT AREA EXPOSITION & FAIR

Alexander City, Ala., next week (Oct. 22-27)

NOTICE

Do not be misled by other advertising on above date. We are positively the only show playing Alexander City.

CRENSHAW COUNTY FAIR, LUVERNE, ALABAMA

(Oct. 29 thru Nov. 3)

TWO MORE OUTSTANDING DATES TO FOLLOW

WANT Glass House, Fun House, Crime Show or any high-class Show not conflicting. (No Girl Shows.) Long and Short Range Galleries, Hanky Panks of all kinds. Address:

JOHNNY T. TINSLEY SHOWS
RANDOLPH COUNTY FAIR, ROANOKE, ALA., THIS WEEK.

CAPITAL CITY SHOWS

Want—for Following Fairs—Want

ASHBURN, DAWSON AND CAIRO, ALL GEORGIA, AND LIVE OAK, FLA.

CONCESSIONS: Hanky Panks of all kinds, Six Cat, Buckets that work for stock. Good opening for Long and Short Range Galleries and Cookhouse that caters to show people. SHOWS: Side Show, Wild Life, Mechanical or any Shows not conflicting. Whitey Sutton, contact. Want 2 more Girls for Girl Show. Salary \$100 a week.

RIDES: Kid Train, Little Dipper, Second Men who drive semis, for all rides. FOR SALE: 60 Kw. General Motors Diesel Light Plant, perfect condition. Can be seen in operation on show. Reason for selling, have bought two larger plants.

All replies to J. L. KEEF
Fairgrounds, Fitzgerald, Ga.

C.A. STEPHENS SHOWS

Want for COQUIT COUNTY FAIR, Moultrie, Ga., followed by
ALACHUA COUNTY FAIR at Gainesville, Fla.

CONCESSIONS working for stock, Long and Short Range, Custard, Novelties and Snow. SHOWS: Wild Life and Monkey. RIDES: Rolloplane or Spitfire.

Address: Wrightsville, Ga., this week.

BARNEY TASSIELL UNIT SHOWS

Want for Another Real Money Spot, WEEK OCTOBER 22, CHADBOURN, N. C. Don't Let Size of Town Fool You, and for the Rest of My Dates Including My Florida Tour.

Ferris Wheel, Spitfire, Tilt-a-Whirl, Caterpillar and Fly-o-Plane, and other major rides. Shows of merit and Concessions of all kind (everything open except gift).

This show has not closed in one year and nine months.

Wire this week Red Springs, N. C.

ORANGE BOWL SHOWS

WANT—FOR FOLLOWING FAIRS—WANT

Albany, Georgia, Legion Celebration; Cuthbert Colored; Ellaville White; Ware County, Waycross, Georgia, Colored; Dougherty County, Albany, Georgia, Colored; then Florida all winter. Concessions of all kinds, Six Cats, Buckets, Long and Short Range, Diggers and Bingo. No exclusive. Shows—Side Show, Wild Life, Girl Shows, Colored Minstrel Shows with own equipment. Rides—Tilt, Rock-o-Plane, Kiddie Auto, or what have you? Can place a complete set of Rides for Florida park.

All replies to MANAGER, Albany, Georgia.

MARION GREATER SHOWS

Will Book for the Great Savannah River and Aiken County Fair and Exposition, Aiken, S. C., Week of October 22-25.

Home of the two-million-dollar project! Attention, food and drink operators. Open midway; book Custard. Will book legitimate concessions of all kinds.

Attention, Showmen—Will book outstanding shows.

Attention, Ride Owners—Will book Caterpillar, Tilt-a-Whirl, Hi-Ball and Sky Fighter; all replies

MARION GREATER SHOWS

Marion H. Spillers, owner; F. E. Spain, business manager; McCormick, S. C., this week.

P. S.: Following fairs: Manning, S. C., Oct. 29-Nov. 3; Chester, S. C., Nov. 5 thru 10; Moncks Corner, S. C., Nov. 12-17; Camden, S. C., Nov. 19-24.

INTERSTATE SHOWS

WANT WANT WANT

For Americus Civic Fair, Americus, Georgia, October 22-27; with three more bona fide fairs to follow.

Shows: Want organized Minstrel Show to join on wire, must have not less than 12 people. Will book any worthwhile Grind Shows at low percentage; Fun House, Glass House, Monkey, Fat, Wild Life, Unborn, Motordrome, Penny Arcade.

Concessions: All concessions open; Hanky Panks of all kinds, all eating and drinking stands.

Ride Help: Want Foremen for Twin Ferris Wheels and Chairplane, and Second Men on all rides. Must drive semis.

WANT TO BUY: Freak Baby, Double Head or Body. For large exhibit. In good condition, must be real. State lowest, no dickering; give full details. Replies to

H. B. ROSEN

Dale County Vocational & Agricultural Fair, Ozark, Alabama.

HELLER'S ACME SHOWS

CARTERET COUNTY FAIR, BEAUFORT, N. C., OCT. 22-27; JACKSONVILLE, N. C., BIG ARMY BASE PAY DAY WEEK, OCT. 29-NOV. 3, THEN THE BIG LEGION ARMISTICE DAY CELEBRATION, NOV. 5-10. Town decorated, Fireworks, Parades. Biggest Armistice Day Celebration in North Carolina. Then Augusta, Ga., two weeks, then Florida.

WANT Shows and Concessions of all kinds. Custard and Eating Stands. Popcorn and Candy Apples, Short Range and Long Range Galleries, Candy Floss, all kinds of Hanky Panks. Special inducement to two Girl Shows; these spots want them. Can always use good Ride Men. Address HARRY HELLER, Gen. Mgr. WASHINGTON, N. C., this week.

A.M.P. SHOWS Juggy

WANT WANT WANT
Dorchester County Colored Fair, St. George, S. C., October 29-November 3. Concessions of all kind—no exclusive. Can place Agents for Percentage and Slum Skillo. Shows—Colored Girl Show, Medicine Show or any Grind Show. All mail and wires to A. M. PODSOBINSKI
Summerville, S. C., this week.

UNITED EXPOSITION SHOWS

WANT WANT

SCOOTER or DODGEM for 14 Days at HOUSTON SHRINE CIRCUS, HOUSTON, TEX., OCT. 30-NOV. 13.

Want Girl Show, I have complete outfit. Ride Help who drive, come on. CONCESSIONS: Will book Hanky Panks of all kinds 2 more Fairs, then 4 Shrine Circus dates. Want Grind Store and Skillo Agents, also Buckets and Percentage Agents. Wire: C. A. VERNON, Mgr., Liberty, Tex. (White Fair, Oct. 15-20; then Liberty, Tex. (Colored Fair); then the Shrine Circus dates for balance of season.

FOR SALE

One of the finest Kiddielands on the road consisting of Allan Herschell Kiddie Carousel, Allan Herschell ten-car Kiddie Auto Ride, Allan Herschell Boat Ride, Mangel's Roto Whip, Smith & Smith Airplane Ride. These rides recently bought and are in perfect condition. Specially built Front Entrance with two Ticket Boxes. Kiddieland set up for your inspection. Transportation if wanted. One Everly Super Rolloplane, condition excellent, also two giant GE 60-inch Searchlights mounted on new 28-ft. trailer, like new condition. If interested, come look it over and make reasonable offer.

JOS. L. BURY

162 WEST MAIN ST. ROCKVILLE, CONN.

GIVE TO DAMON RUNYON CANCER FUND

W.G. WADE SHOWS
 Now Contracting
RIDES • SHOWS
• CONCESSIONS •
 For our 1952 Season
 C. P. O. Box 1488
 Detroit 31, Michigan

FOR SALE
 SOME OF THE BEST RIDES
 IN NEW ENGLAND
 We have too many, and will dispose of some. All are in good condition. They will not go for cheap but we will try to price them fairly. Will sell for cash only.
 Let us know what interests you and we will see if we can get together.
 BOX #D99, The Billboard,
 2160 Patterson St.,
 Cincinnati, Ohio

BILL HOWARD
IMPORTANT
 Get in touch with
BOBBY WOOTE
 Have job for you with my Dad.
 Good Salary
 Answer General Delivery, Newton,
 Ohio, or phone Locust 8889.
 "Bobby"

FOR SALE OR TRADE
 7-Car Tilt-a-Whirl, Le Roi Motor, all in A-1 condition, \$4,750.00 or trade for #5 Eli Wheel.
 Have new Allan Herschell Buggy Ride; will trade for Allan Herschell Boat Ride. Rides operating in park.
 1946 Chevrolet Tractor with Over Drive and 28 ft. all steel Van, all good rubber, price \$1,600.00. Address
JACOB PRYOR
 Box 75-B, Rt. 2 Biloxi, Miss.

NO PHONE CALLS
 Don't want any Shows, Rides, Percentage or Flats. Will place all Stock Concessions, \$15.00 week, operating 7 days a week. Need Cookhouse, \$25.00 exclusive in meal tickets. Place Working Men, good salary, all winter. Concessions, don't phone or write, come on, will place you. Ville Platte, La., Colored Fair, week Oct. 15. I also hold exclusive contract for the All Saints Celebration, St. Martinsville, La., week Oct. 29.
 If you want action, come on. No funny book readers and rummy players here. Will buy Break Down Sides Trailer for Light Plants.
RALPH R. MILLER, Ville Platte, La.

WANTED
 FOR WAWASSEE AMUSEMENT PARK next year
 Major Rides, Kiddie Rides and Concessions. No Flat Games, no drinking on job. This park started last year. I have new 36-passenger Train, Sail Boat, small Zoo, Race Track, Miniature Golf Course, Log Cabin Drive-In, Picnic Tables. Park in 19 acres woods on State Road 13 and old 13. It would pay you to look this park over. Terms: You pay 20 per cent after tax, lights, insurance.
R. H. HUNNICUTT
 RFD #3, Syracuse, Indiana

FOR SALE
 Complete Side Show, consisting of one hundred foot top, 115 foot banner line, eleven O. Henry banners, sword box and other illusions, stages, bally, loud speakers. Everything complete and priced low for cash sale. Contact
SIDE SHOW MANAGER
 Care Johnny Tinsley Shows
 Roanoke, Ala., now; Alexandria City, Ala., week Oct. 22.

ARCADE MACHINES
FOR SALE
 Fifty-five Arcade Machines. Mostly counter machines; some floor models; many parts and extras; cheap for quick sale; must sell. Contact me at once.
CLINT NOGLE
 1502 Gilmore Ave., Winona, Minn.

MOTORDROME
FOR SALE
 Complete Drome. 5 good Motocycles, Steel Rollers, 2 Sound Sets, Panel Front 16 ft. high. Operating now at Dallas Fair. Also Front Trailer and Tractor. All reasonable.
SAM CALDWELL, c/o R. M. BRYDON,
 State Fair Grounds, Dallas, Texas

BIG BEND SHOWS
 Want to book Merry-Go-Round and Kiddie Car Ride. Concessions of all kinds at \$5.00 per week, except office concessions, Bottle, Hit & Miss, Penny Pitch and Mug Outfit.
 All address: Seadrift, Texas, Oct. 16-21; Tivoli, 23-29. (We stay out every winter.)

Broadway Training Prepared Fair Pilot

Continued from page 49

chewed tobacco there, or they called you a dude and gave you the freeze."

Became Press Agent

After a year's toil as a scribe he became a general assignment reporter, with the accent on feature writing. In the course of news-gathering he took to frequenting Pittsburgh's theatrical district and badgering stage managers for free admission to their theaters. He convinced one sympathetic manager that he should be the house's press agent, and the line of activity was furthered until he had five such spots contributing \$5 each weekly for his efforts.

It was during this period that Charlie says he coined the word "nickelodeon." Harry Davis was building one of the first movie theaters in Pittsburgh, and Charlie and the builder stood one day surveying the structure. Conversation turned to a name for the spot, and the builder ventured Nickel Theater, in keeping with admission prices. Charlie came back with the catchier nickelodeon, and the word was born.

Moved To New York

The press work combined with his regular journalistic chores had the young Bochert laboring long hours, and he decided that the time consumed was a bit long and the rewards a bit short. He journeyed to New York and wasted no time in applying for a position right at the top. Charlie chose the then-renowned theater name, Abe Erlanger, of the team of Klaw and Erlanger. The latter was so secluded and surrounded by yes-men that securing an appointment with him was no simple matter. Charlie hit on the device of merely announcing in the outer office that "Charlie Bochert of The Pittsburgh Daily News" had arrived. He was admitted to the inner sanctum, where Erlanger, amused by his boldness, hired him.

The connection lasted about a year and a half, and Charlie next went to the Shubert theatrical interests in New York. For them he launched the original company of "Blossom Time." Charlie's chores in the legit theater field were mainly as a press representative and in the business manage-

Talent Topics

Continued from page 49

ment end of things. During this period he handled the No. 1 company of "The Bat" for Wagenhals and Kemper for five years, a show that Charlie says yielded a \$5,000,000 profit with five troupes on the road. He also put on "Twin Beds" for the Selwyns.

Exhibited Early Movie

In the movie field, Charlie managed the first presentation of a multiple reel motion picture, "The Eternal City," in a legit theater. He received the plum thru his friendship with Adolph Zukor. Charlie describes the event: "It played at the Astor Theater on Broadway and cost \$10,000, a fabulous sum for a movie in those days, and for that reason it was withheld from subscribers to Famous Players-Lasky Pictures. It was the first picture made partly in Europe and lost \$15,000 every week for three months. Still, it was considered a howling success and used a full orchestra, the first employed for a movie before the Roxy Theater's day." Charlie also dabbled in play producing, and among his works was "Sremonda," with Julia Arthur. He now terms it "an artistic knockout and a whale of a loss."

Left Carroll For Mineola

His last whirl in the field of indoor show business, and one of the most lively, was with Earl Carroll. His work with the gal-glorifier provided Charlie with fond recollections of an event that made the pages of many a newspaper. During prohibition a hotel party was thrown for a Texan who was backing Carroll, and a bath tub manufacturer provided one of his products, which was then filled with an intoxicating beverage. A girl present at the party decided on a dip in the tub, and the police showed up in time to put the pinch on all concerned. In court, the upshot had 55 newsmen who were at the party testifying that liquor had been in the tub, and Carroll was dispatched for a year to the federal penitentiary at Atlanta.

Fair Upsurge Noted

Since 1939, with Charlie implementing the decisions of Valentine and the annual's board of directors, attendance has jumped 20,000 to 375,000 during fair week. The cash surplus of Mineola has gone from \$3,000 in 1939 to the largest in its 109-year history. Charlie points out that even two days of rain and one cool day last year the fair attracted 275,000.

One of the largest problems overcome since Charlie joined the Mineola staff has been the lure of lavish Gotham entertainments during the fair. Broadway and environs practically are in the front yard of the suburban Mineola area. Rather than attempt a prolonged fire-against-fire battle, Mineola has stressed its rural qualities. Revues with lines of girls were tried in the past, but eventually it was found that a good medium-sized circus or a rodeo were better bets than shows that emulated high-budget presentations.

Charlie still retains his card in the Theatrical Press Agents Association of America. He has been married twice, and a son by the first union is a Florida resort operator.

CRAFTS 20 BIG SHOWS
 NOW BOOKING CONCESSIONS FOR
ARIZONA STATE FAIR (Phoenix)
 AND
NATIONAL ORANGE SHOW, SAN BERNARDINO
 MARCH 6 TO 16, 1952
 Crafts 20 Big Shows have been awarded the 1952 contract to play the midway at the NATIONAL ORANGE SHOW, California's first and largest Spring Date.
 MARCH 4 TO 16, 1952
CRAFTS 20 BIG SHOWS
 7283 BELLAIRE ST. NORTH HOLLYWOOD, CALIF.
 PHONE SUNSET 2-3131

LAST CALL LAST CALL
 The Oldest American Legion Armistice Celebration and Walton County Fair, Nov. 3-12, De Funiak Springs, Fla.
 Want Concessions of all kinds—Popcorn, Floss and Apples, Fish Pond, Long and Short Range, Hi-Striker, Novelties, Custard and Percentage. John Campi, contact.
 SHOWS—Any Show with own equipment. Lee Houston, Mark Williams, Bill Collier, contact.
 RIDES—Will book non-conflicting Rides with what I have: Merry-Go-Round, Ferris Wheel, Octopus and Chairplane. Good proposition for set of Kiddie Rides. This is a good Girl Show spot. All mail and wires to
FRED CANTRELL
 Orangeburg, S. C., Oct. 15-20; then Gen. Del., De Funiak Springs.
 P.S.: Bill English, get in touch. Five more Fairs to follow.

CENTRAL AMUSEMENT CO.
WANTS FOR CLARKTON, N. C., FAIR, OCT. 22-27
 This is a day and night fair; big parade, free acts, fireworks nightly; 80,000 square feet exhibits; big program every day; want shows with own outfits; can place hanky panks of all kind; no X. All contact
SHERMAN HUSTED
 Scotland Neck, N. C., fair, this week; Clarkton, N. C., fair, Oct. 22-27. Eight more fairs to follow.

Groves Greater Shows
AMERICA'S CLEANEST MIDWAY
 Many, La., Fair, Oct. 15th-20th; Farmerville, La., Fair, Oct. 22nd-27th; then Top Still Spots in the Heart of Louisiana. Largest Cotton and Cane Crops.
 Want for Farmerville Fair and still spots: Cook House or good Grab Stand, Hanky Panks, Novelties, Grocery Store, or what have you? Also want Shows. All replies:
GROVES GREATER SHOWS
 Many, La.; then per route.

GEORGE CLYDE SMITH
shows
TIDEWATER COLORED FAIR, SUFFOLK, VA., WEEK OCTOBER 22
 WANTED—Fish and Duck Pond, Penny Pitch, Age and Scales. All Concessions open except Bingo and Custard.
 WANTED—Colored Girl Show, Plantation Show, General Ride Help—Truck and Tractor Drivers.
 All replies to Fairgrounds, Mebane, N. C., this week; Fairgrounds, Suffolk, Va., next week.

FOR SALE
 Complete Shetland Pony Ride, beautiful set-up for park; 2 well lighted Tracks, with nice Front and Ticket Box, 3 Buggies, 2 Sets Harness, 12 Bridles and Halters, 12 excellent Saddles, 5 Mares, 3 lovely Mare Colts, 2 small Stallions, 2 beautifully matched Geldings. Ponies well trained, \$3,000.00 cash. Also have late model Roll-o-Whirl in excellent condition for \$1,000.00 cash.
 This week Lucedale, Miss.; next week Moss Point, Miss.
GEORGE T. DESAK

GRAND AMERICAN SHOWS
 Want for Pocatontos, Ark., Oct. 15-20; East Prairie, Mo., Oct. 22-27; and other Cotton Spots to follow. Will stay out until weather gets too rough.
 Want Shows with own equipment. Want Arcade. Want Hanky Panks that work for stock. No Flat Stores, no Agents, no Gypsies.
L. O. WEAVER, Mgr.

FLOYD O. KILE SHOWS
 Want now and for balance of season: Tangi Pahoa Colored Fair, Kentwood, La., Oct. 23-28. Stock Concessions of all kinds. Good opening for Coke, Fish Pond, Groceries, Penny Pitch, Custard, etc. One Grind Show of merit. Merry-Go-Round Foreman and Second, join at once; other useful Ride Help, come on. Show out till Xmas. Will place Kiddie Rides. All replies:
FLOYD O. KILE, Mgr., Boyce, La., Oct. 15-20; then Kentwood, La., Fair; followed by Colored Cotton Carnival, Alexandria, La., Oct. 29-Nov. 5; Armistice Celebration, Mamoula, Nov. 7-11. Best in the State. Concessionaires, get in on this one.

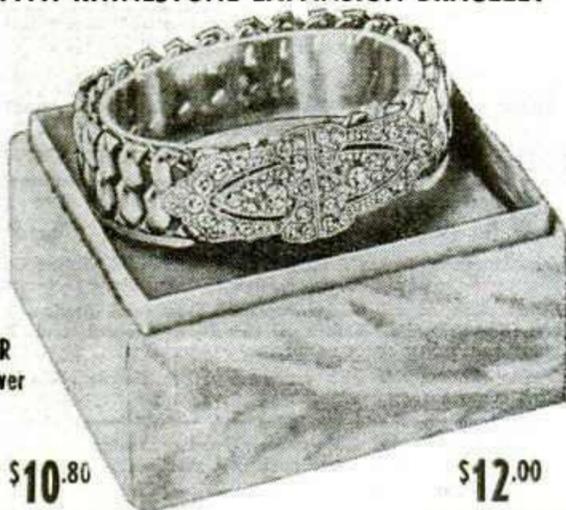
CURLEY MIGNOTHY SHOWS
 5th Annual Tour Without Closing
WANT
 For all winter's work in Louisiana at winter rates.
 Concessions of all kinds, especially Sit-Down Grab at five-and-let-live privilege. Will book Hanky Panks of all kinds. P.C. open. Will book one Sium Skillo, one Count Store or Count Store Agents, Buckets, Swinger. Will book all Shows with own equipment, 25%; especially Girl Show, Capt. Harrell, answer.
CURLEY MIGNOTHY, Owner, CHAS. CROY, Bus. Mgr.
 Bonita, La., this week; Wilmont, Ark., next week; first show in 13 years.

Used Everywhere for Over 35 Years
ROLL TICKETS
PRINTED TO YOUR ORDER
Keystone Ticket Co. DEPT. B SHAMOKIN, PA.
 Send Cash With Order. Stock Tickets, \$21.50 per 100,000

100,000	\$29.00
10,000	\$ 9.50
20,000	11.75
50,000	16.75

E-X-P-A-N-D

YOUR PROFITS WITH RHINESTONE EXPANSION BRACELET



HOTTER Than Ever

\$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

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 15¢ A WORD—MINIMUM \$3

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ARRANGING FOR BAND ORCHESTRA—Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, 310 W. 10th St., Sarasota, Fla. oc20

BEST COMEDY VALUE—"SHOWMAN-EMCEE" Collection—Includes 1952 Entertainer's Catalog and monthly "Informers"; \$1 complete. Sebastian, 5138 Cahuenga, North Hollywood, Calif. oc27

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscriptions, \$2; add \$1 for four rag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

AGENTS & DISTRIBUTORS

AMAZING, ATTRACTIVE TALKING XMAS CARDS; sample, 25¢; dozen, \$1 prepaid; make quick money, everyone buys. Shafer Co., Box 723, Kansas City 10, Mo. no10

ANYONE CAN SELL HOOVER DuPont Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others; in white and colors; exclusive styles; top quality; low prices; exceptional income; real future; equipment free; write fully. Hoover, Dept. S-109, New York 11, N. Y.

ART STUDIES THAT ARE DIFFERENT—In beautiful album; sample album, \$1; large selection, quantity prices. Jay's, Box 684, Dayton, O. oc27

ARTISTS MODELS CHRISTMAS CARDS; new, exciting, unusual; 8 assorted samples, \$1; quantity prices. Jay's Service, Box 684, Dayton, O. de15

BARGAINS—TERRIFIC SAVINGS; JOB lots; close-outs! Also save up to 50% on complete range Dry Goods, Clothing, Hosiery, Notions, Drug Sundries, Toiletries, Novelties, Gifts, Jewelry, Television, etc.; 2,000 items; send 25¢ for Illustrated Wholesale Bargain Catalog, Close-Out Flyers and Special "Get Acquainted" offer; valuable merchandise certificate (worth many times 25¢) included free. Reliable Jobbers, 311 North Desplaines, Dept. H-35, Chicago 6. np

BIBLES—MIDGETS, WORLD'S SMALLEST; fastest sellers everywhere; sample 15¢, 12 for \$1, 100 for \$6.50. Trederes, 739 Marshall, Rochester 11, N. Y.

BIG PROFITS—SAUCY PIN-UP DECALS! Brilliantly colored durable lacquers; also complete range Stock Signs, PN Novelties; Tourists, Stables, etc.; enclosed 10¢ packing-postage. Box 58, Morris Hts. Station, New York City 53. tfn

BIGGER PROFITS—SELL KOEHLER BUSINESS SIGNS; over 1,500 varieties; free catalog; 15 samples, \$1 postpaid; Christmas Cards. Koehler, 335 Goetz, Lemay 23, Mo. no24

BUY YOUR HOSIERY DIRECT—ALL gauges and denier, from \$1 a dozen and up; also men's and ladies' socks, all sizes, colors and grades; satisfaction guaranteed or money refunded. S. F. Pollard (5-1741) Co., 1258 Market St., Chattanooga, Tenn. oc20

CARDED MDSE HEADQUARTERS—Aspirin, Combs, Handkerchiefs, Pocket Knives, Pipes, Shoe Laces, Razor Blades etc.; over 1000 items; write for price lists. Maloney & Sons 1063 W. Broad St., Columbus 8, O. oc20

COMPLETE LINE OF PLASTICS—SCALOPED Table Cloths, 85.25 per dozen and up; Aprons, Drapes, Cottage Sets; also Yard Goods; lowest prices; free catalog. Samuel Rosenfeld Access. Co., 43 Amboy St., Brooklyn 12, N. Y.

COSTUME JEWELRY—SELL THESE FAST moving Necklaces and Earring Sets; write today for free illustrated information with special wholesale prices. Merchandise Distributing Co., 912 Park Bldg., Cleveland 14, Ohio. de15

DO YOU NEED MONEY? \$35 IS YOURS for selling only 50 boxes of our 300 Christmas Card line. This can be done in a single day. Free samples; other leading boxes on approval; many surprise items; experience unnecessary; free samples Personalized Christmas Cards, Stationery, Napkins; write today; it costs nothing to try. Cheerful Card Co., 350 White Plains, N. Y. oc27

DOUBLE EDGE BLADES, \$6 1,000 POSTPAID agents wanted. Schmieder, 1409 Cass St., Saginaw, Mich. oc27

FOOTBALL CONCESSIONAIRES—SELL Rain Caps, a real surprise 3 for \$1; \$7.50 per 100; no c.o.d.'s. Charlie White Foot Concessions, Ga. oc20

FREE FOLIO—700 MONEY MAKING deals; Formulas, Secrets, Plans; Wholesale Supply Sources; unusual items. Kalamita-A, Box 572, Dayton, O.

GIFTS, JEWELRY, UNUSUAL NOVELTIES; hot Xmas sellers; fast moving; free catalog; details. Pilot Pastors, 98 57, Fulton St., N. Y. C. de1

LADIES' FULL FASHIONED NYLON HOSE, first quality, 51 gauge, 15 denier, 87 per dozen; irregulars, 86 per dozen in good colors; satisfaction guaranteed or merchandise can be returned if not 100% satisfied. Terms: Cash with order or 25% deposit for c.o.d.'s. Southern Hosiery Co., P. O. Box 642, Huntsville, Ala. Phone 1850.

LUNCH COUNTER GAME—GIANTIC profit! (OSKUI), start route; \$59.40 dozen; samples, \$7.50 each prepaid. Industries 72, Box 929, Long Beach 1, Calif.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. de29

MAKE PERFUMES FROM OUR CONCENTRATES at home; profitable business; instructions; free catalog; write for details. "The Women's Laboratories," 1914 Chouteau Bldg., St. Louis 3, Mo. no10

MIRACLE CROSS—LORD'S PRAYER NECKLACE, Rhodium finish, \$14.95; price tag, beautifully boxed; dozen, \$9.25; sample, \$1. Jewelry-o-Season, Box 674-B, Providence 1, R. I.

OPERATE EXCLUSIVE MAIL ORDER FACTORY outlet business in your territory; no experience needed, we teach you; established manufacturer; world's lowest priced automotive necessity; right party can make \$500 to \$1,000 per month; mail order operation backed up by effective advertising program; we pay all advertising expense; our product sells at \$4.90, competition sells at \$9.90; our product carries five year replacement guarantee; send \$3 for samples and full particulars. RMS Products Co., Box 229, Hollywood, Calif.

QUALITY PRINTING AT LOWEST COST—Booklets, catalogs, publications, circulars, stationery; free catalog; list. Adams Printing, 30 W. Washington, Chicago 2, Ill. np

"QUICKSALE" BARROOM COMEDY SIGNS! Zestfully illustrated money makers! 25 samples and wholesale prices airmailed, \$1. Sebastian, 5138 Cahuenga, North Hollywood, Calif. no3

REALLY COMIC XMAS CARDS—FAST sellers; \$1 will bring you 3 sample sets. Midstates, Box 412, Bloomington, Ind.

S. LESMEN, DISTRIBUTORS—FAST SELLING Costume Jewelry direct from factory; big picture catalog free. Pickcraft, B-19 Bank, Attleboro, Mass. oc2

SALESMEN, PITCHMEN—SELL AMAZING new imitation Butter Flavor; gives cakes, cookies, candies, ice cream delicious flavor and fragrance; ladies can excel others; sample bottle, 50¢; gross, \$27. H. H. Vertrees, Pittsfield, Ill. oc27

SELL SPARKLING HOLIDAY SIGNS TO stores; Christmas bank roll in hurry; 10 samples, \$1; Start now; 100, \$10 (sell \$5). The Byron Co., Clinton, N. C.

STEAM STOP—PREVENTS WINDSHIELDS from steaming, fogging, frosting; \$1 seller; good demonstrators; item: \$7.20 doz., \$57.50 gr., sample \$1; 25¢ deposit, bal. c.o.d. Steam Stop Distributor, 2643 No. Rockwell, Chicago 47, Ill.

TALKING XMAS CARDS—SALES TERRIF- ic; says "Merry Christmas" in loud clear voice; also Happy Birthday, Get Well, Hello Sweetheart; samples 25¢, dozen \$1.20, gross \$12. Allied Sales, 311-C N Desplaines, Chicago 6. de22

UP TO \$75 WEEKLY—AMAZING PENCIL, writes four colors, red, blue, green, orange; sample 25¢, 20 year guarantee given with beautiful \$1 size Ball Point Pen, brilliant metal cap; sample 25¢, or eight samples, four pencils, four pens, \$1 postpaid, Louis Balogh, 1703B Roosevelt, Chicago 7, Ill. oc27

WRITE PRIVATE LABEL DEPARTMENT, Quaker Medicine Co., 220 George St., Cincinnati, O. quote for gross price list on Laxatives, Liniments, Salves, Herbs, Tonics; 8-ounce Flavoring, \$14 gross up. Premiums, Deals.

YOUR OWN BUSINESS—OVERCOATS, 50¢; Mackinaws, 34¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 10¢; enormous profits; catalog free. Moro, 558-AF, Roosevelt, Chicago 7. oc27

50¢ WALNUTS, PECANS, ALMONDS, Cashews, Pistachios, Salted Peanuts, Roasted Peanuts, Whole or Ground Black or White Pepper \$3 dozen; 25¢ size \$1.50 dozen; 15¢ size 90¢ dozen. Order from this advertisement. Peerless Foods, 538 North Central Park, Chicago.

ANIMALS BIRDS, PETS

ANIMALS, SNAKES, BIRDS, LIZARDS— From North, Central and South America. This week's specials: Young Capuchin Monkeys for pets, \$35 each, and 8 foot, heavy bodied South American Boas, \$30 each. Tarpon Zoo, Tarpon Springs, Fla.

BLACK LEOPARD, CHEETAH, LION CUBS, Lionsess, Indian Leopard Cats, Leopards, Puma Cubs, Wildcats, Chimpanzees, Bear Cubs, Striped Hyena, Pygmy Hippo, Guanoos, Greens, Sooty Mangabays, Snake Dens, Boas. Chase Wild Animal Farm, Egypt, Mass. oc20

CAPUCHIN MONKEYS, EXCELLENT condition, the real McCoy, \$45 each; mother and baby Rhesus Monkeys, \$75 combination; Giant Rhesus Monkeys, \$50 each. Write for complete animal list. Trefflich's, 228 Fulton St., New York.

FOR SALE OR TRADE, CHEAP—UPSIDE down animal (Sloth), grown and good feeder; trade for other animal; want Pet Bear. Ben S. Maynor, P. O. Box 343, Etowah, Tenn.

MONKEYS—HUNDREDS OF FINE YOUNG Java Monkeys, special wholesale prices; Leopards, Malayan Bear, Baby Elephants, etc. World Jungle Compound, Thousand Oaks, Calif.

PLENTY SNAKES, ALLIGATORS, ARMA- dillos, Iguanas, racing Terrapins, Giant Horned Toads, Mexican Beaded Lizards, Prairie Dogs, Gila Monsters, Raccoons, Ringtail Cats, Deodorized Skunks, Doves, Peafowl, Monkeys, Jaguar Cubs, Jungle Rats, Rabbits, Guinea Pigs, Rats, Mice, Coitumindis. Telephone 141 Otto Martin Locke, New Braunfels, Tex. oc20

BUSINESS OPPORTUNITIES

ADVERTISE IN 40 WEEKLY NEWS- papers, 24 words, only \$3.50; Texas or elsewhere. M. R. Pennebaker Agency, Box 870, Kerrville, Tex. oc20

BIG PROFITS—MAKE FAST-SELLER CHE- nille Monkey Trees. Christmas Poinsettias, Santas; literature free. Velva, Bohemia 6, N. Y. oc27

AUCTIONS AND COMMUNITY SALES listed in big Directory, giving lowest and best prices. Will Simpson, 2705 Jule, St. Joseph, Mo. oc20

HIGHLY PROFITABLE PIN BALL, JUKE Box, Shuffleboard route in Southern New Jersey; also includes arcade and park locations; must sell because of illness. Box C-460, The Billboard, 2160 Patterson St., Cincinnati 22, O. oc20

MUST SACRIFICE—19 ARCADE MACHINES, like new, this year on Broadwalk location. Eastern seashore resort; equipment cost \$9,700; sell \$4,500; \$2,100 cash, balance next summer. A. B. Williams, Seaford, Delaware. oc27

PHONOGRAPH ROUTE FOR SALE—60 locations, \$27,000. For information write Wm. Keulman Jr., Antioch, Ill.

PROGRESSIVE MAIL TRADE MAGAZINE tells how to sell by mail; sample, 25¢ with opportunity mail. Mallo, 767-B Leith, Flint 5, Mich. no10

START A VENETIAN BLIND LAUNDRY! Profit opportunity for lifetime business; new machine method; free booklet on request. L.B. Co., 442 N. Seneca St., Wichita 12, Kan. oc27

QUICK PHOTO INVENTION! PDQ CHAMPION PHOTOMASTER Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Pictures 6" 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88

PDQ CAMERA CO. 1161 N. Cleveland Ave. Chicago 10, Ill.

you haven't LIVED till you've seen...

MODELS Paradise

A NEW EXPERIENCE IN RARE BEAUTY

MOVIES 8 mm., 50 ft. \$3
16 mm., 100 ft. 6
COLOR SLIDES 5 (2x2) to set \$2
PHOTOS 8 (4x5) to set \$2

OR SEND 25¢ for sample photo and illustrated folder.

JAY ROSS

13563 Ventura Blvd., Dept. 88
Sherman Oaks, Calif.

RHINESTONE SPECIAL!

3-Pc. Rhinestone Set

BEAUTIFULLY BOXED

Highly styled glamorous necklace with matching bracelet and earrings. Large beautifully cut sparkling stones 4 mm. style.

131 F 1/4 -- \$39 doz.

Same as above in 2-pc. sets. Earrings and necklaces.

\$30 doz.

Other boxed sets starting at \$1.00

Send for samples and new catalog. Write, wire or call WAlnut 2-3250.

Superior Jewelry Co.

740 Sansom St. Phila., 6, Pa.

GENUINE VALUE!

BALL POINT PENS

\$8.95 per gross

Style #4088
1/2 gross—\$5.00
Regular Size
Replaceable Cartridges
Ass. Metallic Colors.

Transparent Ball Pens—Style #411-T

- Full 4 1/2" ink supply \$11.95 per gross
- Metal Tips & Caps 1/2 gross \$6.25
- Display cards on request

3 Pcs. Sets Gift Boxed—Style #4028

- Beautiful Colors \$3.25
- Fountain Pen Doz.
- Mechanical Pencil \$36.00 gross

25% deposit with order, bal. C.O.D.

SANDRA PRODUCTS

220 5th Ave., Dept. 120, N. Y. 1, N. Y.

HOTTEST ITEM IN YEARS

CONFEDERATE FLAG DECALS \$27.50 per M

10c Retail \$27.50 per M

Finest production! Glossy, lacquer finish! Also complete decal line: States, stock signs, girdles, etc. Generous supply of assorted Samples! 25¢.

Box 58 Morris Heights Station Bronx 53, N. Y. C.

PLASTER GLASS SLUM

Waycross, Ga.

Air-Base

NU-NAK NOVELTIES

CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x27" Towels. Sells \$1; \$56.00 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

SUNBEAM PRODUCTS

634 4th St., South St. Petersburg, Fla.

sell SUPERIOR FIRE EQUIPMENT for BIG PROFITS!

Complete line of SUPERIOR carbon-tetrachloride fire extinguishers sell readily to homes and businesses throughout America. SUPERIOR Automatic (see illustration) operates without human aid—goes into action automatically to protect valuables.

Big profits for the distributor on every sale; big demand in every community for this low-cost fire protection. Lots of satisfaction for you in selling badly-needed fire equipment.

Distributors buy equipment direct from the factory and pay cash; sell direct to user for cash. Distributor's profit is more than double his original cost on every sale. Demonstration kit, powerful sales literature available. Investment required for merchandise.

Write today for prices, full details!

SUPERIOR PRODUCTS, INC.

3410 Main Street Kansas City, Missouri

DISTRIBUTORS • SALESMEN • PITCHMEN • AUCTIONEERS!

SELL REBUILT VACUUM CLEANERS!

Nationally Known Makes Only

Large assortments Hoover, Eureka-G. E., etc. Tank Cleaners . . . Apex Cadillac, Royal, etc., \$22.50 and up, with attachments all rebuilt by RE-NEW.

\$9.00 UP

WRITE FOR FREE CATALOG!

IMMEDIATE DELIVERY • ONE YEAR GUARANTEE

RE-NEW SWEEPER CO. Dept. 150 Est. 1916

9591 Grand River Detroit 4, Mich. Phone: WE 3-1400

JOBBER!

"GALLOPING DOMINOES"

Here's the SALES "NATURAL" OF A LIFETIME! A new, simple idea—but terrific: a pair of regular dice on an action-spin turntable are sealed in a colorful, clear-top plastic unit. Push the button . . . release . . . watch 'em whirl and bounce. EVERYBODY WANTS GALLOPING DOMINOES! Millions will be sold to bars, nightclubs, etc.

Net cash with order, or 25% deposit, balance C.O.D. SAMPLE 60¢.

KEILER Corp.

DEPT. B 723 Glenmore Ave., Brooklyn 8, N. Y.

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-28, New York City 23, N. Y.

ASSORTED SALT AND PEPPER SHAKERS

Imported China—PIGS, DOGS, CATS, BEARS, DUCKS, PENGUINS, BEER STEINS, Etc. Each pair individually boxed.

\$2.25 Doz. Pairs (POSTPAID) \$18.00 Gross Pairs (PLUS POSTAGE)

NOWOTNY-BURRELL & CO., 907 ROOSEVELT AVE., SAN ANTONIO 2, TEXAS

CLOSE-OUT SPECIAL LADIES' JEWELLED WATCH
NOW \$7.00 ONLY Each

- Small dial
- Yellow gold-plated case
- Cord band
- Beautifully boxed with \$49.50 retail price tag
- Order at once while they last

BRAND NEW—NOT RECONDITIONED

WRIST WATCHES
 Jeweled Shock Resistant Watch complete with band, only **\$3.75** Each

- Best buy anywhere
- Volume seller
- Radium dial
- Sweep second hand
- Removable pins
- Written guarantee
- Quantity limited

WRITE FOR OUR NEW WHOLESALE CATALOG
 25% with order balance C.O.D.



MARVEL WHOLESALE WATCH CO.
 211 N. 7th St. St. Louis 1, Mo.

MA9718—High Flying Metal Propeller. Gross \$.80

MA3234—Two-Tone Metal Whistle. Gross 1.35

MA8071—Jumpy Jitter Beans. Gross 1.00

MA7990—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

No. 195 CRYSTAL HURRICANE LAMP
\$1.30 ea.
\$15.00 per doz.

Please include sufficient money to cover postage on sample orders. OUR NEW 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: MO920 6-9520
 In Business in Chicago for 35 Years

MIRROR FINISH NICKEL PLATED 5 SPORTS CHARM BRACELETS

ACTUAL SIZE—3 TIMES LARGER

- #407—5 FOOTBALL BRACELET
- #408—5 BASKETBALL BRACELET
- #409—5 ROLLER SKATE BRACELET

\$3.25 Dozen \$36.00 Gross

No Less Than 1 Doz. Sold of any Number
 Write for new catalog. State Business. 25% Deposit With Order. Balance C.O.D.

SALPRO COMPANY
 1844 S. 55th Ave., Cicero 50, Ill.

FAST SELLING !!! HEAVY STEVING SILVER CAST

Devil Head Ring

This Novel, Eye-Catching Ring, Cast in Lifetime Sterling Silver. \$36.00 Dozen. 25% Deposit, Balance C.O.D. For Sample Send \$3.50 Post paid.

GLOBE JEWELRY CO.
 Dept. B-4 Wheeling, W. Va.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MACHINES available from \$35: Candy Corn Machines, Peanut Roasters, Sno-Cone Machines, Krispy Korn 120 S Halsted, Chicago, Ill. no10

DIRT CHEAP—100 16MM. SOUND FEATURES, \$4 reel; Shorts, \$3; big Natico Projectors, \$175. 515 State Theatre Building, Pittsburgh, Pa.

MINIATURE TRAIN, CENTURY FLYER— locomotive, 2 cars, 500 ft. of track; used one season in drive-in theater; will sacrifice; might consider partnership if location is agreeable. Virgil Fitzwater, 2315 Keenan Ave., Dayton 5, Ohio.

NEW, USED POPCORN MACHINES—PEANUT Roasters, aluminum geared Popping Kettles; copper candy, caramel corn Kettles. Northside Sales Co. Indianapolis, Iowa. de15

PORTABLE STEEL BUILDING, PORTABLE maple skating floor, 115x40; Chicago scales, finest equipment; quick sale, \$700; a true bargain! Supreme Amusement Co., 3600 Alton Road, Fort Worth, Tex.

\$100 STILL BUILDS 12 PASSENGER KID-die Chairplane, tested plans, \$5; Kiddie Auto, Airplane, Boat, Carrousel, Flying Horses, Swan Swings; plans, \$5 each; Mouse Circus, \$5; free catalog Brill, Box 875, Peoria, Ill.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND—7,500 REELS; FEAT-ures, Shorts, Serials, \$5 reel; some \$3; DeVry, Natico Projectors, \$150. Roahon, 1228 North Court, Memphis 3, Tenn.

CASH PAID FOR MOVIE FILMS, EQUIP-ment, Posters, Slides, regardless of age or condition Johnny Allen, 19 Demarest Pl., Maywood, N. J. oc20

FORD TRUCK—IN GOOD RUNNING OR-der; also Concessions, including Cotton Candy Machines for sale; reasonable offer accepted. Mr. Fred L. Williams, 8155 Central, Detroit, Mich., or phone WE 5-4900.

FOR SALE—ARCADE IN BEST MOUNTAIN resort in Southern California; 11 Skee Balls, A.B.T. Shooting Gallery, 26 Arcade Machines; will sell on location or otherwise. Leo Barnes, 150 Iowa Ave., Riverside, Calif. Phone 11320-W.

FOR SALE—STREAMLINED KIDDIE Train; new this year; King Amusement Mfg.; best offer takes. Barbara Trunbull, Box 124, Hazel Park, Mich.

THEATER CHAIRS, SCREENS—FOLDING Chairs, Projectors, Tents, Sidewalk Bleachers, Wanted Folding Chairs Lone Star Film Co., Box 1734, Dallas, Tex.

16 PASSENGER ADULT CHAIRPLANE, 16 Car Auto Kid Ride, 8 Passenger Kid Rocket Ride, Chevrolet Winch Truck, one Ford Straight Truck; all in good operating condition; \$2,250 buys; come and get it. Green Brothers, 610 Baltimore St., Huntington, W. Va. oc20

16MM SOUND PROJECTORS—NEW LOT factory rebuilt Bell & Howell, Ampro and Victor. \$150; Holmes 35MM. Mazda or Arc. new condition Russell Schlicht 1840 Morse Ave Chicago Ill oc20

16MM RENTALS—LOWEST RATES QUAL-ity Pictures; if you're paying too much, get our prices, Rogers Films, Box 3526, East Atlanta Ga oc3

INSTRUCTIONS BOOKS & CARTOONS

QUIZ-BINGO, GLOBE-RUMMY, TRIPLE-Deal, Madam-X; four complete games, including playing cards, \$1 postpaid. P. O. Box 842, Denver 1, Colorado. no17

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

FLOATING CIGARETTE TRICK—CIGA-rette floats in air; with instructions, 25¢; Rubber Beer Bottle, \$1; Jack Eastwood, 694 1/2 Jefferson, Chillicothe, O.

MR Z COMPLETE ONE MAN MIND-Reading Act; no equipment, no skill, no peeks, no one ahead, no confederates, \$5 Sterilizer 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

VENTRILOQUIAL (#45) UP; PUNCH FIG-ures, \$12 each dressed; Marionette Heads, Books, Wigs, Acts, Eyes, etc. Spencer, 3240 Columbus Minneapolis, Minn oc20

VENTRILOQUIAL FIGURES—PUNCH, Marionettes; made to your order; illustrated catalog, 25¢. Frank Marshall, 192 N. Clark St., Chicago 1, Ill.

MISCELLANEOUS

"BELLY TANKS," \$9.95; STEEL; SIX foot, 55 pounds, or ten foot, 115 pounds; free picture Buck's Auto Parts Merced, Calif. oc27

COASTERS—REDESIGNED, REBUILT; NO charge for plans; junior or large Coasters; used Coaster cars, machinery, A. Vettal, Route 4, Springfield, Ohio.

SPORTS, SURPRISES, MAKE BELIEVE Material and Directions, 25¢; hundreds sold the first week, Moderns, Box 2587 W. Palm Beach, Fla.

WANTED—CASH IN ON YOUR DIS-carded Marquee Lights; dark red glass, full color Caps or Hoods for S/14 Lamp Buck X-ograph Co. 8709 Xograph Ave., St. Louis 21 Mo oc20

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—CALLIOPHE IN FIRST-CLASS condition; this instrument is mounted on an attractive trailer and ready to go. M. E. Thompson, 123 W. Hill Ave., Valdosta, Ga. Telephone 1978 or 1926.

PARTNERS WANTED

WANTED UNENCUMBERED WOMAN UN-der 45; partner, 50-50; no investment, no chasers; concessions, Billy Young, Gen. Del., Charlotte, N. C.

PERSONALS

FOR RENT—47TH ST., 415 WEST, 1 ROOM; Pullman kitchenette, modern; \$75. Plaza 7-7285.

TATTOOED LADY OR AMAZON TYPE—New act; good salary if qualified; photo and description necessary; returnable. Mr. Santucci, P. O. Box 10, Norco, Calif.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS, BACKGROUNDS DP Paper, Chemicals, Mounts; Photo Nov elties; new and used DP Cameras, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. oc27

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reason-able prices; Eastman DP paper, chemical frames, backgrounds, comic foreground-cameras for indoors and outdoors, complete Photo Booths, etc. free information and prices; we are old and reliable since 1936 PDQ Camera Co. 1161 N Cleveland Ave Chicago, Ill. oc27

FOR FINEST IN DIRECT POSITIVE CAM-eras buy Piedmont Cameras, Piedmont Camera Mfg. Co., 425 Worth St., Burling-ton, N. C. no10

LOW COST PHOTOMOUNTS—PRICES PER 100 2x3, \$2.25; 3x4 and 3x5, \$3; 5x7, \$4.60. 8x10, \$10.50; free samples. Penn Photo-mounts, 335 Woodland, Glenolden, Pa. no10

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest im-provements; 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 Seio St., Rochester 4, N. Y. oc27

1952 PHOTO CALENDAR MOUNTS—FOUR sizes with pads attached; prices, sample dozen, \$1 ppd. Atlantic Calendar, 2799 Ful-ton, Brooklyn 7, N. Y. no3

PRINTING

BUSINESS CARDS WITH GLAMOUR—You'll make the right impression with these; reasonably priced; free samples. Heavener's, 110 Walnut, Colmar 4, Pa.

HANDBILLS—PROMPT SERVICE, PRE-paid; 6"x9", 1000 for \$4.95; 5000, \$14.95; send copy and cash with order. Success Printers, Rockwall, Tex.

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

SMART SHOWMEN USE EMBOSSED BUS-iness cards, 1,000, \$4; guaranteed satisfac-tion; free sample, Lewiso, 4932 North Eighth St., Philadelphia 20, Pa. oc27

WINDOW CARDS—14x22 and 11x14 The Bell Press, Winton, Penna. oc20

WINDOW CARDS, PROGRAMS, HERALDS; Photo-Offset Printing Cato Show Print-ing Co., Cato, N. Y. no3

100 WHITE BOND LETTERHEADS AND 100 envelopes, \$2; 500 Letterheads, \$3; 1,000 for \$5.50; 500 business or personal cards, \$2.25; 1,000 for \$3.25; name imprinted Christmas Card box assortments, \$1.25 and up; postpaid, Showman's Printshop (B-1) South 211 Regal, Spokane 31, Wash. no3

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MAKE MONEY WITH FAMOUS EASY-selling Bostonian Shirts; spare time, full time, sideline; fabrics, outfit free. Bos-tonian, 89 Bickford, Dept. G-77, Boston 30, Mass. np

1001 NEW AND DIFFERENT STYLES GOLD plated Scatter Pins and Earrings, \$30 gr.; for pierced and unpierced ears; sample \$2. \$3; rhodium plated dazzling rhinestone sets, gift boxed, \$22 dz. sets; sample, \$4; plain and fancy Compacts, \$6 dz.; Pin and Ear-ring Sets, gold plated, beautifully gift boxed for volume sales, \$7.20 dz.; cash with order; 25% deposit, bal. c.o.d. Berkshire Mfg., 352 Columbus, Pittsfield, Mass. oc27

100 LETTER HEADS AND 100 6x4 En-velopes, Hammermill Bond, five lines copy, \$2.25 postpaid, Dickover Printing-Lithographing, 5233 Cleveland, Kansas City, 4, Mo. no10

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 Milt Zeis, 728 Lesley Rockford, Ill. oc27

WANTED TO BUY

Q BALL GAMES AND ACCESSORIES (8), New or good as new; low figure, Wm. J. Hogan Sales, 112 E. Garfield Ave., Wild-wood, N. J. oc27

WANTED TO BUY—NEW, SMALL LAMI-nating machine, Naomi Rhodes, 444 1/2 N. Liberty St., Winston-Salem, N. C.

WANTED—USED 1¢ VENDING MACHINES for Gum-Charms, Bulk-Charms; also 1¢ Amusement Machines. Advise fully. Box #C-470, c/o Billboard, Cincinnati 22, Ohio.

WANTED TO BUY—KIDDIE COASTER, Max Serkin, 1834 E 14th St., Brooklyn, N. Y.

HOSIERY

Buy direct—Any style any type, ladies nylons, men's and children's, all grades, ranging from \$1.00 up; trial orders so-licited; satisfaction guaranteed or money refunded.

TENNESSEE VALLEY MFG. CO.
 2400 Dayton Blvd Chattanooga, Tenn

5 in 1 SCREWDRIVER KIT!

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

Sells On Sight!
BREAKING SALES RECORDS FROM COAST-TO-COAST

Precision made from hardened tool steel.
 Comes complete with plastic pouch.
 Has a blade for every size and type of screw.
 Vise-grip chuck locks blades securely in place.

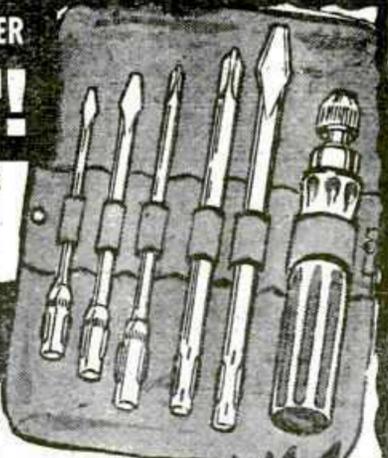
\$7.20 PER DOZ.

CASH IN NOW!
 "Best money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE KIT has 3 standard blade screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with vise-like grip. Tremendous orders from dealers prove this the most sensational tool value ever offered.

25% Deposit with order.
 Bal. C.O.D., F.O.B. Detroit.

Write For Our Big Wholesale FREE CATALOG!

GEM Sales Co. 533 Woodward Detroit 26, Mich.



\$\$ SPECIAL DEAL \$\$

\$48.00 GR.
\$45.00 GROSS in 10 Gross Lots

ELECTRONICALLY SEALED BILLFOLDS

With Secret Pocket—Folding Buttoned Pass Case—Identification Card. Beautiful Alligator, Pigskin and Calf-Grained Plastic Simulated Leathers.

These wallets retail for \$1 at all leading drug and chain stores. One operator alone sold 32 gross wallets last week. Cash in on these big profits!

25% Deposit, Balance C.O.D.

IMPERIAL MDSE. CO.
 893 Broadway New York 3, N. Y.

MAKE \$50 A DAY Selling our exclusive line of Rhinestone Jewelry!

HERE'S a brand new fast moving line! Get on the band wagon now. EVERY ensemble is in a luxurious and practical jewel box. THERE'S NO COMPETITION! IT SELLS ON SIGHT!

"EXCLUSIVE DISTRIBUTORS OF JEFFORD CREATIONS"

WRITE TODAY FOR FREE DETAILS

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 223 N. 8TH STREET, DEPT. B1 PHILADELPHIA 6, PENNA.

WRITE TODAY FOR FREE DETAILS

OVER 600 PINS AND IDENT'S FOR ENGRAVING

ENGRAVERS & DEMONSTRATORS
 Send for catalogue. State your business.

DEXECO, INC.
 Manufacturers of engraving jewelry
 191 SOUTH STREET PROVIDENCE 3, R. I.

Merchandise You Have Been Looking for
 Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Sun Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
 1111 South 12th, St. Louis 4, Mo.

NEW! 1951 Catalog

Our general catalog illustrates the most complete line of Nov elty and Premium Merchandise, includ-ing Blankets, Electric Appliances, Aluminum-ware Clocks, Lamps, Toys and hundreds of other items.

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 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

NO. 902 EXPAN/ION IDENT/ WAF #108 25 GR. Now \$7.50 GR.

NO. 910 SWEETHEART BRACELET \$14.40 GR.

NO. 776 \$14.40 GR.

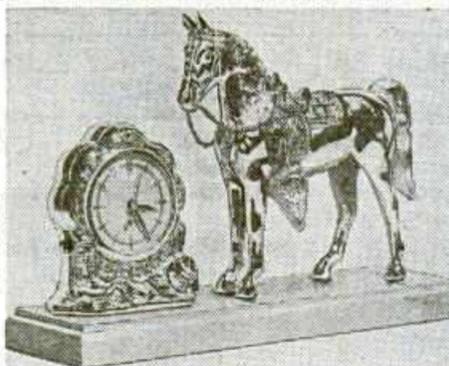
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25% DISCOUNT REQUIRED ON ALL C.O.D. ORDERS

FOR SERVICE THAT CAN'T BE BEAT"
 ALL PHONES FRANKLIN 2-2567
FRISCO PETE
 604 W. LAKE ST., CHICAGO 6, ILL.

STILL LEADING THE PACK!
Why Experiment? Get the Proven Money Maker!
Original Horse Clock
 Gold & Silver Two-Tone Finish
 17" LONG, 12" TALL
 Lacquered Gold-Plated Horse with lustrous Head, Tail, Hoofs and Bridle Reins. Will not tarnish.
ONYX-TYPE BASE IN YOUR CHOICE OF LIGHT OR DARK COLOR
 Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimmings around clock dial with matching silver western trim (Cowboy Hat, Boots, Gun, Lariat, etc.)
 Same as above with wood base also available.



If not for resale, add Federal Excise Tax.
 25% Deposit, Balance C. O. D.
 Telephone: OREGON 3-6330

CUTLER & COMPANY, INC.
 928 Broadway...New York 10, N. Y.

#2156 \$8.25 Each in Doz. Lots \$9.00 Each

BIG MONEY IN SWISS WATCHES
MAKE UP TO 100% PROFIT-
 Sell Our Low Priced Watches (Retail Below \$10)



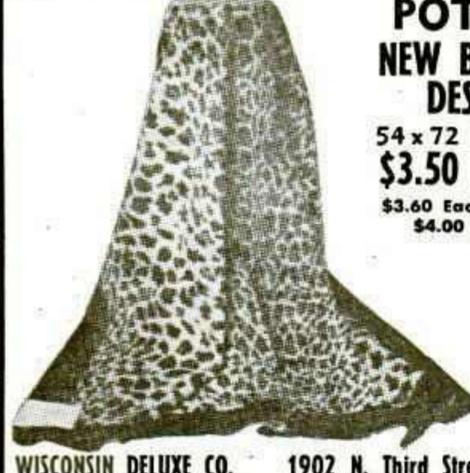
- Brand new watches only
- All watches carry one year's service guarantee certificate
- Wholesale only, no retail.

- Men's sweep second Radium Dial in chrome case with pushpins... \$3.25
- Same: With 7 JEWELS... \$4.25
- SHOCK RESIST: Add 50¢ to above prices.
- CHRONO-STOP with 2 pushbuttons sweep, Radium chrome case with pushpins... \$3.75
- Ladies' (Nurses) sweep second Radium Dial in chrome case with pushpins. JEWEL MOVEMENT... \$4.10
- Same (Nurses): With 7 JEWELS \$4.90
- CALENDAR (for men) JEWELLED sweep second, Radium Dial, with 1 AUTOMATIC WINDOW, in chrome case with pushpins... \$3.95

Dealers only. Send today for FREE catalog. Please state with request that you intend to use any merchandise purchased from us FOR RESALE ONLY. Genuine leather straps 15¢ each. Minimum order, 1 dozen of the same type or assorted.

TRANSWORLD TRADING CO., 565 5th Ave., N. Y. 17

POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET
 54 x 72 Packed 30 to Case
\$3.50 EACH IN CASE LOTS OF 30
 \$3.60 Each in Less Than Case Lots
\$4.00 for Sample Postpaid



Case Lots of 30
 No. 140 TOBAS... \$3.25
 No. 144 Midway... 3.25
 No. 145 Magnet... 4.10
 No. 146 Mingo... 4.10
 15% Than Case Lots, Add 10¢ Per Blanket.
 For Sample Add 50¢ Per Blanket.

Write for our New 1951 No. 61 Catalog now. State business in first letter.

WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

with it since 1907
ENGRAVERS... NO DEPOSIT REQUIRED



No. 100 Men's All Aluminum Idents \$14.40 GR.
 No. 102 Double-Heart All Aluminum Idents \$14.40 GR.
 No. 14 All Aluminum Grab Bag Idents (Not Second) \$9.00 GR.
 No. 751 Signet Ring Adjustable for Size \$7.00 GR.

"Originators of the All-Aluminum Idents"
MILLER CREATIONS 3 PHONES: ESsex 5-8877-8-9
 7739 Avalon Ave. Chicago, Ill. DAY & NITE SERVICE

SEND FOR OUR NEW 1952 CATALOG

SILVER PLATED 32-PC. SERVICE FOR EIGHT
 8 Knives 8 Soup Spoons 10 Sets or More
 8 Forks 8 Teaspoons
 #228B Sample Set \$5.50 Set



34-PC. SERVICE FOR EIGHT
 8 Knives 8 Soup Spoons 10 Sets or More
 8 Forks 8 Teaspoons
 2 Table Spoons
 #208B Sample Set \$6.00 Set

Chest as illustrated
 No. 108B • Each \$1.00
ROHDE SPENCER CO.
 223-225 W. Madison St Chicago 6, Ill.

BETTER THAN EVER COP CALLERS
 Laugh Until You Weep. Always a Good Seller. Direct from manufacturer.



Sample gross, \$12.00; 5 gross lots, \$10.00 per gross. Special price on 10 gross lots. State your business. Money back guarantee.

ELKTON MFG. CO.
 ELKTON, MARYLAND

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

COMEDY M.C.'s, COMEDIENNE, STRIPS, girl dancers, vocalists, come in; send photos; comedy trios, Jaycee Penny, 100 Grand, 4-3677, Waterbury 2, Conn. no10
 GIRL ACCORDIONIST OR STEEL GUITARIST to travel with well organized Western girl unit; must be professional. Write Box #C-463, c/o Billboard, Cincinnati 22, O. oc20
 LEAD TRUMPET, TENOR SAX, PIANO, drummer who plays typical Latin; tenor band; locations; no drinks; state minimum. Box #CH-142, Chicago.
 MUSICIANS WANTED—ALL CHAIR. WILLING to travel; selected work; one-nighters and location. Paul Moorhead Agency, Inc., 777 Ins. Bldg., Omaha, Neb. oc27
 MUSICIANS, ACTORS — DOUBLING SAX, clarinet, trumpet, strings; salary \$50; old-time Western. Show Troupe, Central Hotel, Tama, Iowa.
 MUSICIANS WANTED IMMEDIATELY—All instruments; Southern semi-name tenor band; locations and one-nighters; guarantee salary; wire or write all details. Dave Brumitt Agency, 216 Caldwell Bldg., Bristol, Tennessee, Va.
 PANTOMIME COMICS—MALE FOR DISC show opening soon; TV possibilities; send photograph; experience. Gayety Bar, 9th St., N. W., Washington, D. C. oc27
 SALESMAN—TO TAKE FULL CHARGE OF enrolling students and follow up instrument sales for music store with music studio; steady year-round employment; salary, commission, traveling expenses; no crew work; must be bondable and available for immediate employment; references required; give full particulars in first reply. Write or phone Flood Music Co., 404 5th St., Sioux City, Ia.
 TRUMPET MAN FOR ESTABLISHED TENOR-styled territory band; traveling by car. Contact Jess Gayer's Orchestra, 2023 N. Huston, Grand Island, Neb.
 TRUMPET—ALL LOCATION WORK; GOOD pay; cut or no notice. Wire Jimmy Elynn, care Gen. Del., Tucson, Ariz.
 WANTED—TRUMPET, TENOR, DRUMMER. Work limited territory; home each night; salary Hank Winder 8333 Cass St., Omaha, Neb. no3
 WANTED TENOR—STEADY WORK, GUARANTEED salary; others write Jack Cole, 1125 68th St., Des Moines, Iowa.
 WANTED—ADVANCE AGENT, HILLBILLY Western unit; now working; salary and percentage. Write Maurice Cash, Gen. Del., Zanesville, O.
 WANTED—COMBO TENOR AND PIANO man; must read, fake; cut shows; experienced; Florida location. Leader, Willow Glen Courts, Alexandria, La.

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
 N. Y. DIRECTOR-PRODUCER — DRAMA and musicals; will work out of town. P. C. Freer, 3 Baruch Place, N. Y. C. 2, N. Y. oc20

CIRCUS & CARNIVAL
 PAMAHASIKA'S FAMOUS BIRDS, ALSO the Society Circus Dogs, Pony, Monkeys, Geo. E. Roberts, Circus Manager, Pamahasika Studio, 2504 N. 8th St., Philadelphia 40, Pa. Tel Sagmore 2-5536. 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
 GRADUATE BUSINESS STUDENT WITH Bachelor Arts Degree, desires position with high-class firm, summer months and after graduation, January, '53; drive, outdoor work, but prefer administrative end; can travel; background and references furnished. L. Gilman, 202 Waverly Ave., Syracuse, N. Y.
 NICE YOUNG APPEARING BOY—AGE 21; would like to become a chorus boy; has no experience. Write to Johnny Morris, 19 Church St., Boston, Mass.

MUSICIANS
 A-1 TENOR, CLARINET, BARITONE, piano for top hotel or lounge, combo or name band; mostly locations; age 28; read, fake, transpose; top references; quick reply. Box #C-473, Billboard, Cincinnati, Ohio. no3
 AVAILABLE — LEAD GUITARIST AND rhythm; age 28, draft exempt; doubles bass and also female accordionist and vocalist; also plays rhythm guitar; age 26; experienced in radio, stage and clubs; prefer Western band; dependable; will send photos; state salary. Wire or write Loyie Lee, 811 18th St., Ambridge, Pa.
 DRUMMER — SEMI-NAME EXPERIENCE; sober, reliable; read, cut shows, Latin-American rhythms; prefer location. Jerry Udelhofen, 843 Wall St., Mankato, Minn.
 FEMALE ACCORDIONIST, PIANIST, SOLO-vocist; union; if duo or trio desired can furnish same. Musician, 323 Third, N. E., Atlanta, Ga.
 HAMMOND ORGAN AND DRUM DUO—Play Bach to boogie; Miami preferable; able to cut shows; 3 weeks' notice requested. "K" Lewith, Victoria Hotel, Plainfield, N. J. oc20
 LADY PIANIST, WITH OWN SOLOVOX, desires position in first-class hotel in Florida; college of music graduate; union. Box #C-468, c/o Billboard, Cincinnati 22, Ohio.
 MAN AND WIFE TEAM, GIRL RHYTHM guitar, vocals; man, hot fiddle, also trick fiddle specialties and comedy skits; want to join established Western bands; best of wardrobe, union, sober, dependable; can join at once. Write, wire or phone 276, Fred Stone, care Gen. Del., Lexington, Neb. oc27
 ORGANIST—CAN FURNISH HAMMOND, Experienced dance units, radio, hotels; Southeast only; preferably Florida or Mississippi. Box #C-467, Billboard, Cincinnati, Ohio.
 ORGANIST — OWN HAMMOND; FEMALE, union; available now; reliable; any location. Write Organist, 128 W. Court St., Flint, Mich.

OUTSTANDING ARTIST WITH HAMMOND Organ; attractive lady, tremendous variety, unusual novelties for dancing, dining, entertainment. Serene Cole, 7100 South Shore Drive, Chicago 49, Ill. Saginaw 1-2790. oc20

PIANIST — MALE, SINGLE; UNION; trained musician; all-around professional experience; classic, popular; orchestra; alone; soloist; accompanist; teach. Box #C-472, Billboard, Cincinnati, Ohio.
PIANIST — OUTSTANDING ARTIST, Attractive girl; unusual novelties for dancing, dining, etc.; no vocals; union. Box C-475, care Billboard, Cincinnati, O.
PIANO, PARODIES, PATTER—TOP-NOTCH entertaining pianist; \$100 minimum; publicity, photographs, etc.; immediate answer all replies. Box #C-474, c/o Billboard, Cincinnati 22, Ohio. no3
TENOR CLARINET, VIOLIN AVAILABLE—Locations, go anywhere; hotel type bands, no lead or jazz; experienced, dependable. Floyd Tenhoff, 212 8th, Orange, Tex. oc20
TENOR, CLAR., TROMBONE DOUBLES—Age 30, married, commercial, locations; available October 28. Musician, Clear View Court, West Beach, Biloxi, Miss.
TRUMPET—DESIRES JOB WITH TRAVELING or hotel band; commercial experience; no combos; 20 years old. Bob Stephens, 3801 Brainerd Rd., Chattanooga, Tenn. Phone 2-7971.
WESTERN SWING FIDDLE—YOUNG, Sober, union; prefer radio work; state all in first; go anywhere. A. Perlis, care Gen. Del., Lexington, Neb. oc27

PARKS & FAIRS
 BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer 1041 S. Dennison Indianapolis 21, Ind. oc20
 "ENGAGE" CHARLES LA CROIX, HIGH-class outstanding Trapeze Act. Available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.
 THE WILSON FAMILY COMBINED CIRCUS UNIT, for indoor circus; can furnish 6 acts, including 3 aerial, 1 comedy table rock, 6-dog dog act, 1 contortion act, 3 clowns; these acts are all above the average; the clowns produce real numbers; 6 people for price. Write or wire G. E. Wilson, Mgr., 678 Rutherford Ave., Macon, Ga. no3
 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

NEW!! FAST PROFIT CHRONOGRAPH
 with gold-plated expansion band.
\$6.50



3 DIALS—5 HANDS—PUSH BUTTONS
 Gold-plated comb expan. and mesh band, \$9.95 retailer, each extra 50¢.
 10% Dep., Bal. C.O.D. Samples \$1 extra. Wholesale Only.

B. & B. JEWELRY SALES
 400 Fannin Bldg. Houston, Tex. Phone: CH 7427

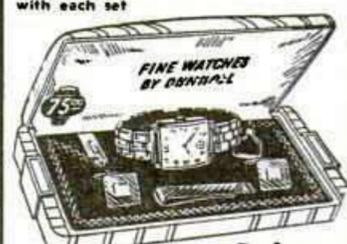
For Fast Selling POPULAR ITEMS
 SEE OUR
NEW CATALOG No. 100!!
 JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

N. SHURE CO. CHICAGO 6, ILLINOIS
 200 W. ADAMS STREET

PLASTER STATUARY
 CARNIVAL—GIFT SHOP—ADVERTISING
 We custom manufacture one piece or a million to your particular requirements at prices that can't be beat. Estimates cheerfully given.
 LARGE SAMPLE ASSORTMENT of our regular carnival and gift shop line available for \$10.00. Cash with order. Shipping charges collect.
 Phone 4611 **ARIZONA INDUSTRIES** St. David, Arizona

JUST OFF THE PRESS!! NEW CATALOG
 for Engravers • Demonstrators Fair Workers
WRITE FOR YOUR COPY OF CATALOG No. 106
 Containing complete selection of engraving jewelry... especially for the engraver, demonstrator and fair worker.
Also CATALOG No. 105
 Contains most everything in merchandise for the jeweler.
 (STATE YOUR BUSINESS)
 All Orders Shipped Same Day Received
BIELER-LEVINE
 5 No. Wabash Avenue Chicago 2, Illinois
 ALL PHONES: Central 6-7966

SENSATIONAL VALUE! Men's WATCH SET
 \$75 retail tag with each set



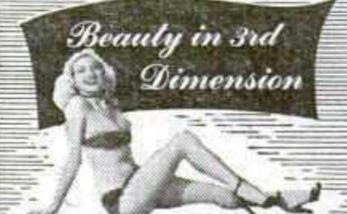
Complete Deluxe WATCH \$9.90 and JEWELRY Ensemble
Deluxe WATCH \$6.30

- Brand new nationally advertised watch, gold plated case and matching expansion band
- Lustrous double-gold plated cuff links, key chain and tie holder
- Large plush lined deluxe gift case
- Written service guarantee
- Copy of \$75.00 retailer
- 5 day money-back guarantee

Wholesale only, 6 watches minimum, \$1.00 additional for samples, 25% with order, balance C.O.D.

BROOKS Products
 92 Liberty Street New York 6, N. Y.

Beauty in 3rd Dimension



A selection of figure studies in breathtaking 3rd Dimension. These pictures come to life when viewed through the magic viewer. Realistic depth and beauty only 3rd Dimension can provide.
 Send 25¢ for Magic Viewer & Samples
 FREE LISTS
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 141 N. La Brea Ave., Los Angeles 36, Calif Dept.-B

Sell Tinselled Xmas Signs



To Stores, Homes, Offices and Clubs. Largest selection of Christmas and year round ultra-blue signs. Mother-of-pearl, metallic foil, metallic streamers and novelties. Marvelous full or spare-time money-maker. Order your samples TODAY!
 TERRIFIC 35¢ TO \$2.00 SELLERS FOR THE CHRISTMAS SEASON!
 2 Metallic Foil Xmas Streamers, 13x48 \$1.00
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Mdse. Topics

New York

Stanley Perkis, of Stanmar Sales Company, Inc., reports the firm has been appointed United States distributor of Nu-Plate, a Canadian silver cream which comes in tubes of three-ounce capacity. The product is said to replate and polish with pure silver worn spots on silver ware. Stanmar says the item may be profitably retailed at \$1 and regards it as an excellent item for mail order, salesmen and demonstrators. Gerry's Creations reports excellent reception for its line of scatter pins and earrings in Atlanta. One recent order for five gross was followed four days later with another order for six gross from the same store. The line has received good reception at the Allentown (Pa.) Fair and other annuals around the country, officials state.

From All Around

Sterling Jewelers is offering the prize and premium trade rhinestone expansion bracelets at \$10.80 per dozen. In velour-lined boxes the bracelets are priced at \$12 a dozen. Leopard design blanket, 54 by 72 inches and packed 30 to the case, is the item currently being pushed by Wisconsin Deluxe Company. In case lots the blanket sells at \$3.50 each. The price is \$3.60 each in lots less than a case. The firm recently announced its new 1951 catalog. American Chewing Products Corporation has announced its cellophane wrapped line of chewing gum in all types and flavors, including bubble gum, as 1, 2 and 5-cent items.

Cinegrill

were built in. It featured the Walter Robinson Duo, which includes personable Mattye Watson and attractive Anna Marie Woolridge. Robinson and Mattye Robinson and Mattye jammed thru two numbers, with Robinson's Shearing-style piano work easy on the ears. His boogie later in the show seemed to warm first nighters' hands more than his opening numbers. Miss Woolridge, an appealing kid, sounded and looked as tho she wanted to give but was deliberately holding back. However, she cut loose just enough to make her listeners wish she would stomp thru just one gut-bucket number. Generally she stuck to standards. Her one novelty, "Don't Roll Those Bloodshot Eyes at Me," went well, but she drew more applause from "Can't Help Lovin' That Man of Mine." Mattye, took off once during each show to prove that she knows what sticks and brushes are for. The house ate it up and wanted more. Chet Spink.

FROM FRANCE

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Salt Lake Event

November 19. A fur show is booked November 25-December 1. Engagements have forced cancellation of boxing and wrestling matches ordinarily staged in that building. Also booked for a long run is the fairground's Lee Model Airport which was dedicated during fair week. Named after Utah's Gov. J. Bracken Lee, the model airport is the only one of its kind in the West. It covers an area some 400 by 600 feet and is located in the grandstand arena area. It facilities are offered for use by responsible organizations without charge.

Cafe Society

Capitol disked tunes including "Pa's Not Here," "Hurry On Down," "That's A Plenty" and a few ballads, all accompanied by her vigorous pianistics, her leers, winks and gestures. Gal kept chatting with the customers, asking what they wanted to hear next, and made numerous asides. Preceding Miss Lutchter was Harvey Grant, a young tenor with an affable manner. Between songs, he kidded management, customers, and himself alike. Sammy Benskin, who introduced Miss Lutchter, provided solid background music with his four-piece ork, and Cliff Jackson, an able pianist, worked the interludes as usual. Gene Plotnik.

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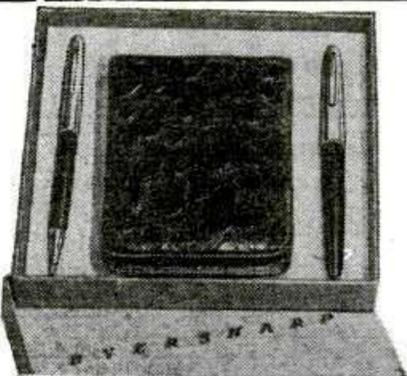
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Pipes for Pitchmen

By BILL BAKER

NET INCOME . . .
of \$4,185 was reported by Fred Ihme, general concessionaire for Detroit's 250th Birthday Festival. Under the arrangement, the city received a third of the net figure or \$1,395. Ihme had the exclusive on novelties at the festival during the 28 days of nightly shows in Grand Circus Park, as well as at the parade July 28. Outsiders were barred and sub-agent rights were restricted to local residents, keeping most professional workers away from the city.

TOM KENNEDY . . .
ace exponent of the pitch, closed a successful two-week run in Woolworth's Fifth Street store, Cincinnati, Monday (15). Tom worked knife sharpeners and glass cutters.

GRADY B. LYNN . . .
is at the St. Petersburg Hotel, St. Petersburg, Fla., waiting until a bed is available at Veterans' Hospital, Bay Pines, Fla., where he expects to be confined for some time. He says he'd like to read letters from Joe Haworth, Jim Campbell, Count Ernie Wiswell, Mary and Madaline Ragan and Jack and Bette Leonard.

GEORGE H. BROOKS . . .
veteran pitcher, comes thru with the following effusion from the fairgrounds at Muskogee, Okla.: "Had my pup tent on the State fairgrounds here and have worked the fair for the past three years for Harry James, of Oklahoma City. I started my fair tour this year at Metropolis, Ill. That was a good stand and from there I headed for the fairs at Newton and Martinsville, Ill., and then jumped into Indiana, playing Logansport, Muncie, Portland and La Porte. All were good. Then I jumped back into Illinois and worked my old spot in Greenup. From there I went to Du Quoin, which proved another good one for me."

"MISSED THE . . .
Sunbrock Rodeo which played Whiteville, N. C., because we're working on a three-day schedule and it makes Thursday our moving day," letters Mrs. Robert Noell, of Noell's Ark Gorilla Show from Calypso, N. C. "Bob visited the show, however, and found that Cody and Cody were with it. They visited our show later in the week and we realized it has been four or five years since we last saw them. In the spring of 1950 we visited the Yerkes Laboratory of Primate Biology at Orange Park, Fla. We told the scientists there how our chimps were trained and they found it hard to believe. We were fortunate in having a young Doctor Hayes show us around the place. It developed that he was the scientist who had taught the young female chimp, Vicki, to say three words: 'Papa, Mama and Cup.' We invited them to come up to Folkston to see our animals work. Only Doctor and Mrs. Hayes were able to accept our invitation and they brought Vicki along with them. The Hayes since have written a book and it is in their agent's hands awaiting publication. They

saw how controlled our huge Snookie is and they added a final chapter to their book about Vickie and in which we are mentioned. I've seen no shows nor pitchmen in this territory. Where is everybody? Lonnie and Kate West took a trip to New York recently."

THE WILCOXES . . .
Betty and Red, pipe from Corry, Pa., that their animal show is doing well with Quaker State Shows. "Red spent last season working for Bob Noell, of Noell's Ark Gorilla Show, and it was Bob who taught Red the business and encouraged Red to go out on his own," Betty advises. "Our show is tagged the Boxing Kangaroo Show. We got a slow start in the spring, working with a circus and then we played independent for seven weeks. After that we joined Quaker State Shows. A recent addition is our white-faced chimp, which we have named Bamboo. After we wind up our fair dates we plan to head for the North Carolina tobacco country where Red hopes to catch the Noell show."

LET'S HAVE . . .
some pipes from the following pitcheroos: William Blumhart, Mary and Madaline Ragan, Si Hart, Harold Watson, Joe Wahl, Morris Davidson, Blacky Kessler, Slim Rhodes, George Michaels, Jockey Ross, Pat O'Day, Clarence Mannion, Haps Moudenhauer, Art Novatney, Jimmy Miller, C. W. Howard, Stanley Naldrett, Chief Black Horse, Jimmie Tucker, Ralph Gardner, Mr. and Mrs. Sid Hirsch, Arthur Ward, Sid Shipman, Kay Libby, Dolly Kearns, Mr. and Mrs. Stevens and Ben Jackson.

H-M Outlook Rosy

Continued from page 52

son and Sa-So, clown boxing. 7—Two Karolis, balancing; Ming Sing, contortionists; the Zoppes, unsupported ladders. 8—Capt. Roland Tiebor and His Trained Seals. 9—Malikova, high wire. 10—Helen Haag's Chimps. 11—Sa-So, Billy Rice, Slim Collins, Ru'be Simonds, Roy Thomas and Company, clown barbershop. 12—The Sydneys, unicycles. 13—Collis, contortionist; Nelson's Trained Pigs; Davidson and Garby, pantomime. 14—Simru's Sky Revue, 12-girl aerial display. 15—Zavatta Riding Family. 16—Les Idalys, aerialists. 17—Baudy's Greyhounds and Monkeys. 18—Clown walkaround. 19—Five Hamid-Morton Baby Elephants. 20—Flying Otaris and Flying Maloks. 21—Exit march.

Morton said the circus would open its 1952 season in Milwaukee February 4, two weeks earlier than usual. The National Bowling Congress is booked into the show place on the org's usual date. Fourteen weeks are already assured and the bookings take the show right into June. There is the possibility that three more dates will be added, Morton said.

Acts Respond

Continued from page 40

have signed contracts and we have many obligations that we must meet and only want to explain this to the so-called AGVA representative. He did not seem to care about any of that. All he was interested in was to have us break our contracts, with no promise of any compensation or protection. This we could not agree to.

"We are, therefore, protesting such uncalled for actions. The Hamid-Morton Circus and the George A. Hamid office has always fulfilled their contracts and obligations to us, and we have always received whatever was due us, and we feel that AGVA should not penalize such reputable organizations as the Shrine temples and Hamid-Morton and they should give protection where protection is necessary. The insurance question does not interest us because we feel that if we want to carry insurance, we can carry it ourselves, and if the Shrine temple and other sponsoring organizations are forced to pay the insurance, we feel it will be taken out of the budget.

"All the performers of the Hamid-Morton Circus will be glad to appoint a committee to explain out position further if you desire."

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...the lowest priced merchandise in the field for the highest mark-up you've ever known

...a full selection of all of the standard gift items — jewelry, toys, watches,

home appliances, dolls; men's, women's, children's apparel; home furnishings; cosmetics and toiletries; in fact, all of the items that show the biggest gift sales year after year

...the newest, hottest novelty merchandise for the unusual in gifts. You capture the imagination, and the business, of the millions who want to give "something different" this year!

Yes, The Billboard's Great Christmas Merchandise Special takes all of the risk and headaches out of your holiday buying... and SELLING! So BE SURE to get your copy of this "most wanted" merchandise issue of the year... coming next week!



This is just a partial listing of the many hot, fast-selling low-priced gift and novelty merchandise you'll find in The Billboard's Big, Valuable Christmas Buying Guide... all with complete descriptions and prices... and hundreds of illustrations!

- Wacky Signs
- Wood Pop Guns with
- INS Model
- by Chair
- Rubber Half Masks
- Rubber Santa Mask
- Santa Mask with Hood and Beard
- Schnoz with Shell Glasses
- Youth Masks
- MECHANICAL TOYS
- Baby Turtle
- Biggie Poodles
- Bucking Jeep
- Camel and Rider
- Cat Chasing Butterfly
- Circus Seal
- Clay Turtles, Wiggling
- Head and Tail
- Covered Wagon
- Lawboy with Lariat
- Jawling Turtle
- Locodile
- Dancing Birds
- Dancing Couple
- Wigs
- Wagon on Wheels
- Wheely on Wheels
- Laying Chickens
- and Duck
- Rabbit
- Juggler
- Fido
- Caballero
- Walking
- phant
- Horse, Rubber
- Steerable
- on Wheels
- Elephant
- ing Elephant
- ing Man
- Jumping Fur Dog
- Large Crawling Baby
- Large Tarantula Spiders
- Lion Teaser
- Merry-Go-Round
- Miniature Baseball
- Gloves and Mitts
- Model Electric Steam Engine
- Monkey Boxer
- Mouse
- Musical Cowboy Ge-Tar
- Musical Jack-in-the-Box
- Musical Monkey
- Musical Square Dancers
- Newsboy with Bell
- Nutty Squirrel
- Ostrich
- Pecking Bird
- Performing Fur Seal
- with Spinning Ball
- Porcelain Man Playing Piano
- Rancher
- Red-Nosed Reindeer
- Ride-Em Cowboy
- Rollover Cat
- Roly Poly Santa Claus
- Running Squirrel
- Sambo the Minstrel
- Santa Claus Sleigh and Reindeer
- Santa on Sled
- Sheriff with Squeaky Nose
- Singing Canary
- Squeaky Fur Dog
- Stevens Kaleidoscope
- Stop and Go Walking Bear
- Struttin' Puppy
- Swimmer
- Tap Dancer
- Trapeze Artist
- Tumbling Fido
- Tumbling Jocko
- Turn-Over Dogs
- Man
- Wading Duck
- Walking Baby Bears
- Walking Bears
- Walking Bear with Fish
- Walking Donkeys
- Walking Elephants
- Walking Peacock
- Windup Auto Car
- Wire Dog
- Yearling
- MEN'S WEARING APPAREL
- Handkerchiefs
- Sox
- Trunks
- T-Shirts
- Undershirts
- MEN'S FURNISHINGS
- Necktie Cases
- MEN'S JEWELRY
- Cuff Links
- Sets
- Tie Clasps
- NOVELTIES, MISCELLANEOUS
- Blowouts
- Comic Buttons
- Crystal Ball Fortune Teller
- Hawaiian leis
- Lancaster Batons
- Lash Whips
- Liquor Labels
- Lucky Penny (Lord's Prayer Inscribed)
- Magic Sign Lighters
- Magnetic Zulus
- Metal Stampers
- Mexican Jumping Bears
- Midget Beer Mugs
- Miniature Pottery Tea Sets
- Never-Drink-Water
- Midget Bibles
- Novelty
- Mysterious Wonder
- Mice
- Pirate Mustache
- Plastic Trombones
- Porcelain Pot
- 3 Piece Hen Family
- Royal Keno Game
- Swagger Sticks
- Tri-Motor Pinwheels
- Twinkies
- Wall Cards
- Warblers
- Wire Puzzlers
- NAMEPLATES
- NECKTIE CASES
- NEEDLES
- SEWING KITS, Musical
- Army-Navy Needle Books
- Gold-Eye Needle Books
- Metal, Automatic
- Needle Dispensers
- OIL PAINTINGS
- Dutch, Ready for Wall
- OPERA GLASSES
- PAPER WEIGHTS
- PENCILS, MECHANICAL
- Boy-Sitting-on-Pot
- Dream Girl, Light-Up
- Floating Doll
- Hollywood Glamour Girl
- Kilroy-Was-Here
- New Floating Boy and Girl
- Professional Electric #3
- PENS
- Ball Point, Visible Ink
- Gold Plated, Tri-Color
- Metal Cap and Clip
- Telescope, Ball Point
- PEN SETS
- Eversharp Envy
- Combinations
- Hooded-Pen-Pencil-Ball
- Point Pen Sets
- Pen-Pencil-Ball Pen
- Flashlight-Knife Sets
- Pen-Pencil-Flashlight
- Combinations
- Pen-Pencil-Knife
- Combinations
- Royal 3 Piece Fancy Cap Set
- PENNANTS
- PENNANT CANES
- PERFUMES
- Charm Perfume Flacons
- Make-at-Home Types
- Purse-Size Cylindricals
- Toilet Waters
- PHOTO SUPPLIES
- Cameras
- Chemicals
- Dime Photo Outfits
- Eastman Direct Positive Paper
- Folders
- Frames, Glass and Metal
- Paper
- Photo Mounts
- Rings
- PILLOW
- Silk Sachet, Perfumed
- PINS, ASSORTED
- DECORATIVE
- Beauty Pins
- Gold
- Pin and Earring Sets
- Pins with Locket
- Combinations
- Silver
- PLASTIC TOYS
- Rocket-Tank
- Tri-Motor Bomber
- PLASTIC TOWELS
- Rayon Plastics
- POCKET NOVELS
- POST CARDS
- Bar Patrons' Novelty Cards
- Comic Cartoon Cards
- Comic (Photo Finish)
- Feather Bird Postcards
- Illustrated Comic Cards
- Red Hot Cards
- POTTERY
- RAZORS
- Oscillating, 22 Carat
- Electric (See "Electric Razors")
- RAZOR BLADES
- Double Edge
- Injector-Type
- Single Edge
- RELIGIOUS PICTURES
- RINGS

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Letter List

Letters and packages addressed to persons in care of The Billboard will be returned in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Allen, Wilbur H. 18c
Bresk, Mrs. Keitha, 6c
Embree, Carrie, 23c
Maser, Jr., Orville Taylor (License Plate) 25c

Menzel, Otto Mrs 55c
Price, Suzanna— 55c
Ross, Jack Photos, 8c
Wood, Frankie Lou, Photos, 15c

Abel, Barnett
Abbott, C. A.
Abramson, Frank
Adams, Dewey P.
Alcott, Fred & Hazel
Alkon, Harry
Allard, Maurice (Graceland Shows)
Allen, Maurice
Allen, Cecil
Allen, Dave (Hagen Circus)
Allen, Rex & M.
Allen, Tex & Mrs.
Amens, Harry
Andrican, C. E.
Annis, Ralph J.
Anthony, Milo
Archer, Mrs. Betty
Arnold, Jesse Monroe
Arnold, Ralph
Atterbury, Bill (Sky)

Badger, C. V.
Bahr, John
Bahner, E. N.
Bailey, Cody
Bailey, Cody (c/o Albert Bailey)
Baker, Miss Bob
Baker, Ray W.
Barbette, Willie
Barfield, Vanda
Barfield, Vanda "Cool"

Baron, Sol
Baxter, Muriell
Bean, Johnny
Beecher, Arden
Beem, John H.
Bell, Fred
Bennett, Robt.
Bernstein, Barbara
Bigelow, Patricia
Biggs, Jos. Burke
Blythe, Edwin
Blumenfeld, Edwin J.
Blythe, Geo.
Boudreau, Kenneth
Boudreau Sr., J.
Brainard, C. R.
Brandt, Betty
Brandt, Leonard
Branholtz, J.
Brantholtz, Wm. D.
Brinkley, Bruce
Britton, Robt. A.
Broefield, Harry James
Brooks, Chas. D. & Marie

Brown, B. C.
Brown, Ervin
Brown, W. O.
Bruebaker, Ernest
Bryant, Howard & Mrs.
Bufkin, Emmitt
Burch, Chas. O.
Burdge, Howard
Burgess, Artie K.
Burridge, Edw
Bybee, J. H.
Calhoun, David
Calkins, Bob "Tex"
Calkins, Fred
Candler, Warren W.
Carter, Dotie
Casey, James P.
Cash, Maurice
Chaffee, Mary Helen
Chapman, Billy
Christianson, Kenny
Christy, Capt. Eugene
Cibull, Pvt. Edw. Thos.
Clark, Mrs. Lillian
Cline, Kenneth
Coffey, Mrs.
Coggio, Clementine

Cohen, Jack & Bea
Cohen, Milton
Cole, Jack
Conley, Mrs. Fern
Connell, Mrs. C. C.
Cooley, Thos.
Cooper, Thos. J.
Corbett, John M.
Cowan, W. D.
Coward, Mrs. Frank
Cress, Pearl
Crocker, Miss Lee
Cummings, Mr. & Mrs. G. W.
Cunningham, B. C.
Cunningham, Jimmy
Daugherty, Don
Davis, Ed C.
Davis, Ches
Davis, Peggy
Davis, Virginia
Deane, Monies
DeGroot, Richard
DeLancey, Gerda
DeMatee, Gerda
DeWold, Freida
Deese, Mrs. Gloria
Demetro, Frank
Demetro, John
Demetro, Steve
Demetrick, Carl
Denise, Terry
Dennis, Hayward
Dickman, Bob
Dion, Bob
Dionne, Ed C.
Dixon, Clarence
Docen, Clarence
Dolan, Ray
Donnelly, Russell
Donohue, Linda
Donohue, Lola
Donovan, Mrs. Ann
Donovan, Mrs. J. Bob
Dorner, Art & Babe
Dougan, R. A.
Drake, Mrs. James
Drake, Robt. & Little
Jeanie

Drew, H. D.
Drifly, Kid
Duffait, Ronald
Duffy, Blanche
Duvall, Gerald G.
Eaton, Mary Lou
Eddy, Mrs. Samuel
Edwards, Jack
Emond, Geo.
Estridge, C. C.
Exler, Jos. & Violet
Exline, Emmett D.
Fagan, Chas.
Fay, Frenchie
Fields, Marsh
Fingars, Marsh
Fineto, Mrs. Tony
Fisher, George
Fisher, Jack
Fox, Walter B.
Francis, D. J.
Francis, Dave & Mrs.
George, Jos.
Gallamore, Wm. S.
Gambone, Felix
Garner, Floyd E.
Garrett, Winnie
Garrison, Chester G.
Garrison, Wayne
Garvey, W. R.
Gauvreau, Delphus H.
Geiger, Rudolph J.
Gennusa, Benj. & Mrs.
George, J.
George, Norman Dale
Gephart, James A.

McInnes, Jim
McKnight, C. H.
McLane, Mrs. C. E.
McLane, Mrs. Ora
McLemore, Mrs. Leonard
Macaluso, Mrs. Darline
Madigan, Edward P.
Mandell, T. M.
Mangum, John E.
Manno, Joseph T.
Marchand, Mrs. Noah
Marks, John
Martin, Kurt
Martin, Robert A.
Mason, James S.
Masone, John H.
Massingale, George
Maynard, Gilbert
Maynard, Mrs. W. W.
Mayo, Bill & Mrs.
Meigs, Wade W.
Mende, A. P.
Mesplet Jr., William
Metzner, Marty
Meyer, Robert S.
Merrill, M. W., & Mrs.
Middleton, Hal
Migrothy, Marion & Mrs.
Mitchell, Green
Mitchell, Tannis
Molde, John
Montague, Duke
Moore, C. E. & Mrs.
Moore, Eddie
Moore, Mrs. Irene
Morgan, Donna
Morris, Allen A.
Morris, Robert
Morton, Carlton V.
Moser, Floyd
Moyer, Edward
Moyer, W. W.
Mullins, Larry
Murphy, K. C.
Nelson, K. Calvin
Nemeth, Mrs. Sadie
Newton, Harold
Newton, Robert
Nortrupp, Joanne
O'Connell, Joseph A.
O'Dell, Larry & Mrs.
O'Mara, Patrick T.
O'Riley, Jimmie
Oleary, Big Mike
Oliver, Johnnie
Owens, Mrs. Olla Mae
Palmer, Richard
Pardee, E. C.
Parker, Harry A.
Parks, Ted
Parks, Dale
Pasternak, William J.
Paulus, Paul & Mrs.
Paulus, W. E.
Pearson, Howard
Pearse, John, & Mrs.
Pean, Shirley
Perry, Jack J. (Mgr. Perry Shows)
Phillips, Peter
Phillips, G.
Phillips, W. G.
Pierce, Mrs. George
Piland, Granville
Platt, Jack (Jitterbug)
Pontico, Louise
Porache, Joe
Powell, Charles M.
Presson, Phil & Mrs.
Price, Mrs. Martha
Priddy, Francis
Quigley, Joan
Quinn, John (World of Pleasure Shows)
Rawlins, Mrs.

Rafner, Ford E.
Reaves, Tommy
Reilly, Mark P.
Renton, Al
Reno, Thomas A.
Richard, R. W.
Rieder, Laurence P.
Riffel, Mrs. Lewis
Roberts, Millard & Mrs.
Roberts, Phillip
Roehman, Albert
Roehman, Edward W.
Ross, Joe
Scott, Frances
Seglin, Mack
Sevich, Pete
Sexton, Lillian
Shafer, Jon P.
Shaw, Babe Rosella
Sheets, Billy
Shehan, Ed
Shenk, Elly
Shenard, C. E.
Shields, Thomas O.
Shields, Bill
Shoemaker, M. E.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 19, N. Y.

Beattie, Robert
Berkowitz, Benjamin
Black, Jr., Mr. & Mrs.
Calkins, Texas Bob
Crawford, John A.
Davis, Stanley A.
Day, Darlene (or Lane, Darlene Dobbis)
Fridkin, Bob
Fulton, C. Stanley
Gordon, Loreta
Harrington, William
Hoffman, J. G.
Hopkins, Paul R.

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McHenry, L. C., & Morton, J. M. or Ruth, 6c

Ackley, James W.
Akeman, Ted
Allen, Robert
Allen, L. C.
Anderson, W. L.
Armstrong, Jo-Ann
Ashbury, Howard
Ashaw, Harry E.
Bean, Jesse
Bebee, Genevieve
Beche, R. W.
Bell, Fuzzy's Quality Studios
Bell, Adron
Benert, Walter
Black, Mr. & Mrs.
Blackwell, R. B.
Boone, John B.

Childs, C. W.
Chunas, Mrs. Mae
Coggio, Joseph
Coker, W. L.
Collins, Mrs. H. L.
Crowell, Sam (Wild)
Cuddy & Erickson
Curtis, Mrs. Marvin
Danley, Charles E.
Daley, Frank
Darlington, Cyrus W.
Davy, Mrs. Jack
Dennend, Mrs. James
DeWitt, Ted R.
Ditton, J. R.
Drake, Joseph
Duffy, Roy T.
Duffy, the Painter
Dungan, Bobby Lee
Edwards, Mr. & Mrs. R. C.

Ellis, Frank
Evans, Miss Annie
Fleming, Tom
Frenzel, M. E.
Fulton, Geraldine
Fuzzy's Quality Studios
Gilbert, M. W.
Gould, Ed
Gowdy, Pamela
Groves, William
Hadsall, F. L.
Hager, J. Russel
Hall, Edward L.
Hammonds, Dallas
Hancock, Ronald Ray
Harr, D. H.
Hart, Mrs. W. H.
Hart, B. C.
Haven, Mrs. Helen
Haven, Wyan J.
Hill, Miss Betty
Hook, E. R.
Howard, Mrs.

Hoy, Joseph E.
Hughes, Tom
Hutton, Rebecca
Jarvis, W. M.
Jivided, Paul E.
Johnson, Robert Dale
Jones, Josephine C.
Joyfield, Frank
Keller, Donna
Kilby, Billy Marvin
Kimball
King, Marc H.
Korie, Jack
Krieger, Albert
Lacey, Mrs. Ciddessa
LaVell, Frank X.
Laurent, Rusty S.
Leggett, James R.
Lynn, John J.
McCormick, Charles H.
McCormick, James V.
McClanahan, D. W.
McDaniel, Mrs.

McWilliams, Mr. & Mrs. E. C.
Marba, C.
Marba, Pete
Martin, Mr. & Mrs. L. E.
Marton, J. M.
Mathews, Sport
Mitchell, Marty
Mitchell, Otto
Morgan, C. R.
Morgan, Donald
Morgan, Lorne
Murphy, George N.
Nelson, Mr. & Mrs.
Nolte, Irwin E.
Nunn, Tommy
O'Hearn, William
Osborn, Linwood
Ernest

Taska, Charles "Chuck"
Taska, Helen
Taylor, Dick
Taylor, Chester
Taylor, H. Sam
Taylor, Mrs. W. E.
Templeton, Ralph
Teaske, Mrs. Mary
Thomas, Mrs. Bernice
Thomas, Frederick A.
Thomas, Col. Harry
Thomas, Mrs. Mary
Thompson, Mrs. Robert
Thompson, Mrs. Johnny
Thornton, Geoffrey
Tilghman, Earl
Tobey, Allen
Tracy, Gilbert
Tunick, Shirley
Tuttle, Clyde
Ullman, Joe
Unthank, Wilbur F.
Usher, George
Utah Exposition
Vagge, Milo & Mrs.
Valo, Andrew
Van Ness, Kenneth & Porache, Joe
Van Voret, Freddie
Van Woren, LeNora
Walbat, J. D. (Cooky)
Vette, Madeline
Vondiver, H. C. & Mrs.
Walke, Kenneth R.
Walker, Jack & Mrs.
Wallace, Doc
Ward, J. Robert & Jullenne
Washburn, George H.
Waterman, Margie
Watt, S. West, George
West, Harry & Mrs.
West, J. M.
Wheeler, Lee
White, Thomas
Whitfield, John D.
Williams, Mildred
Williams, Eva M.
Williams, Mrs. Q. C.
Williams, Mrs. Rebecca L.
Williamson, Thomas H.
Wilson, Dick
Wilson, Loyd
Wilson, "Mickey"
Wilson, Sandra
Wintors, Alice Tyrell
Wintors, James W.
Wood, H. C.
Woodward, Mrs. J.
Worthington, Kenneth
Wray, Ross
Wright, John & Ella
Yates, Tex & Betty
Yeley, Lester
Yennie, Harold
Yohan, Wm.
Young, Ernie
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"Rutile," not an imitation diamond, but a man-made "Gem" in a class by itself. It is clear in color and has much more brilliancy than a diamond.
\$10 Men's 14k gold mount—\$12 additional for Tiffany style setting.
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Chicago's Largest Watch Rebuilders

Senate Clears Salesboard Definition in Johnson Act

WASHINGTON, Oct. 13.—The Senate Interstate and Foreign Commerce Committee this week issued a report to the Senate clarifying its definitions of salesboards as included in the Committee's recently discharged bill to widen the Johnson Act banning interstate shipment of gaming devices.

The new bill, S. 1624, revises not only the Johnson Act but also the long-standing lottery law, the committee stated. The lottery law is amended "to include within its prohibitions other gambling devices, and punchboards and pushboards designed for gambling," stated the committee, adding that the new bill also extends "the present ban on broadcasting lottery information relating to other gambling enterprises." The bill "broadens the controlling definition" in the Johnson Act, the committee pointed out.

Olympia, Miami

Continued from page 41

"Because of You." But when she devoted the mid-section of her spot to a reprise of Uncle Gus Edwards' tunes, along with pitches for audience participation, it fell flat.

Even less of a reception was accorded Al (Fuzzy) St. John, Western pic character actor, backed up by an instrumental quartet (electric guitar, conventional guitar, fiddle and bass). St. John's attempts at comedy patter met with a big hush, and neither did the Western-type music score.

Par for Others

The three other acts on the bill are up to par for entertainment here. The opener was roller-skater Dolly Barr, with neat waltzy turns and intricate acros for a good hand. Following was Stan Kramer and Company, giving out with cleverly-executed puppet routines. He has a fast-moving act that should garner approbation in any spot. Comedy ballroom dancers Patrice Helene and Jan Howard closed the bill in slick fashion and garnered plenty of applause. Les Rohde's house band did the best they could under the circumstances.

Pic, "That's My Boy."
Herb Rau.

The Committee report, written by Chairman Herbert O'Connor (D., Md.) of the Senate Special Committee Investigating Crime, explained that a new subsection has been inserted in the revised bill "to qualify the absolute ban on punchboards and pushboards" originally contained in the bill. "The Committee," stated the report, "was convinced, by testimony taken at its hearings, that there is a valid distinction between boards manufactured as out-and-out gambling devices and amusement types, such as quiz boards.

"The former, according to the findings of the Crime Investigating Committee, have been frequently used like slot machines and other 'location' gambling devices, by racketeering gangs who force them on retail outlets, sometimes by terroristic methods, as a means of collecting tribute. The latter, however, are innocuous and wholly incapable of any significant gambling or gangster use; the committee feels that possible end use, thru alternation of in-

nocent types of boards by distributors or locations owners, is a problem remote from the interstate responsibilities of Congress, and one appropriately left to local enforcement authorities.

"The two are separated by means of a carefully worked out definition. The basic functional distinction is that gambling boards must have numbers or amounts on each slip punched, while game and quiz boards have only a numerical (i.e., consecutive numbering) to an accompanying answer sheet, or, in some type, no numbers at all, on the slips. This test is used, the additional safeguard, to avoid ingenious evasions, that the latter must be 'designed and manufactured primarily for amusement purposes' to fall within the exclusion."

The Committee stressed that the wording has been revised "to make it plainer that only devices structurally and functionally similar to punchboards and pushboards are intended to be included."

Alhambra, Paris

Continued from page 41

not an established star, and a foreigner at that, he might as well resign himself to ultimate failure. However, there are exceptions to the rule, and Leo Fuld is it.

In this cinema-variety house, smack in the midst of the most isolationist quarter of Paris, the singer-comedian, on of all things a Monday night, brought the house down in an ovation rarely given the biggest French stars.

From Fuld's walkon till his final encore, he had complete command. Fuld did a jazz version of "Two Loves Have I," a takeoff of Josephine Baker, and "La Vie en Rose," all in a strange mixture of languages. His funniest number was a hectic production of a Yiddish song with the accompaniment of Henry Gold and a stooge called Little Jacky, while assorted characters, including an artist painting Fuld's picture, and a pretty girl chased by a man, race back and forth in front of an undisturbed Fuld.

The show was emceed by a good looking brunette, June Lucky, who danced in and out in various costumes.

"The Pigall Trio," an apache dance act, did only fairly.

Leo Fuld, in for another three weeks, is solid enough to stay indefinitely. Anne Michaels.

Havana-Madrid

Continued from page 41

broken but today it's amusing. She works fast in a big voice, sells personality in a fiery unabashed manner to enthusiastic mitts.

The Carribeans, two boys and a girl, do a series of inflammatory Latin dances that held them spellbound. The gal is stacked and moves with an exciting grace. The boys were deft.

Alfredo Landon and three midgets, a South American acro act, recently caught at the Palace, did hand to hand and balance bits in good style. One of the midgets was the understander while boys went into a three high—the first time a three high could be done under an 11-foot ceiling.

Tony Moro, production singer, a good-looking lad, showed an impressive voice in Latin songs plus a couple of pops. La Minerva, Latin bouncer, contributed her torso squirms to the show.

The productions had some extravagant costume, possibly too extravagant for the room. The kids tried hard, but it was the costumes that made them. The three showgirls wore net outfits with appliques that indicated rather than hid certain anatomical portions.

Bartolo Rhumbas played the show. Mendez band relieved. Bill Smith.

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A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill. oc20

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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

FOR SALE—10 RCA COIN-OPERATED Radios, 5 2-column Stamp Machines; make offer. Box 114, care Billboard, 1564 Broadway, New York 19, N. Y.

FOR SALE—HEADQUARTERS FOR ALL Bingo type games: ABC, \$275; Lite-A-Lines, \$275; Five Stars, \$250; we will buy Bright Lites; write us. W. E. Keeney Mfg. Co., 5229 S. Kedzie, Chicago. no10

PENNY ARCADE FOR SALE IN WICHITA, Kan.; tip-top condition; age and health reasons; also a few extra arcade pieces; write for particulars. H. E. Loebbeck, 150 N. Main, Wichita, Kan. oc20

REAL LOW PRICES—U-SELECT-IT CANDY Bar Machines, \$17.50 ea.; Counter Model, 6-column, quarter operation; Cigarette Machines, \$17.50 each; also real low prices on all other makes. Write what you have to sell. Harris Vending Co., 2717 N. Park Ave., Philadelphia, Pa. oc27

SEEBURG POSTWAR 5¢, 10¢, 25¢ WALL Boxes; wireless and 3 wire, \$40; Counter Brackets; Seeburg 1947 Hideaway, \$200; 1947 Hideaway, \$235. A & A Amusement, Macon, Mo.

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STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Veedeo Sales Co., 214 Market St., Philadelphia 3, Pa. L.Oc27 7-1448.

STAMP MACHINE FOLDERS AT LOWEST prices; send for samples and prices. Braun Manufacturing, 171 E. 92d St., New York 28, N. Y. del

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for samples and prices. Flatto Mfg. Co., 5436 S. W. 8 St., Miami 44, Fla.

WANTED X-RAY POKER — POKERINO any condition; give details of condition and best price. Write James Travis, 204 N. 3d St., Millville, N. J. oc27

WANTED — COIN-OPERATED RADIOS; complete information first letter, please. Box 2C-469, c/o Billboard, 2100 Patterson St., Cincinnati 22, Ohio.

WANTED — GROETCHEN IMPRESSES, BAKER Kicker and Catcher, Heavy Hitters and Close-Out Salesboards. Stewart Sales Co., 2120 S. State St., Salt Lake City, Utah.

WANTED—USED CIGARETTE VENDORS, National 9/30 and 9/30. Write, wire or phone Spaulding 2-1481. Keifer Vendors Co., 3730 W. Division St., Chicago 51, Ill. no3

WILL TRADE TURF KINGS (LIKE NEW) for Music, Cigarette or any other Coin Machine Equipment. Runyon, 123 West Runyon St. Newark 8, N. J. oc27

5 VENDORMASTER KLEENEX MACHINES with bases; vends 5¢ pocket pack; used one year, like new, \$25 each. Keith Humbert, G4390 E. Mount Morris Road, Mount Morris, Mich.

Park Ave. Lounge

Continued from page 41

Miami stand-bys. He's also one of the few entertainers who can relate the same anecdote, or sing the same special-lyric song, night after night and year after year and get away with it. Similarly he's the first to give healthy plugs to the guy who writes his material; in this case, Eli Bass.

New Routines

Bass' new routines—as expostulated by Farrell—includes a "musical comedy" takeoff on "Guys and Dolls" titled "Guys and Dolls," but this one doesn't measure up to his terrific "North Atlantic" number of last year. The biggest and best of all is another one based on the Texaco song in the Berle TV stanzas. With Farrell at the piano it tore down the packed house. He's also got a boffer about eating "smorgasbord with a Swedish broad," sung to the tune of "Too Young."

Other Acts

While Farrell may be the whole show for most of the crowd, three other acts are presented on the bill. Opening is baritone Jose Duval, a guy who looks like Frank Sinatra and sings better-than-average selection of songs. He got a fairly good hand. A heftier mitt went to Leonardo and Anita, ventriloquists-puppeteers, who recently closed at the Olympia Theater here. Leonardo has his puppets smoking cigarettes and blowing bubble gum and finishes with seven dummies popping their heads out of a table top. He's a clever craftsman, but his comedy material can be improved.

Music is furnished by the Continentals Trio, who back up Duval okay and also get in the spotlight for a stint of their own which they handle in slick manner. Pianist-leader of the group, which includes violin and bass, is Earle Barr Hanson, who is also musical director for WIOD, local National Broadcasting Company outlet.

Herb Rau.

National-Scala

Continued from page 41

number, which got them off to big hand.

Peanuts Holland, American trumpet player, has been held over for his second month and scored a bigger hit than at his first showing, since he now does part of his act in Danish. He opened with trumpet and vocals of "Just a Gigolo" and wound up with a Danish pop selection, which he jazzed up on the trumpet and then segued to lyrics in Danish which were a trifle wobbly but pleased the table-sitters.

Others on the bill included the Cardinals, attractive young girl and boy novelty duo, who are not only top-bracket xylophonists but are equally talented as tumblers. Also Karl Dall sold his songs with apparent ease. His voice tho powerful was pleasing. He was a smash hit.

German Eccentric

Alex, a German eccentric, bore a remarkable resemblance to Bobby May, American juggler. An excellent performer on a rolling globe, he concentrated on comedy and wowed them with his purposely clumsy antics and terrific pratfalls. He closed doing a violin solo, while wobbling on the globe set up on a table.

Henry Carlson, well-known Danish songwriter, not only did a good job in presenting the various acts, but stops the show in next-to-closing spot.

Per and Poul, dead-pan comics as well as talented equilibrists, larded their difficult hand-to-hand, head-to-head and other good balancing stunts with nice bits of good comedy. They wound up with an unusual one-arm perch routine to a big hand.

Aage Juhl Thomsen's orchestra did a good job show-cutting. Otto Franker's ork, with vocalist Harry Felbert, plays for dancing.

Ted Wolfrom.

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MCMC Convenes First Annual Meet; See Heavy Op Turnout

OMAHA, Oct. 13.—With an expected turnout of operators from more than half of the 48 States the Midwest Coin Machine Convention convenes here Monday morning, with music, games, shuffleboard and premiums dominating the two-day meet. Stressing the importance of the MCMC as a music show will be the Music

Operators of America board of directors mid-year meeting which will be held at the Paxton Hotel here Wednesday (17) following the closing of the convention Tuesday.

On the business side of the convention, operators will gather Monday and Tuesday in general meetings to discuss such matters as 10-cent play, equipment availability, play promotion, and general operating problems. Too, each of the six sponsoring organizations will hold their own States meetings Monday from 2 to 5 p.m. Officers and members of the board are scheduled to convene Tuesday at 3 p.m. at which time it is expected a 1952 convention site and dates will be approved.

At the general meetings, speakers will include heads of the various State organizations as well as officers and directors of the MOA. George A. Miller, president of the national association, will not only participate in the regu-

lar convention sessions, but is also scheduled to give the main address at the banquet Tuesday night at the Birchwood Club.

While formal business will be conducted during the regular meetings, operators report they are looking forward to an opportunity to meet with their distributors and factory representatives to get a line on the production and availability of new equipment in the coming months. While most manufacturers will be represented at the convention by their distributors, many factories will send a representative to the meeting to assist distributors in showing new equipment, and also in answering operator questions.

Among the new products to be unveiled at the show are United's Country Fair, Gottlieb's Rose Bowl, and the new Evans' phonograph (see separate story this issue).

The trend towards closer co-operation between record com-
(Continued on page 75)

Game Prices Up, Music Down In Used Marts

CHICAGO, Oct. 13.—Slightly higher prices on several amusement games and some reductions on music equipment were the main developments this week in The Billboard's Index of Advertised Used Machine Prices (appearing elsewhere in this issue). Meanwhile, the number of vending and arcade piece listings increased for the second consecutive time. Previously, both were in a downward trend in units offered for sale.

Most of the higher game quotations were up from \$5 to \$10, but others showed increases of as much as \$42. In general the units offered at higher prices were two to three years old and were built with conventional-type five-ball
(Continued on page 75)

Ship Gottlieb Rose Bowl Game For Showings

CHICAGO, Oct. 13.—Rose Bowl, a new five-ball game with a football background, was shipped this week to distributors by D. Gottlieb & Company. It features rotation scoring, a new type playfield and a variety of combination plays.

Rose Bowl play begins on a mystery note. As soon as player inserts his coin a number ranging from 12 to 17 lights up on the backglass. This represents the number of touchdowns the player must register to gain a replay and varies with each game. For instance if 12 appears at the outset, the player must make 12 touchdowns to assure replays. For each touchdown he makes over 12 another replay registers up to 17 touchdowns. On the same basis, if 14 is the key number at the beginning of a game, the player must make at least 14 touchdowns to get his first replays.

Touchdowns can be made in several ways. One is to make the 1-8 rotation bumper sequence. This lights up a center kickoff pocket for replays. Other replays may be registered by two outside
(Continued on page 30)

NPA Warns Manufacturers To File for Allocations

WASHINGTON, Oct. 13.—In an announcement affecting the entire coin machine industry, National Production Administrator Manly Fleischmann this week warned manufacturers that unless they immediately file for steel, copper and aluminum allocations in the first quarter of 1952, they will face serious difficulties in obtaining these scarce metals.

Application forms for first-quarter 1952 allocations were mailed to known metal-working firms September 10, with instructions to return them by October 1. Fleischmann said, "Mills," he added, "are not required to accept authorized controlled materials orders unless they are placed within the prescribed lead times."

Meanwhile, bigger aluminum supplies by the close of 1952 were forecast this week by the Department of Commerce. Barring production slow-downs by droughts or strikes the new pot lines and other aluminum facilities coming into activity will begin to brighten the aluminum picture soon. After finally recovering from a drought-induced power shortage, every pot line in the Northwest is now running at capacity, Commerce experts stated. Manufacturers were advised by the department to use quarter-inch aluminum sheet, for which rolling facilities are plentiful.

ASLI Sets '51-'52 Sights; Double League Play Aim

UNION CITY, N. J., Oct. 13.—American Shuffleboard Leagues, Inc., thru Executive Director Don Freeburg this week announced competitive plans for the 1951-'52 season aimed at doubling last year's total of 105 leagues in 14 States. A new low-cost plan plus a system of sanctioning by leagues instead of by individual players is expected to be the key factors in making the new program the most interesting in the history of ASLI.

The basic structure of last season's ASLI plan will be retained, but a virtually complete revision in the administrative set-up will account for a noticeable reduc-

tion in sanction fees. By eliminating a large share of office procedure and thru the mailing of competition kits as a single unit directly to league secretaries much expense has been eliminated, ASLI officials emphasized.

Sanctioning of individual leagues will be handled in two phases. First the secretary must

MARKED COINS CATCH THIEF

DETROIT, Oct. 13.—Home-made substitute slugs proved the undoing of a thief at Grand Rapids, Mich. The Rip Van Winkle Tavern was robbed during the night, but part of the cash loot included some coins tipped with a spot of red paint which are used by staff employees in playing shuffleboard.

Result was apparent when the police came on the trail of the spotted coins. The thief was readily tracked down as he left his own trail when spending the money.

NEAT PACKAGE

New Premium Idea Proves Hit in West

SALT LAKE CITY, Oct. 13.—A new 8-premium package used as prizes with shuffle games is drawing big returns for operators in the Intermountain West, according to Dan Stewart, Dan Stewart Company.

Prizes are awarded for high scores won on the alleys, on a spindle pull tab system. The tab method of awarding the premiums for high score is particularly popular with tourists and traveling men who make high scores but are unable to be present on drawing nights.

Included in the premium package are three DeLuxe Bar Accessory sets, three attractive club bags and two "Flying" Disc games. Spindle and games go for a package price of \$56.

Shuffle alley players who qualify for prizes on high score are allowed to pull a tab from the spindle for a prize instead of being present at a specific time for a drawing.

The pull tab system, coupled with the lure of the attractively packaged and good-looking prizes, has proved a hypo to the game business, Stewart said.

LEWISTON OPS ASK: FOR WHOM THE BELLS TOLL?

SALT LAKE CITY, Oct. 13.—Bell machine operators faced a system which apparently works, devised by two Las Vegas, Nev., men and approved in Lewiston, Idaho, by the chief of police.

Seven jackpots in 45 minutes for a net of \$210 were won by Daniel Foster and his partner, John Pugh, in one Lewiston establishment. A reporter on the Lewiston Morning Tribune said he watched Foster "work his system" with "startling success" Tuesday. Lewiston Police Chief Robert O. Flood, who said he investigated the two men's playing habits, found nothing wrong.

Bell machines, legal in Idaho on local option, are licensed in Lewiston. The city collects tax revenue on the machines.

Pugh told the reporter the success of the system is due to timing. Further details were not disclosed.

United Begins Initial Output On County Fair

CHICAGO, Oct. 13.—Initial output on a new-type, five-ball game, County Fair, started this week at United Manufacturing Company here. Built with a varied arrangement of knockout pockets, regular bumpers and kicker bumpers, the game is made without flippers or flipper control buttons.

Basic idea of the game is to advance animated horses or selections across a finish line in a simulated race with five balls or less. They progress by dropping a ball in one of several knockout holes, hitting a bumper, or dropping the ball in a saucer hole. There are five numbered horses. Each advances only when its corresponding numbered bumper is lit or when the corresponding number is lit and a ball drops in a knockout hole with a number which matches a horses' number. A lighted bumper hit advances a horse or selection once. A ball, dropping in one of the top-num-
(Continued on page 82)

New 10c-Play Bowler Introduced By Edelco Mfg.

NEW YORK, Oct. 13.—Star Bowler, a new skill game produced by Edelco Manufacturing, Detroit, was introduced here this week by the Mike Munves Corporation. Designed for both arcade and location operation, the game is being distributed in the East by Munves and Runyon Sales, and in the Midwest by S. L. London and Atlas Music, according to I. Edelman, Edelco president.

Fitted for dime operation, the 11-foot game utilizes a 20-30 scoring system. Wooden balls are used as skill pellets and depress roll-over bars to score points. Large illuminated bowling pins are situated on a net-enclosed shelf over the rear of playing field. Surface of the field is a cork composition to cut down noise.

Star Bowler lists at \$425, said Edelman. It may be played by one or two persons at a time.

Sen. Group Issues Bill Intent Report

Aimed at Clarifying Gaming Device Definition, Extending Johnson Act

WASHINGTON, Oct. 13.—The Senate Interstate and Foreign Commerce Committee, in a formal report this week on its recently discharged bill to extend the Johnson Anti-Gaming Machine Act, declared the committee's latest legislation is intended to broaden the definition of mechanical gaming devices. (See separate story in Salesboard Section in this issue.)

The committee declared that the Senate Special Committee Investigating Crime had found the Johnson Act, designed to control the interstate shipment of gaming machines, "was being flaunted because the controlling definition therein was over-technical."

"The prohibited machines," stated the committee in this week's report, "had either to contain a 'churn or reel with insignia thereon' or be operated by means of the insertion of a coin, token or similar object."

"New machines, designed to avoid these criteria, appeared almost at once," the report continued. "Moreover, the Crime Investigating Committee was impressed with the adaptability of certain types of pinball machines as perfectly equivalent substitutes for slot machines. These can be

constructed to pay off in cash, like the slot machine, or to record amounts won by the device known in the trade as a knock-off button, so that the operator and the location owner have a precisely recorded basis for dividing the profits from the machine. The committee feels that a general description of all mechanical devices of this type, including, at the suggestion of the Crime Investi-
(Continued on page 81)

Bow Williams 5-Ball Game Spark Plugs

CHICAGO, Oct. 13.—Williams Manufacturing Company has started deliveries on Spark Plugs, a new skill amusement game with animated racing horses.

A single-coin nickel-play unit, Spark Plugs has a wide open playfield with six rollover switches and a change selection button at the top, six kicker
(Continued on page 80)

Harmon Names 6 Sales Mgrs., Skeds Showings

Starts Production On 4-Flavor Hot Beverage Vender

CHICAGO, Oct. 13.—Frank Q. Doyle, vice-president in charge of sales at Harmon Enterprises, Inc., announced the names of six regional sales managers this week and initial production of the firm's four-selection hot drink machine.

Sales managers and areas they cover are Jack Chalcraft, Mobile, Ala.; W. B. Punton, Milwaukee; William MacFadden, New Jersey; Norman Rothschild, Los Angeles; Fred N. Pierson, Kansas City, Mo., and Henry Windt, Indianapolis. Additional appointments will be made soon.

Doyle also announced appointment of George Smith as head of firm's field service department, with Robert Fay, assistant, to work out of Chicago.

With vender production now under way, first models will be in sales managers' hands by the last week in October for a series of regional showings, according to Doyle. Dates of individual showings, preceded by an exhibit in Chicago in mid-November, are to be announced later this month.

Earlier Kansas City showings of the Harmon vender were postponed because of production delays, it was reported.

Chi Firm Builds Beverage Unit

CHICAGO, Oct. 13. — Modern Refreshers, Inc., here announced production on its manually operated counter beverage dispenser known as the Buckingham. Firm has appointed Trans-World Trading Corporation as world export distributor.

The Buckingham will serve non-carbonated drinks. It measures 18 inches in diameter and stands 30 inches high. Capacity is 12 gallons. With its 1/4 h.p. compressor, which uses Freon 12, it can cool beverages from 75 degrees to 42 degrees in less than five minutes. Other physical features of the dispenser include its stainless steel, quick draw faucet and the spray illuminated light which shines on beverages which are visible to the patron in a fountain effect.

Modern Refreshers has headquarters at 1812 West Hubbard Street. Howard Pretzel, president, was at one time a vending machine distributor and later manufacturer's representative for several vending companies. Trans-World is headed by Joe Calderon and has offices at 55 West Washington Street, Chicago.

FOOTBALL GAME, BUFFET PREFACES '51 NAMA MEET

CHICAGO, Oct. 13. — A pre-convention "kick-off" for members and guests of the 1951 National Automatic Merchandising Association convention will be attendance at the Cleveland Browns-Philadelphia Eagles football game, Cleveland Municipal Stadium, 2 p.m., Sunday, November 11. NAMA announced it has reserved a special section on the 30 to 40 yard lines for the conventioners who are football enthusiasts.

After the game, five candy companies will host operators at a buffet-cocktail party from 5 to 7 p.m. at the Auditorium Hotel Chalet. Co-hosts of the party are Paul F. Beich Company, Hollywood Candy Company, Walter H. Johnson Candy Company; Mason, Au & Magenheimer Confectionery Company and Wilbur-Suchard Chocolate Company.

NAMA REWARDS MEET VISITORS FOR PROMPTNESS

CHICAGO, Oct. 13.—On-time arrival at each of the convention talks during the 1951 National Automatic Merchandising Association meeting November 12-15 in Cleveland will make the attendee eligible for daily attendance prizes, convention and exhibit chairman Tom Hungerford reported this week.

Following each morning session, lasting from 9:30 to 12:30, selection of the day's attendance winner will be held. To qualify, two rules must be followed: (1) Promptness (waive eligibility if arriving after 9:30); (2) remain for the entire session.

Pointing up the value of each day's session, Hungerford declared, "Only once a year can the vending industry pool its problems and find stimulus in consolidating its ideas (in such meetings)."

Deaton Eastern Coan Sales Mgr., J. W. in Midwest

MADISON, Wis., Oct. 13.—J. W. Coan, president of Coan Manufacturing Company, announced the appointment of Warren C. Deaton as general sales manager in charge of the Eastern territory. Coan, who has taken up permanent residence here with his move from his Phoenix home, will handle Midwest sales. Southern and West Coast sales managers will be named shortly.

Deaton, who entered the coin phonograph business in 1927, was a special sales representative with Rock-Ola Manufacturing Corporation in 1937, became district manager for Rudolph Wurlitzer Company in 1938, before entering the automatic merchandising industry as district sales manager for Super-Vend Sales Corporation in March, 1950.

V. Peterson Leaves NAMA

CHICAGO, Oct. 13.—The resignation of Mrs. Vivian Peterson as director of public relations was reported this week by National Automatic Merchandising Association.

While a successor has not as yet been named, Jean Peterson, who had been assistant director under V. Peterson, has been appointed acting director of public relations.

TOP BILLING: CUP OP

'Own Your Own' Leaves Portland Movies Cold

PORTLAND, Ore., Oct. 13.—The man who operates practically all of the cup venders in Portland theaters explained this week why there is no trend among movie managements here toward owning their own equipment, contradicting a movement noted in the East (The Billboard October 6).

He wrapped it up in one word: Service.

C. W. Sanborn, virtually the sole operator of drink venders in Portland music houses, entered the field about two years ago when he took over a foundering operation, detected where the fault lay and built it up into a thriving business.

"It's only when service falls down that the theater owners begin thinking about buying their own venders," Sanborn said. "As long as service is maintained, managers will consider the vending phase too big a headache. They have enough trouble teaching their employees to avoid simple mistakes without taking on the tricky problems of machine operation."

Eight Firms Producing 12 Hot Coffee Vender Models

Three Companies Bow New Units; Bert Mills, R-M Pace the Field

CHICAGO, Oct. 13. — Eight manufacturers, paced by the Bert Mills Corporation and Rudd-Melikian, Inc., are putting production heat on 12 hot coffee venders in spite of the current confused materials picture, and most are making good on early delivery promises, a survey of these firms by The Billboard revealed this week. Three of the eight companies have entered the coffee field within the last few months; two are old-line firms and the third is a new organization. They are Coan Manufacturing Company, Silver-King Corporation and Harmon Enterprises, Inc.

The single counter-type unit available lists for \$375 (Clifton Manufacturing Company), while higher capacity floor models range from \$545 for a non-selective machine (Bert Mills) to \$995 for a dual model (Indevco, Inc.) and a four-selection machine (Harmon Enterprises). Two of the newest models feature use of all dry ingredients (Harmon) and fluid cream (Coan).

This is the second article of a two-part series on coffee vending. First article, dealing with coffee concentrates for venders, appeared in the October 13 issue of The Billboard.

With coffee venders carving a prominent niche in the nation's industrial plant installations, spurred by mounting customer acceptance approaching that accorded soft drink vending, operator interest continues to increase. This three-fold combination of consumer, location (plant and non-captive locations) and operator acceptance has proven the key which has unlocked manufacturer go-ahead on coffee equipment.

Production Picture

The current result of the favorable four-way picture on hot coffee vending, developed during the comparatively short period (for a major vender product) since 1946, is indicated by the eight firm production run-down which follows:

American National Dispensing

Announce Topics, Featured Speakers For NAMA Sessions

Four Meetings Set to Explore All Phases of Industry, Op Problems

CHICAGO, Oct. 13.—The sub- and New Markets," includes discussion of direct sales to locations, point-of-sale merchandising, how to find new locations, how to meet the prospects' objections, new fields in vending. Featured speaker, Al Steele, president of Pepsi-Cola Company, will deliver an address based on the meeting theme.

Better Business

Third session, Wednesday, November 14, "Better Business for Operators," will include diversification versus specialization, sanitation in food and drink vending, the sales to minors' problem, the new cigarette tax and the vending price. Aaron Goldman, president of G. B. Macke Corporation, will talk on "The Operators' Role in Automatic Merchandising."

Fourth session, Thursday, November 15 "Operating Economics in an Inflationary Period," will cover mechanical maintenance, how to control insurance costs, the mechanical price ceiling problem, how to control labor costs, minimum essentials of record keeping for operators. Featured speaker will be Nathaniel Leverone, president of Canteen Company. He will speak on the subject titling the session.

Among the special features included in the convention calendar are operator round-tables and open-house gatherings in exhibitor suits Monday, Tuesday and Wednesday. Key event climaxing the convention Thursday will be the annual banquet.

Fete Calif. Cig Ops at Assn. Party

PASADENA, Calif., Oct. 13.—Cigarette Merchandisers' Association of Southern California, Inc., announced a special get-together party for cigarette operators, members and non-members, Friday (19). To take place in President Eddie Stanton's Santa Monica penthouse, the event will start at 5 p.m., last until "the wee hours."

Food, fun, fellowship will theme the gathering, which will be free to all attending. Over 100 operators are expected to attend the stag all-industry event.

Company, Lansdale, Pa., reports manufacture of two models; Andico AC and AS, both list for \$895, 600-cup capacity. A dry powder machine, firm is suggesting use of Maxwell House Instant Coffee, Chase & Sanborn or Nescafe. A third model, 200-cup capacity, is under development. It will be priced "considerably lower" than its companion units. Clifton Manufacturing Company, Los Angeles, is offering a

(Continued on page 73)

Dime Bar Slow Vender Item in Portland Area

PORTLAND, Ore., Oct. 13.—The dime candy bar in venders—despite gains reported elsewhere in the Pacific Northwest—continues to be a weak contender in the Portland area, a canvass by The Billboard this week indicated. Reason for consumer resistance appeared to stem from competition provided by the vender operators themselves—the 5-cent bar. Locations that offered only the dime bar were found to fare better in sales than did those offering the buyer a choice between 5-cent and 10-cent bars.

Altho Canteen Company of Oregon, biggest operator of venders in this territory, has been merchandising dime bars for several months, Henry D. Leffingwell, manager, said: "It's too early to tell" whether the dime-bar policy will pay off.

Public Acceptance

"Public acceptance seems to have been quite good, and it might improve," Leffingwell commented, "but we expect to go with the tide."

He said he was not able to estimate the proportion of dime to nickel venders, or whether the dime piece was meeting more success in industrial and office locations or in public spots. As to volume trends, Leffingwell said, "it follows the economic index." In this region that means a substantial increase over last year as more and more plants get in on defense work on a modest scale and pay increases continue to flow from the major industries.

Drops Dime Bar

Second largest vending operator, D. A. Estey & Company, dropped the dime bar after a trial about a year ago.

"The nickel bar just continued to get the play when offered along with dime candy," said D. A. Estey, president.

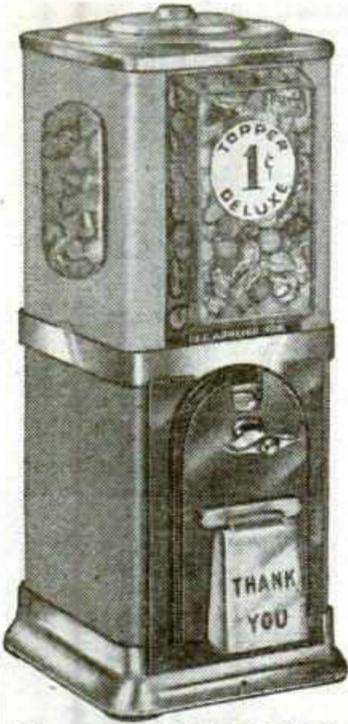
Among the smaller operators there was little attempt to push dime merchandise. They found much of their equipment could not be converted to accommodate larger pieces. Fear of necessity to return to nickel items fore-

(Continued on page 82)

New Vend-Rite Sanitary Unit

CHICAGO, Oct. 13.—Vend-Rite Manufacturing Company introduced a sanitary napkin vender this week, featuring 48 pack capacity with choice of nickel or dime operation. Dick Tennes, president, stated the new unit, using the same cabinet as firm's Kleenex vender, should enable operators of latter equipment to affect two machine locations out of present single unit Kleenex stops in washrooms.

The Vend - Master Sanitary Napkin Vender is finished in white enamel, has two-tone blue trim and lettering on front panel. Shipping weight is 25 pounds. It has a pedestal type stand with storage compartment available.



Victor's TOPPER DELUXE
WITH SIDE DISPLAY WINDOWS.
Also Available in Double, Treble
and Revolving Super Market Units.
VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill.

Pa. Hits Tax-Free Cig Sale

SCRANTON, Pa., Oct. 13.—An Alexandria, Va., firm was indicted by a federal grand jury here last week in a move to smash "an untaxed cigarette black market" which it is estimated has cost the Commonwealth of Pennsylvania at least \$1,000,000 in taxes yearly. The indictment contains five counts charging the Purchasing Corporation of America with using the mails to send untaxed cigarettes into Pennsylvania. Generally, the firm is charged with using the mails to defraud the Commonwealth of Pennsylvania.

U. S. Attorney Arthur A. Maguire said the Purchasing Corporation has been mailing cigarettes into Pennsylvania without the State tax stamps and without giving notice of the shipments to the State Department of Revenue. Maguire said that this was the first case of its type in Pennsylvania and added that the federal government "is determined to break up these operations which is costing the Commonwealth at least \$1,000,000 a year in taxes."

The indictment named as receivers individuals in Norristown, York and Pittsburgh. According to Maguire they will be subpoenaed as witnesses.

Tobacco Price Supports

WASHINGTON, Oct. 13.—Average price-support loan levels for 1951 crop tobaccos were announced this week by the Department of Agriculture. An increase in the parity index has resulted in increases of 1951 cents-per-pound levels as compared to last year's levels, Agriculture report said. Levels are 90 per cent of the parity prices as of October 1, 1951, except for fire-cured and dark air-cured, including Virginia sun-cured, tobaccos. The support level for these exceptions will be 75 and 66 2/3 per cent respectively, of the burley loan rate.

Confections Off

WASHINGTON, Oct. 13.—Confectionery manufacturers' sales, as measured by poundage, were 19 per cent lower during August than sales during August a year ago, the Department of Agriculture re-

Candy Wholesalers Did 37% of Sweets Business in 1948

WASHINGTON, Oct. 13.—Confectionery Wholesalers sold 37 per cent, or \$284 million, of the \$757 million worth of confections sold at wholesale during 1948, according to figures released by the Bureau of the Census.

Report showed that the 2,077 confectionery wholesalers' volume represented 82 per cent of their total volume of business while the 3,019 tobacco wholesalers' \$278,150,000 confection sales represented 11.4 per cent of their total volume.

Third largest confection volume for that year was done by general line grocery wholesalers. They moved \$111,925,000 in confections, slightly over 2 per cent of their total dollar volume.

Vender Products Harvest Good

WASHINGTON, Oct. 13.—Harvest outlook for crops used in products sold in coin-operated vending machines are fairly satisfactory, Agriculture Department revealed this week.

This year's production estimate for sugar beets and peanuts, however, is down 21 and 17 per cent respectively from last year, while tobacco and sugar cane production remained close to amounts produced last year. Walnut, almond and filbert production is up considerably from 1950.

Peanut production for picking and threshing is estimated at 1,685 million pounds this year. This is a drop of 17 per cent from the 2,019 million pounds harvested in 1950, and a decline of 16 per cent from the 1940-'49 average.

The October 1 Agriculture Department prediction for this year's tobacco crop is 2,250 million pounds, compared to the 2,032 produced last year, and the 1940-'49 average of 1,787 million pounds.

Much-needed rain in late August and early September improved prospects in many areas. Flue-cured production this year is expected to reach 1,412 million pounds compared to the 1,257 million a year ago. Burley crop will probably reach 336 million pounds compared to 498 million produced last year. Fire-cured and dark air-cured tobacco production is estimated at 61 million and 32 million pounds respectively this year. This compares to 57 million pounds for fire-cured and 28 million pounds for dark air-cured during 1950.

Sugar beet production this year is estimated at 10,682,000 tons, a drop of about 21 per cent from the record 13,497,000 tons last year, but well above the 1940-1949 average of 9,880,000 (M) tons. Production prospect for sugar cane for sugar and seed, according to Agriculture Department, are favorable, with 6,538,000 tons expected this year. This compares with 6,932,000 (M) tons harvested last year.

California's almond crop is estimated at 43,300 tons, 15 per cent above last season. Walnuts in California and Oregon are expected to total 75,100 tons this year as compared to the 64,300 tons last year. Washington and Oregon filberts are estimated at 8,300 tons, a fourth above 1950 production.

Supplies in Brief

ported this week. Sales as measured by the dollar were 11 per cent below those of a year ago. Bulk goods sales took the biggest drop, with poundage sales off 22 per cent and dollar sales off 20 per cent during August, compared to August, 1950. Bar goods fell 21 per cent in poundage sales and 12 per cent in dollar sales. General line poundage sales in August were down 18 per cent and dollar sales down 12 per cent.

Sugar Stocks

WASHINGTON, Oct. 13.—Sugar distribution by primary distributors from January 1 to September 30 totaled 5,956,348 short tons, raw value, compared to 6,582,033 short tons during the corresponding period last year, it was announced this week by the Department of Agriculture. Stocks on hand August 31 amounted to 1,121,138 short tons, raw value, more than twice than on hand the previous year when 486,963 short tons were reported available.

During the week ended September 29 sugar distribution by primary distributors was 154,347 short tons, raw value, compared to 159,012 short tons during the week ended September 22. Distribution during the whole month of September amounted to 621,144 short tons. During September of last year distribution reached 654,505 short tons.

Philly Dairy Sets Executive Changes

PHILADELPHIA, Oct. 13.—Three executive changes at the Supplee-Willis-Jones Milk Company, local ice cream manufacturers, were announced this week. Albert I. Supplee, vice-president in charge of operations, was named vice-president in charge of sales. He succeeds the late John K. Bainbridge Jr.

Other changes include the promotion of John R. Edwards, who has been assistant vice-president in charge of milk supply. He was made general plant manager in charge of city processing plants. He will assume Supplee's former duties. Richard W. Charles was named manager of the newly created position of manager of the country plant. He previously was superintendent of the company's plants in the Western Division for the past two years.

Cont'l Can Wins Container Award

NEW YORK, Oct. 13.—Continental Can Company, Inc., was found to have the best annual report in the food containers category, a board of judges ruled in the Financial World Survey of Annual Reports. A total of 5,000 annual reports were considered this year, the 11th in the series of such surveys.

In the food containers category, Owens-Illinois Glass Company took second place, while Thatcher Glass Manufacturing Company took third. Weston Smith, executive vice-president and founder of the annual report surveys, will present the award trophies at the annual awards banquet at Hotel Statler, New York, October 29.

DEEP TREAT

Roamin' Dog Vender Goes Underground

CHICAGO, Oct. 13.—The much-traveled hot dog vender which has been roaming Windy City locations for the past year has gone underground. The electronic unit, made by American Citrus Corporation's newly activated American Vending Corporation division, has been installed in the subway Loop station at Jackson and State streets, following Chicago Transit Authority and Mechanical Merchants, Inc., okaying test placement.

Prior to the subway installation, the vender had been installed in two downtown public garages, the city's largest amusement center, Riverview Park, and in the lobby of a South Side theater.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise Games, Etc.



TOPPER DELUXE

1c or 5c 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.
Per Gr. 1.25
Toy Watches, 2 Gross 2.50
Stone Set Rings, 1 Gross 1.95
"Hop 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.

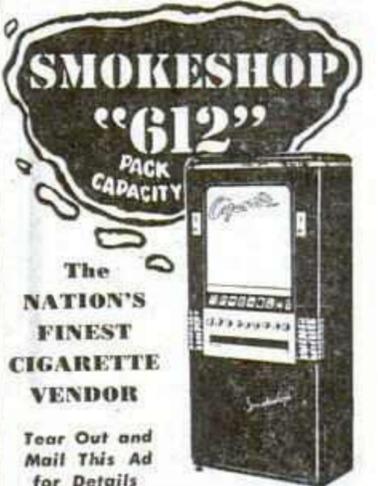
\$3.25 each

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



AUTOMATIC PRODUCTS CO.
250-B West 57th St., New York 19, N. Y.
Plaza 7-3123

Profit-Making Combination For Wide-Awake Operators

MODEL 49

1c - 5c - 10c

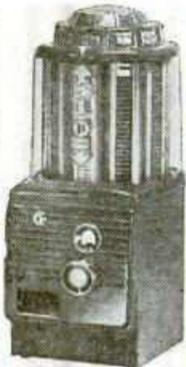
The record breaking earnings being reported by operators using Model 49 have never before been approached by any bulk vender. It makes no difference what product you use sales shoot up in locations as soon as a 49 is installed, and they stay there. Why? Sales appeal... eye-catching beauty... tempting merchandise display... clean, sanitary globes... all combine to sell the Model 49 and its merchandise to the public. It makes them want to patronize the machine and they do.



1c Selective

TAB GUM VENDER

The 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



Outstanding MODEL 49

1c-5c-10c 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 1c SELECTIVE

MERCHANDISE

ADAMS, All Flavors, 100 Count... \$.42
WRIGLEY'S, All Flavors, 100 Count... .46
FRUIT CHARMS, Assorted, 100 Count... .40
SUCHARD, 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. F.O.B. Factory

NORTHWESTERN SALES AND SERVICE COMPANY

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 14th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

BOOST PROFITS TO A NEW HIGH!

NEW Northwestern '49 Special

1c or 5c Immediate Delivery Single \$17.35 EA. 25 to 100 \$17.15 EA. 100 or More \$16.95 EA.

Virginia Peanuts 20c Lb.
Spanish Peanuts 26c Lb.
Cashews 60c Lb.
Mixed Nuts 50c Lb.
Almonds 90c Lb.
All packed in 30 lb. ctns, except mixed nuts and cashews, which are packed in 10 lb. ctns.

MINIMUM SHIPMENT 60 LBS.

NORTHWESTERN 10-COLUMN SELECTIVE TAB GUM VENDOR

Less than 25 \$25.95
Less than 100 \$25.45
100 or More \$24.95

Adams Gum, 9 flavors 42c
Wrigley's Gum 48c
Candy Charms 38c

MINIMUM ORDER—25 BOXES

FULL CASH WITH ALL MERCHANDISE ORDERS
WRITE FOR CIRCULARS ON BOTH MACHINES!
COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST!
WE TAKE TRADE-INS—LIBERAL ALLOWANCE!
1/3 Deposit With All Machine Orders. Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

WHAT ARE YOU VENDING?

Stick Gum? Package Gum? Mints? Stamps? Perfume, Combs or other types of merchandise?

ADVANCE is the Vendor for You!

The 1-column model (illustrated) vends flat cartons up to 7/8"x2"x3 1/4" long — or round cartons up to 1 1/4" diameter x 3 1/2" long. The 2-column model handles round cartons up to 3/4" diameter x 3" long.

Regularly furnished for 1c, 5c, 10c or 25c operation. Separate cash box — and Advance Coin Deflector with automatic coin return when machine is empty.

Want more information? Write today to . . .

J. SCHOENBACH

Factory Distributor Of Advance Vending Machines
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900

TOPPER DELUXE
With Plastic Side Display Windows
Case of 4 \$56.80
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.

\$4,000 Commission

is big money. We predict it will be made by men in one month on this new Dispenser never before advertised, now being introduced to the American market for the first time, selling a product never before sold through a Dispenser. We back our judgment by furnishing sample Dispenser and supplies to men selected. No territory restrictions. Selecting 20 key men total to United States. If qualified as a vendor salesman, experienced in selling routes through Business Opportunity Advertising, write, telling us specifically type and name of machines have sold, names of companies you represent. State information by letter only. Information must be complete.

BOX CH-140, BILLBOARD
188 W. Randolph St., Chicago, Illinois

2,000 ASSORTED CHARMS

15 Different Items — everything we make—in plastic and plated mixture. **WORTH MORE—SPECIAL DEAL. 2,000 for \$10**
F.O.B. Jamaica, N. Y.
Immediate delivery.

EPPIE
Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

CIGARETTE MACHINES FOR SALE

Each
8 7 Col. S & M Silver Quarter . . . \$38.00
2 8 Col. Rowe Royals 72.00
2 9 Col. S & M Silver Quarter . . . 52.00
2 9 Col. S & M, 20c operation . . . 52.00
1 8 Col. Uneda Monarch 85.00
1 15 Col. Uneda, Model E 46.00

Will sell the above sixteen (16) machines, uncrated, for \$650.00 cash, F.O.B. Marion, Ind.

H. D. DWYER CO.
Anderson, Indiana

Charms

Paul A. Price Co.
220 Broadway, New York 38, N. Y.

NAMA Skeds 3 Ohio Meetings

CHICAGO, Oct. 13.—National Automatic Merchandising Association announced three area meetings have been scheduled thru Ohio this month. All will be geared to solving local problems of operators and presentation of latest legislative and tax information.

First meeting is set for Cleveland, Saturday (13) noon, at the Statler Hotel. George Golden, Golden Cigarette Service Company, is chairman. Second meeting, in Akron Monday (15), 6 p.m., at the Mayflower Hotel, will have Robert Terret, of the Amster-Kirtz Company, as chairman. Third meeting will be held in Cincinnati Friday (19) 6:30 p.m. at the Hotel Sinton. W. T. Collet, W. W. Tibbals Company, will be chairman.

Cigar Output Over '50 Rate

CHICAGO, Oct. 13.—Cigar production of 3 3/4 billions during the first eight months of this year indicates a strong upward trend in demand on two counts; figure is about 170 millions ahead of the comparable period of 1950, and is 1.22 per cent greater increase than for cigarettes in the like period.

Cigarette production increased 3.55 per cent the first two quarters of 1951 (against a 4.77 per cent jump in stogie output) for a total of 254-plus billions. Ratio of production increase for cigars was a turnabout of the cigarette-cigar trend during the past decade.

Hedeman Has New Hose Assemblies

GREAT NECK, N. Y., Oct. 13.—Three new hose assemblies suited for use in beverage venders have been developed and placed into production here by Hedeman Products. The Koroseal tubing, armored with stainless steel braid, carry fittings designed to meet component part and quick installation requirements.

Engineered for high or low-pressure applications, the tubing is available in cut-to-length assemblies or with fittings and hose separate, said Robert Hedeman, president. He pointed out that the braided, flexible hose uses less critical materials than similar lengths of conventional tubing.

12 Hot Coffee Vender Models

Continued from page 71

counter-type unit in coin and manual models at \$375 and \$350 respectively. Clifton, which took over Memo Products, Inc., this summer, reports a total of 450 coin and non-coin units were turned out prior to its purchase. Units use a liquid concentrate; cream and sugar are added manually.

Coan Coffee Unit
Coan Manufacturing Company, Madison, Wis., plans 100 units a month output on its \$875 600-cup coffee vender. Machine features package component design, quick interchange, cleaning of functional parts. Fresh cream is stored under refrigeration, as is liquid coffee and sugar concentrates, both reconstituted by operator from powder.

Harmon Enterprises, Inc., Chicago, started production on its four-selection hot drink machine this week (see separate story this section) at \$995. Machine vends hot coffee, tea, soup and chocolate simultaneously or any one, two or three combinations depending upon location traffic and demand. Cup capacity is 750; unit is not refrigerated, stocks all dry ingredients.

Indevco, Inc., New York, offers two models, single and dual selection Koffee Kings at \$695 and \$995 respectively. Both units use liquid coffee concentrate; single flavor unit has 600-cup capacity, dual unit 300 coffee and 500 soft drink cup capacity.

Mills Active
The Bert Mills Corporation, Lombard, Ill., has in production two Coffee Bar models, 200 and 500-cup capacities. Small unit lists for \$545, large for \$767. Both use powdered concentrates of sugar, cream and General Foods Corporation's Maxwell House Coffee. Reports total production to date

UNLOCKING DOLLAR DOORS

Cup Op's Success Keys: Service and Efficiency

HOMESTEAD, Pa., Oct. 13.—The most important thing in building and maintaining a profitable cup-vending route, contends Walter Frank, manager of the Bev-O-Matic Company, is service.

In nine months, Bev-O-Matic has grown into one of the largest routes of its kind in Allegheny County.

This speedy development is credited to efficiency: (1) stops are concentrated in a small area, and, (2) each machine is checked daily.

"We have four men on the road servicing machines every day," says Frank, "because if a single machine isn't working, it's not making money."

Daily Check

"We could get along with three servicemen, but we couldn't check our machines daily if we did. Naturally, we do a pretty good volume or our daily attention to each machine would become overhead. So with us, it simply is more important to see that the machines are working, than it is to save the salary of the fourth man."

Also some locations, mainly theaters and hospitals call in when machines are out-of-order, a good percentage of spots just let the machines be down until a serviceman gets there, according to Frank.

Check Points

In going over a machine, Bev-O-Matic makes four major checks: (1) wipes venders thoro each day inside and out because (a) in the carbonation of drinks little particles of sirup and water can get into the chute, and materials will get to sticking if the wall of the chute isn't clean; (b) slug rejectors must be kept clean, especially in mills where patrons' coins get covered with dust and grime; (2) keep the mechanism tight so the liquid gets into the cup; (3) insert nickels three times to see that the mechanism is working; (4) check the gas pressure (it should be 400-500 pounds so it will hold up for another 24 hours) and replace gas tank immediately if pressure won't last thru the entire period even with a run on the machine.

Scheduling Route

For efficiency, we schedule our servicemen each day by checking off what they did the day before, Frank points out. We give route-

men checking hospitals and theaters more ground to cover because their machines stay much cleaner.

We alternate routemen every three-four months from a theater route to a plant route, thus all locations are known to all routemen.

Any one of the executive personnel may on 10-minute notice announce his intention to accompany the routeman on that particular day and inspect his work.

Bev-O-Matic, which was organized last year with eight machines, now covers most of Allegheny County. In the expansion process, it acquired the operations in this district of Drink-O-Matic, and Automatic Products Company.

New Locations

It's not too difficult to get into a location, but it does take an awful lot (four months sometimes) of time before you get machines where you want them, Frank states spots owned by individuals can be opened on your first call or within a week.

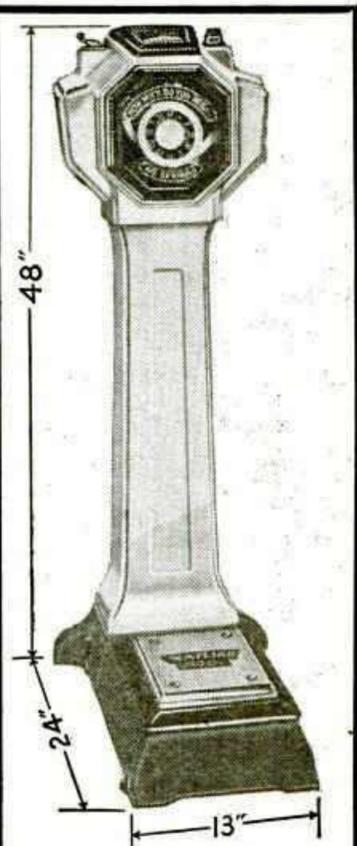
Hardest spots to place are big industrial plants employing thousands. You have to work with their personnel executives; he has to secure the okay of the plant superintendent, and he in turn must have an okay from the firm president or executive vice president.

"Here's another thing," Frank continued. "Beverage vending has been more-or-less a seasonal business, falling off in the cold months. Now, however, with hot units we can realize high volume right thru the winter."

Be Efficient

With the cost of merchandise today, and contemplating no further taxes, the nickel drink can still be vended, says Frank. We have a few dime locations in theaters where management has requested the rise to increase its commissions, but 90 per cent of our locations are at 5 cents.

"In this business you must always be alert, for vending is like a checker game; you have to keep moving your locations until you get the maximum amount of volume from the number of locations you have," Frank maintains.



Size: 48" high
24" deep
13" wide

NET WEIGHT 119 POUNDS

\$25 DOWN
Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

WRITE FOR PRICES
Invented and Made Only by

WATLING
Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

FASTEST 1c SELLER
"JUMBO" BALL GUM

Thousands of NEW locations ready for the NEW sensational "Jumbo" Universal Ball Gum Vender.

LARGE CAPACITY HOLDS 9 LBS. "JUMBO" BALL GUM. 100 BALLS OF GUM TO THE POUND. TAKES IN \$9.00. "JUMBO" MAKES A PROFIT OF \$4.50 EACH TIME IT EMPTIES.

The "Jumbo" Universal is truly a masterpiece of engineering genius. Its strong, sturdy, masculine appearance offers a genuine beauty beyond compare.

OFFER #1
2—JUMBO UNIVERSALS }
20—LBS. "JUMBO" } **\$36.50**
BALL GUM

OFFER #2
1—SAMPLE "JUMBO" }
FILLED WITH } **\$19.50**
"JUMBO" BALL GUM

Deluxe Stand for "Jumbo" \$5.50 each
Wall Bracket for "Jumbo" 1.00 each

IMMEDIATE DELIVERY. SEND \$10 DEPOSIT, BALANCE C.O.D.

LOGAN DISTRIBUTING CO. 327 Milwaukee Ave. Chicago 22, Illinois

CORRECTION
Price information under the Uneda Model 500 was omitted in our ad last week. It should have read . . .

SPECIAL!
\$85.00

UNEDA MODEL 500
15 Col.—425 Pack Cap. King Size Included.

UNEDA VENDING SERVICE, Inc.
166 Clymer Street, Brooklyn 11, N. Y.

JUMBO UNIVERSAL SPECIAL

Capacity 2,375 balls of 210 count ball gum, and that's something.

Operate a JUMBO and you will never—never operate an ordinary ball gum machine.

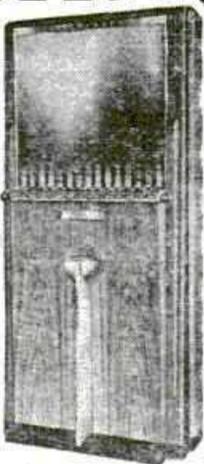
Price less than you think. Write for details and terms NOW.

ROY TORR—Lansdowne, Pa.
Serving and Financing Operators
Since 1910



**OUR PRICES ARE STILL LOW!
CIGARETTE MACHINES**

- DuGrenier Model W, 9 Col., 308 Pack Cap. \$ 82.50
- Uneda Model 500, 9 Col., 350 Pack Cap., King Size Included 95.00
- DuGrenier Champion, 9 Col., King Size Included 89.50
- Rowe Royal, 4 Col., 240 Pack Cap. 82.50
- Rowe Crusader, 10 Col., 475 Pack Cap., King Size Included 145.00
- Uneda Model A, 9 Col., 270 Pack Cap. 85.00
- Uneda Model E, 9 Col., 275 Pack Cap. 75.00
- DuGrenier Model S, 7 Col., 210 Pack Cap. 69.50
- \$5.00 Additional for Silver Quarter or King Size Vending



CANDY MACHINES

- Uneda Candy, 102 Bar Cap. \$ 75.00
- U-Select-It, 54 Bar Cap. 35.00
- Adv Candy, 40 Bar Cap. 75.00
- Vendall Candy (New) Write

**KING SIZE COLUMNS INSTALLED
IN ALL CIGARETTE MACHINES**

TOP EQUIPMENT UNCONDITIONALLY GUARANTEED
1/3 DEP WITH ORDERS, BAL. C.O.D.
Parts and Mirrors available for all makes and models.

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING—TRADE PRICES—

**SPECIAL!
\$75.00**

DU GRENIER MODEL V
7 Col.
238 Pack Cap.

**SPECIAL!
\$85.00**

UNEEDA MODEL 500, 15 Col., 425 Pack Cap., King Size Included

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

See You in Cleveland!
NOVEMBER 12-13-14-15

THE MOST IMPORTANT CONVENTION in the HISTORY OF OUR INDUSTRY!

AUTOMATIC VENDING MACHINE

- 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?

*Operators
Manufacturers
Suppliers*

*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. Hungertford
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



CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N.Y.

**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 Oct. 13	Issue of Oct. 6	Issue of Sept. 29	Issue of Sept. 22
Acorn Peanut Machine.....			\$7.95	
Adams Gum, Model N.....		\$13.95		
Advance Candy.....	\$25.00	25.00	25.00	\$25.00
American Scale.....		75.00	75.00	
Andrews Nut, 5c.....				7.95
Candyman 72 Bar.....	50.00	50.00(2)	50.00	50.00
Columbus 5c Bulk.....				7.95
Columbus Nut, 5c.....		7.95		
Du Grenier Champion, 9 col.....	89.50	89.50		
DuGrenier Model (S) (7 col.).....	69.50	69.50	69.50	69.50
DuGrenier Model W.....	49.50	49.50	49.50	82.50
Du Grenier Model N, 4 col.....	14.50	14.50		
Du Grenier Model W, 9 col.....	82.50	89.50	82.50	89.50
Du Grenier Selective Candy.....		29.50		
Foot Vitalizer.....		75.00		
Kirk's Astrology Scale.....	85.00			85.00
Kirk Guesser Scales.....	65.00			135.00
Kwik Shoe Shine Machine.....	79.50	79.50		
Lo Boy Scale.....	50.00			50.00
Lehigh PX Cigarette Machine, 10 col.....	139.50	139.50		
Liquid Cola Machine.....		150.00		
Masters 1c Novelty.....			7.95	7.95
Mini-Pop (Viking).....	175.00	175.00	175.00	175.00
Monarch (8 col.).....	69.50	85.00(2)	69.50	85.00
National, 6 col.....		75.00	75.00	
National 9A.....		75.00		75.00
National 930.....	85.00	89.50	89.50	85.00
National Candy (9 col.).....			115.00	
National Electric Ticket Scale.....				95.00
Northwestern De Luxe 1c and 5c.....		14.50		14.50
Northwestern 33 Ball Gum.....	7.50	7.50	7.50	7.50
Pop Corn Ser.....	89.50			89.50
Rowe Candy.....			85.00	85.00
Rowe Crusader (10 col.).....	145.00	145.00	145.00	145.00
Rowe Deluxe, 8 col.....	75.00	75.00		
Rowe 5c Gum & Mint.....	19.50			
Rowe Imperial (8 col.).....	77.50	79.50	77.50	79.50
Rowe President.....	85.00			85.00
Rowe Royal (6 col.).....	82.50	82.50	82.50	82.50
Rowe Royal, 8 col.....	72.50			
Rowe Royal (10 col.).....	85.00			85.00
Shoe Shine Machine.....		49.50	39.50	85.00
Siros Brush-Up.....	75.00			75.00
Silver King 1c.....			27.50	7.95
Silver King Target King S & M, 9 col., 20c.....	52.00			
S & M Silver Quarter, 7 col.....	38.00			
S & M Silver Quarter, 9 col.....	52.00			
Target Hunter (Silver King) Trimount Snack Nut 5c (3 col.).....			27.50	
Uneda Candy 102 Bar.....	75.00	75.00	75.00	75.00
Uneda Model A (9 col.).....	85.00	85.00	85.00	85.00
Uneda Model E 9 col.....	75.00	75.00	75.00	75.00
Uneda Model E, 15 col.....	46.00			
Uneda Pak A, 8 col.....	89.50	89.50		
Uneda Pak E, 8 col.....	89.50	89.50		
Uneda Pak, 5 col.....	75.00	75.00		
Uneda Pak, Model 500, 10 col.....	89.50	89.50		
Uneda (500).....	69.50	69.50	69.50	69.50
Uneda (9 col.) Model 500.....	95.00	95.00	95.00	95.00
Uneda (15 col.).....	85.00(2)	85.00	85.00	85.00(2)
U-Select-It.....	35.00	49.50	35.00	49.50
Victor Model V.....			35.00	49.50
Victor Universal 5c.....		10.95		7.95
Watling Delux Guesser.....	85.00			
Watling Guesser.....	75.00			

**You can be the
LARGEST OPERATOR
in your territory**

Use
"SILVER-KINGS"



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 1 1/2" size, Nut and Ball Gum Candy, Charming 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

**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 Molds for Mach

Write for Charm and Merchandise List.
1/3 Dep., Bal. C.O.D.

NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

Try
VICTOR
Once
and you will
BUY
VICTOR
ALWAYS
ORDER
TODAY!

VEEDCO SALES CO.
2124 Market St Philadelphia 3, Pa.
Phone: LOcust 7-1448

**BRAND NEW
LUCKY BOY VENDORS**

\$9.75 Lots of 5 \$9.50 Ea.
Lots of 10 \$9.25 Ea.
EACH MODEL 1c or 5c Lots of 25 \$9.00 Ea.

4c and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.
1/3 Deposit, Balance C.O.D.

BLOYD MFG. CO.
VALLEY STATION, KY

From **LITTLE ACORNS** mighty INCOMES grow!

ACORN

The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mdse.—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**

AK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

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 Machine Supply 1023 Grand Ave., Los Angeles

**WILL BUY FOR CASH
CIGARETTE — CANDY**
(5c & 10c Vendors)
Vending Machine Route

Small or Large Anywhere in U.S.A. if priced right.
Give full details in first letter such as:
Amount of locations, make of machines, type of locations, volume of sales and approximate earnings.

1564 BROADWAY BOX 686, THE BILLBOARD NEW YORK 19, N. Y.

**GIVE TO THE
RUNYON CANCER FUND**

Sked New Test Of Juke Power To Make Hits

NEW YORK, Oct. 13.—A new attempt to measure the hit-making potential of jukes moved closer to the test stage this week with the waxing of a record scheduled for early placement in the No. 1 slots of more than 5,000 phonographs in this territory.

The tunes, "My Love," by Russ Columbo, an "How Close," by Una May Carlisle, were recorded by Gordon MacRae for Capitol. They are properties of National Juke Box Music, Inc. (The Billboard, July 14) a publishing enterprise headed by Barney Young and said to own a catalog of several hundred songs, none of which are assigned to performing rights societies.

Young said that it is the intention of his firm to cater to the juke box market primarily. While other promotional media will not be neglected, he stated the major push will be made among phonograph operators. "It is our contention that juke boxes are the key factor" in a record's rise to a hit rating.

While the program is still in its preliminary stages, Young has

(Continued on page 76)

Banner Holds AMI Showings

FAIRMONT, W. Va., Oct. 13.—Banner Specialty Company, Pittsburgh, distributors in this area for AMI, held a showing at the Fairmont Hotel, with several hundred operators and their mechanics attending, Harry Rosenthal, manager, reported this week.

Invitations were also sent to operators in Clarkburg, Grafton, Elkins, Cameron, and Buckhannon, all in West Virginia. Showing ran two days.

CPMA Elects New Member

CLEVELAND, Oct. 13.—The Cleveland Phonograph Merchants' Association held its first general meeting in its new headquarters at the Hollenden Hotel here this week. Vice-President James Ross presided at the session, and a new member, James Attewell, J. & W. Music Company, was elected.

Jack Cohen, CPMA president, was not at the meeting, as his firm, J. C. Music Company, was moving to new quarters at 5720 Euclid Avenue.

CSCA Trial Court Gets Operator OK

HARTFORD, Conn., Oct. 13.—The "Trial Court" being conducted at the regular meetings of the Connecticut State Coin Association (CSCA) has been working "better than anticipated," according to Abe Fish, president.

At each meeting a panel of judges, consisting of coin operators, hear the pros and cons of arguments concerning operators' routes in particular areas.

"We've never heard a coinman judged the loser charge unfairness on the part of the panel," Fish said.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the music and other departments up front in this issue of The Billboard are:

VICTOR RELEASE R&B'S TO JUKES. Samples being sent to 600 leading operators (Music Department).

LINDSEY IS LATEST CROSBY ON DECCA WAX. Son records two solo Christmas sides (Music Department).

CAPITOL EXECS OUTLINE MERCHANDISE. Realign regional set-up and map publicity campaign (Music Department).

JUKEMEN GIVE US NICKEL OKAY. Michigan operators meet with OPS to work out price regulation (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Nolan Joins Denver Firm

DENVER, Oct. 13.—Larry Nolan, head of the Larry Nolan Shows, carnival attractions which headquarter here, this week joined the Bell Music Distributor, where he will represent the Seeburg line as a salesman.

Nolan, whose show went into winter quarters early this year because of labor shortages, said he will work with Bell Music thru the winter before making plans for his outdoor season next year. He will also handle the Bally line for the distributing firm.

Game Prices Up, Music Down In Used Marts

Continued from page 70

playfields, including flippers. Altho the demand for these units has stepped up sharply since August, this was the first time that the index reflected an upward trend for five-ball units.

In the used music equipment field, several of the older models such as those made by Packard and Mills, decreased in price offering. These varied from \$10 to \$44. However, Rock-Ola's 1426 Seeburg's 147S and Wurlitzer's 1100 continued their higher price trend which started in mid-summer when most of the late-model used music machines reached new demand points in 1951. This week the most active music units were the Seeburg 147M and 148M, Wurlitzer's 1015, 1080, 1100 and 1250, and Rock-Ola's 1422 and 1426.

The shuffle games with multi-player mechanisms have been among the peak demand equipment in the over-all games division. There were few price changes in this field in the current index. Actually, there were some increases and some lower quotations, but in general the price structure appeared unchanged.

The vending segment of the index has practically undergone a complete change in listings in the past several weeks. Where before the items offered for sale were chiefly in the low-price field (under \$15), the current index showed but a single listing in this classification. About 80 per cent of the vending units offered on the market had price tags of \$75 or more.

Jukes, Disks Get Play at MCMC Meet

Continued from page 70

panies and music machine operators will be further explored during the convention, with the following labels to be represented on the exhibit floor: RCA, Capitol, MGM, Columbia, Decca, Mercury, Jeb, Coral, London and a number of others. Here, too, diskery representatives will be on hand to work with distributors and to emphasize their releases, artists will be brought in to appear on the exhibit floor and to participate in the banquet entertainment program.

While no special activities have been officially scheduled for

EVANS INTROES NON-COIN OPERATED MUSIC MACHINE

Features 45 R.P.M. Records, 2-Hour Continuous Program for Locations

CHICAGO, Oct. 13. — H. C. Evans will unveil a new non-coin-operated continuous record-playing mechanism at the Midwest Coin Machine Convention in Omaha next week, it was announced this week by Dick Hood, firm head. The unit, housed in an attractive console-type cabinet, is designed to play both sides of 20 records and will use 45 r.p.m. disks. The unit, Hood stated, will offer two hours of continuous music without repeating.

The new Evans hideaway unit was designed for locations desiring continuous background music at a low cost. Too, it is so set up as to be practicable for rentals as well as for home use.

The amplifier, Hood said, is adaptable for installation of auxiliary speakers and remote volume control where desired.

Repeat Feature
A special feature of the continuous play unit enables a particular record side to be repeated, if so desired, without the mechanism completing its record-changing cycle.

The cabinet, it was said, is so designed that it may be used in either a home or location and blend in with the decor.

Les Rieck, manager of the phonograph division of the firm, said the Evans Constellation juke box, offering 20 records and 40 selections, is continuing in pro-

duction with firm turning out a maximum number of units as permitted by material allotments.

Price of the new unit will be announced at the MCMC convention.

Juke Box Play Back to Norm After Series

CHICAGO, Oct. 13.—Operators in this vicinity reported juke box play back to normal this week after the hectic 10-day period of baseball which found practically all locations featuring television or radio coverage of the National League playoffs, followed by the six-game World Series.

Stops in industrial areas, where the noon hours are important to juke box operations, were dead during the period, with pre-game programs starting at 11:30 a.m., and games running thru mid-afternoon.

Reports from surrounding areas, including Milwaukee, Gary, Ind., and St. Louis, indicated similar results in those cities.

Operators reported that they expected little sports competition during the rest of the year. Football coverage will be confined in the main to Saturday afternoons, with most of the televised games coming from other parts of the country. Thus, they are not expected to have the intense following regional contests would draw. Only other sport drawing any tele coverage in locations now is boxing on Wednesday and Friday nights, and these only get a big play when top names are on the bill.

Hold Rock-Ola Indiana Show

EAST CHICAGO, Ind., Oct. 13.—World-Wide Distributing, Chicago, held an operating showing of the Rock-Ola Super-Rocket "52-50 at the Indiana Automatic Music Corporation headquarters here Thursday (11) with a large turnout of operators from Northern Indiana.

Handling the showing for World-Wide were Len Micon and Monty West. Also in attendance was Art Janissek, service manager for Rock-Ola.

Special invitations were sent to all operators in Northern Indiana by World-Wide prior to the showing, and Micon and West reported the turnout was so strong that additional showings thru the territory covered by the distributing firm are now being set-up.

News Ads Build Ops' Good Will

CHESTER, Pa., Oct. 13.—Good will was engendered for the vending machine industry by Automatic Vending Corporation and Leco Vending Company, music operations here in participating in the 75th anniversary issue of The Chester Times newspaper. In extending congratulations to the newspaper, the Leco Company directed attention to the fact that "if its coin-operated we have it."

Automatic Vending also used much space for an institutional advertisement telling the story of the "Secret Ballot." "When you drop a coin into the music machine at your favorite store, diner, taproom or restaurant you're enjoying music of your choice because of a 'Secret Ballot,'" explained the ad. It pointed out that the staff of 15 men who service the company's record playing machines get together once a week

(Continued on page 76)

Oregon Ops Approve Price, Tax Program

OMA Moves to Get Dime Play Okay; Set Plan to Fight Proposed Copyright Tax

PORTLAND, Ore., Oct. 13.—Oregon juke box operators Thursday (11) night moved into high gear to combat two moves on the governmental front—price ceiling and new copyright taxes.

Oregon Music Association, meeting at the Multnomah Hotel, resorted to phone calls and telegrams to the Oregon congressional delegation to enlist their support at a hearing in Washington on proposed exemption for coin phonos from Office of Price Stabilization controls. Members were informed by President Lee Jones of a telephone appeal from George Miller, Oakland, Calif., president of the Music Operators of America and manager of the California Music Guild. Miller was alerting operators' organizations of the need for quick action in petitioning Michael V. DiSalle, OPS administrator.

Without waiting for formal action by the OMA, members on their own initiative got off telegrams to Oregon senators and representatives pointing out price of juke box plays would have no effect on the cost of living. Operators were anxious to proceed

with conversion to dime play, much of the conversion having been halted pending definite ruling from the OPS.

Copyright Vote
Members voted also to seek postponement of a Congressional hearing on HR 5473, which would require a fee of 1 cent weekly per each record on a juke box, fee to be paid the copyright holder, interpreted in the industry to be chiefly ASCAP. This action also followed an alert from Miller pointing out it would cost each operator from \$20 to \$52 a year on each machine.

Each member agreed to air mail members on the Congressional Committee in charge of the hearing on HR 5473, known as the Bryson Bill, their views on the matter.

Concern over expenses stemming from legislative problems prompted the members to assess themselves \$10 each to bolster the OMA treasury. Vote followed reading of an appeal from Miller for contributions to the OMA war chest against adverse legislation. Members deferred action on Miller's suggestion that the operators contribute \$1 per machine.

Fund Committee
To build the OMA treasury still further, the members voted to ask a committee to work out an independent fund-raising event. Jones appointed Lou Dunis, Portland, chairman of the committee. Dunis selected as committee members Ted Miller, OMA treasurer, and Budge Wright, Portland manager for Western Distributors.

Jukemen Give U.S. Nickel OK

Continued from page 12

ing the nickel chute. But these were not widely accepted in the field here.

However, the OPS and the industry here are in disagreement over the percentages given to location owners. It is the contention of the MAPOA, according to Ackerman, that this is strictly a contractual relationship between the operator and the location owner, and should not be affected by price control regulations. The issue remains in dispute, and the association is preparing a brief presenting its arguments in detail, which will be given consideration by the bureau.

A number of civic leaders, including councilmen and possibly Mayor Albert E. Cobo, were slated to appear at the monthly meeting of the MAPOA this week, in order that operators would have an opportunity to meet them in person. New city officials are to be elected next month, with most incumbents running again.

Miller Needle Appoints Exec

CHICAGO, Oct. 13. — M. A. Miller Manufacturing Company, Chicago manufacturer of long life phonograph needles, has appointed Kermit Suits Eastern sales manager.

In the field 20 years, Suits' background includes record manager for a distributor organization, field representative with a record company, recording engineer and sales representative for record and needle companies.

Sked New Test

Continued from page 75

already secured the co-operation of the Automatic Music Operators' Association. Albert S. Denver, AMOA president, said the Mac-Rae record, scheduled for release in a few weeks probably will be carried in at least half the phonographs in New York City.

"For our part," he said, "we are anxious to learn just how effective a concentrated group of operators can be in promoting good material."

Should the experiment catch on, traders saw in the plan a possible counter move to continuing efforts of the American Society of Composers, Authors and Publishers to remove juke boxes from copyright act exemption. If operators can make money with unassigned tunes, a question to which the experiment might supply an answer, ASCAP might be induced to relax its push to secure royalty payments from juke box play, they suggested.

News Ads Build

Continued from page 75

to listen to the 50 or more new record releases. For several hours, the machine servicemen become "music critics," voting on choice of records for each particular location and neighborhood.

The location owners also vote in this "popularity contest," using post cards requesting as many as five specific records. A large-scale illustration showed the group of 15 making notes on ballots while listening to records.

WURLITZER

104 254

Conversion

See your Wurlitzer Distributor for information and parts on dime-quarter conversion of all Wurlitzer post-war equipment.

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

Continued from page 38

POPULAR

CLIFFIE STONE ORK The Grunt Song CAPITOL 1834—Same bunch tries with a rather undelicate and not terribly delectable novelty idea. It's a blues lament involving a series of varied grunts.	66--66--64--68
Bored of Education Stone's novelty popcorn band, with Cliffie singing, turns in a rather flat novelty effort.	65--65--65--65
JEANNE GARRY (The Satisfiers & Bob Roberts Ork) Little Boy of Mine U. S. 213—Lullaby based on a familiar Yiddish folk song is handed a big treatment via strings and choral group. It's all just a little thin.	63--65--60--62
Sweet Potato Hill Miss Garry fails to do much to help an extremely lightweight piece of novelty material.	57--60--55--57
FRED DARIAN (Four Hits & a Miss) No Time for Lovin' LARIAT 1054—More of the same kind of treatment here on another Western-pop effort. Result's the same.	57--60--54--56
Twilight Till Dawn (Four Hits and a Miss) Darian's chanting 's good enough, but the tune is neither pop nor Western. Interpretation takes the middle road, too.	5--58--52--54

CLASSICAL

ANNA MARIA ALBERGHETTI (Sym. Ork. Radio Rome Italiana-T. Schippers Cond.) Monica Waltz (The Medium) MERCURY 5723—More from the film's sound track here. This selection has wider general appeal. Again lack of presence hurts somewhat.	74--79--72--72
Love Scene (The Medium) Selection is from Gian Carlo-Menotti's "The Medium" and was taken from the sound track of the film made in Italy. Miss Alberghetti has already attained success as a singer, the film and earlier live showing both were well received. In all, there should be an audience for this. Vocal presence is only fair, tho.	72--77--70--70

CHILDREN

MICHAEL STEWART-ANNE LLOYD-MITCH MILLER ORK The Choo Choo Train GOLDEN BR-5—Ditty consists of a musical conversation between a moppet and the train. Catchy melody and simple lyric make this a fine disk for the youngsters.	87--87--87--NS
Kalamazoo to Timbuctoo (Dick Byron-Michael Stewart-Mitch Miller Ork) Tune is written for the Golden book "Train to Timbuctoo." Basic kid appeal in trains and trainmen is well transmitted via production effects. Tune is catchy and has some pop appeal.	82--82--82--NS

ARTIST LABEL AND NO. TUNES COMMENT

ANNE LLOYD-MITCH MILLER ORK Popo the Puppet GOLDEN BR-2—Ditty written by Sylvia Fine (Mrs. Danny Kaye) is from the "On the Riviera" motion picture. With the disk's jacket picturing a Danny Kaye-like puppet, this should get much attention on the rack. Material is good enough to make them buy it after looking.	87--87--87--NS
Mr. Shortsleeves' Supermarket (Michael Stewart-Anne Lloyd) Almost any little girl will be intrigued by this wax version of a trip to the supermarket. It's slickly produced.	80--80--80--NS
BURL IVES (Percy Faith Ork) Grandfather Kringle COLUMBIA MJV-124—Ives has a fine piece of yuletide material here which includes a retentive melody, story line and yodeling. Could make lots of noise this year.	86--86--86--NS
The Twelve Days of Christmas The familiar Christmas folk song is done with both feeling and simplicity by Ives. A first-rate standard disk of the traditional material.	80--80--80--NS
ROSEMARY CLOONEY (Tony Mottola Ork) Suzy Snowflake COLUMBIA MJV-123—Miss Clooney gets off a smooth chanting job on as fine a winter song as has been heard in some time. Ditty could do well as both pop and kiddie fare.	86--86--86--NS
Little Red Riding Hood's Christmas Tree Cute kiddity manages to use the names of many Mother Goose characters and familiar people out of w.-k. kid songs. Result should please both the parents and the youngsters.	80--80--80--NS
MICHAEL STEWART-IAN MARTIN-MITCH MILLER ORK The Poky Little Puppy GOLDEN BR-1—Another good Cliff Friend ditty gets a slick handling from the label's group of singers and the Miller ork. Colorful jacket is a eye-catcher.	85--85--85--NS
Willie the Whistling Giraffe (Anne Lloyd-Michael Stewart) A fine kid song is done up with imagination. Both Stewart and Miss Lloyd are excellent. Whistle gimmick will get and hold attention.	85--85--85--NS
ROSEMARY CLOONEY (Tony Mottola Ork) Willie, the Whistling Giraffe COLUMBIA MJV-117—Cute-as-a-button kiddity about the giraffe who couldn't talk until he swallowed a whistle gets a slick reading from Miss Clooney and ork.	85--85--85--NS
Dandy, Handy and Candy Product tie-up and promotion here should do much to help this one. On its own, it's still a typical "little bears" story well done-up by Miss Clooney, chorus and ork.	85--85--85--NS
BILL BELL-MICHAEL STEWART-MITCH MILLER ORK-ANNE LLOYD When I Grow Up BIG GOLDEN BR-3—A fine Cliff Friend song caters to the imaginations of little boys by running thru a list of occupations about which youngsters often speculate. Production and orking is first-rate.	85--85--85--NS
Little Boy With a Big Horn Based on a Little Golden book of the same title, the ditty about the little boy who saves a ship with his bass tuba is slickly told by the chanters, with added appeal from the tuba bits.	81--81--81--NS
BURL IVES (Percy Faith Ork) The Little Engine That Could COLUMBIA MJV-113—Ditty written about the now famous kid story of the little train is top-flight material. Ives does his usual stand-out work.	85--85--85--NS
Old Witch, Old Witch Collectors of folk music will probably get a bigger kick out of this than the kids will. For the moppets, the orking and basic rhythm will intrigue. Ives is excellent.	78--78--78--NS

(Continued on page 78)

From Every Angle the Phonograph that fills Operator's needs!

Floating Mechanism
Complete Visibility
50 Selections
World's Most Beautiful Cabinet
Time-Tested, Trouble-Free Record Changer
Dual Matched Ceramic Cartridges
Needle Brushes

Model 1434

Superb Tone
Straight Line Program Selections
Single Button Selection
78 or 45 RPM

★ To help you make more money—all phonographs are set at the factory for 1 play for 10¢—3 plays for 25¢—Easily changed for other combinations desired.

ROCK-OLA MANUFACTURING CORPORATION - 800 N. KEDZIE AVE., CHICAGO 51

FOLK TALENT AND TUNES

Continued from page 32

Ga., taped 21 interviews with Grand Ole Opry talent September 15 in Nashville for use on his shows . . . Rocky Rauch, KTLN, Denver, has added a half-hour afternoon show daily from a motor agency. . . . Duane Ramsey has returned to KCUL, Fort Worth, after six months in the Marine Corps. . . . Jim Toth, KWSI, Lake Charles, La., emceed and booked talent for a string of big nightly variety shows, starting h.b. talent, at the recent Southwest Louisiana Industrial Fair held there. Toth also books talent for local niteries. . . . Mack Rains, WCTT, Williamsburg, Ky., is working show dates with Jimmy Skinner . . . Pee Wee Miller has just completed his first year of his d.j. show over WCAM, Camden, N. J. He works an hour show daily. . . . Smokey Smith, KRNT, Des Moines, became a father September 19. Jerry Blair, KTXL, San Angelo, Tex., is moving into a pop slot from his h.b. and Western spinning. The station is replacing him with a newcomer, as yet not named. . . .

Artists' Activities

Al Miller, the Victor country sales rep, is touring Alabama, Georgia and Tennessee the next month, calling on d. j.'s and distributors. . . . Cotton Carrier is doing a half-hour TV show over WSB-TV, Atlanta, Fridays, called The Prize Party. . . . Rusty Gabbard cut his second session for MGM records in Nashville. . . . Hank Williams got the biggest picture break accorded a country artist in years. Thru Frank Walker, prexy of MGM records, Williams has been inked to a five-year pact, under which he will get co-star billing in pics not in the horse opera category. Williams will get straight dramatic and singing roles in featured dramatic and musical productions. It's understood that his salary will be graduated up to \$5,000 per week if he makes good. Promising new h.b. and Western talent got its biggest network radio break yet, when NBC started the new amateur country talent show October 6 out of New York (The Billboard, October 6.) Top talent on the show will get a Victor waxing pact. Show precedes The Grand Ole Opry on the web Saturday night. Uncle Tom George, the ex-WWVA, Wheeling, W. Va., all-night jockey, is emseing the show. He has been doing web spinning out of New York the past year. Talent wanting to get on the show may submit acetates to the network in New York. Harry Burgard has become personal manager of the Hodges Brothers, a five-piece string band working out of Natchez, Miss. . . . Al Rogers, KGNC, Amarillo, Tex., d.j. and live entertainer (MGM) is expecting an offspring in February. . . . Smokey Warren, WAAT, Newark, N. J., has gone into personal management. He is now handling Slim Le Roy and his Cactus Riders, Bobby Robbins, Jimmy Lee and the Montana Boys, Dave Allen and the Drifters, Texas Jean Valli, Jimmie Smith, Lee Forrest, Billy Bean and the Toothless Twins. They are all working in the New York area. The recent date which Connie B. Gay, the WARL, Arlington, Va., d.j., promoted at Griffith Stadium, Washington, D. C., with an all-star group from the Grand Ole Opry, WSM, Nashville, drew 14,000 people, it's reported. Attendance probably set a mark for a one-show appearance in the country field. . . . Gene Evans, formerly at WMMN, Fairmont, W. Va., has moved to WFRX, West Frankfort, Ill., where he is working with a four-piece band. . . . Roy Overholt, WOOD, Grand Rapids, Mich., is doing a daily show over the station, which he feels may be telecast soon. Bill Allen, who operated a booking agency out of Fayetteville, N. C., reports that he is looking for names every Wednesday and Saturday night at the Carolina Barn Dance in Fayetteville.

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 Oct. 13	Issue of Oct. 6	Issue of Sept. 29	Issue of Sept. 22
AIREON				
Blonde Bomber			\$75.00	
Coronet	\$159.00	\$159.00	159.00	\$159.00
Deluxe	49.00	49.00	49.00	49.00
AMI				
Hideaway		295.00		
Hostess			395.00	
Model A	299.00 425.00	299.00 329.50	299.00	319.00 325.00
Model B	375.00 399.00	399.00 429.50	399.00 399.50	429.00 449.00
Model C		499.50 545.00	499.00	449.00
FILBEN				
Hideaway	195.00			
Maestro	150.00			195.00
30 Records				125.00
MILLS				
Constellation	124.50	169.50	169.50	125.00 169.50
Empress	34.50 39.00	39.00 39.50	39.00 39.50	39.00 39.50
Throne	34.50		25.00	
PACKARD				
Manhattan	124.50 139.00	149.00 149.50	149.00 149.50	149.00 149.50
7	149.00 150.00		79.50	79.50
RISTAUCRAT				
45	60.00			60.00 95.00
ROCK-OLA				
Commando	39.00	39.00	39.00	39.00
Playmaster	64.50 69.00	64.50 69.00	54.50 69.00	64.50 69.00
Super 40	49.50(2)	49.50	49.50(2)	49.50
39	39.50	39.50	39.50	39.50
1418	49.50	49.50	49.50	49.50
1422	119.00 125.00	129.00	129.00 150.00	125.00 129.00
1426	159.00 169.00	139.50 159.00	139.50 159.00	179.00
1428	185.00	175.00 179.00	175.00 179.00	
Counter Model	279.00	299.00	299.00	
1950 50 Selection	650.00	650.00	650.00	650.00
SEEBURG				
Classic	59.00	59.00	59.00	59.00
Colonel	49.50 59.00	49.50 59.00	49.50(2) 59.00	49.50 59.00
Emvay	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	49.50 59.50	49.50 59.50	49.50 59.50	49.50
H-146 M Hideaway	179.00 195.00	149.50 169.50	195.00 199.00	189.50 199.00
H-148 M Hideaway	229.00 245.00	249.00 259.00	249.00 259.00	249.00
H-246 M Hideaway	199.00 229.00	225.00 229.00	225.00 229.00	225.00
Hightone ES	59.00	59.00	59.00	59.00
Lo Boy		49.50		
Lo-Tones	79.50	59.50	59.50	59.50
Major	59.00	59.00	59.00	59.00
Regal	49.00	49.00	49.00	59.00
46 Hideaway	249.00			249.00
146	145.00			195.00
146 M	150.00 189.00	189.00 199.50	199.00 199.50	159.00 199.00
146 S	150.00	195.00		139.00 165.00
147 M	205.00 249.00	189.00 219.50	189.00 249.00	189.00 249.00
147 S	169.00 195.00	169.00	169.00	169.00
148 M	189.00 310.00	249.00	349.00	349.00
	325.00 349.00			
	350.00 425.00			
148 M1	349.00 369.00	369.00(2)	369.00(2)	369.00
1485	325.00			
1941 RC Special	79.00	79.00	79.00	69.50 79.00
1946 RC Special	249.50	249.00	249.00	249.50
1947 RC Special	274.50	274.50	274.50	274.50
3800		45.00		50.00
9800		45.00		

WURLITZER

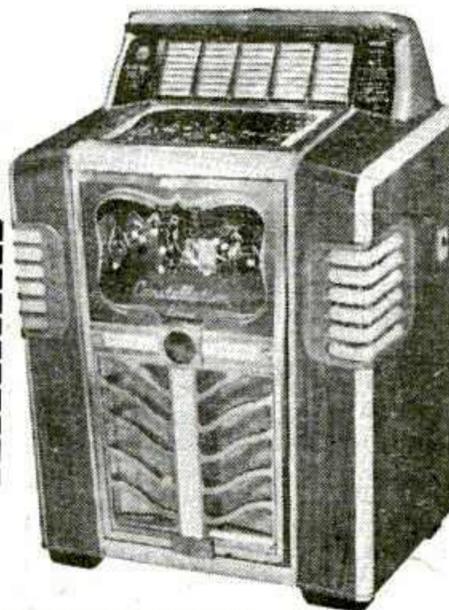
	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29	Issue of Sept. 22
500	35.00 39.50	35.00 45.00	49.00 49.50	49.00 49.50
600	49.00	49.00 49.50(2)		
600K	39.50			
600R	49.00	49.00	49.00	49.00
616		79.50	79.50	35.00
700	69.50 79.50	69.50 79.50(2)	69.50 74.00	75.00 79.50
700E				
750	100.00 109.00	109.00 109.50	109.00 109.50	75.00 109.00
750 E		89.50		
780		79.00	79.00	79.00
780E		89.50	89.50	89.50
800	69.50 79.00	69.50 74.50	69.50 79.00	60.00 79.00
850		59.00	59.00	59.00
950		45.50 65.00		49.50
1015	169.50 175.00	175.00 199.00	175.00 199.00	195.00 199.00
		185.00	199.50(2)	199.50 250.00
		199.00(2)	210.00 250.00	199.50(2) 225.00
		199.50	275.00	
		250.00(2)		
		275.00		
1017	229.00 259.00	214.50 259.00	259.00	214.50 259.00
1080	169.50 199.00	175.00 199.00	175.00 199.00	199.00
1100		210.00		
	369.00 374.50	325.00 365.00	369.00 374.50	369.00 374.50
		375.00(2)	369.00 374.50	375.00
		395.00	375.00 379.50	
1250	449.00 495.00	449.00 529.50		399.50 449.00
Victory		550.00	449.00(2)	529.50
		39.00	39.00	39.00

First Adds Personnel

CHICAGO, Oct. 13.—First Distributors this week announced the addition of three men to its premium division. Mal Finke, head of that division, said Marshall

Black and Bernard Reisman will act as salesmen specializing in premiums, while Robert Murdoch will handle stock. Firm will display a part of its premium line at the Midwest machine convention in Omaha next week, with Joe Kline, Finke and Black in attendance.

BE SURE-SECURE The "5 FREEDOMS" of EVANS' 20/40 CONSTELLATION



WELCOME SIX-STATE PHONOGRAPH OPERATORS SEE OUR DISPLAY BOOTH 8

- FREEDOM from Mechanical Failure . . .
- FREEDOM from Excessive Maintenance Costs . . .
- FREEDOM from Location Rejection . . .
- FREEDOM from Annual Replacement Problems . . .
- and FREEDOM with Consistent, Profitable Earnings!

See your Evans Distributor or write Factory direct to learn how easily these Constellation "Freedoms" may be yours.

H. C. EVANS & CO.

1556 W. Carroll Ave., Chicago 7, Illinois

SEE EVANS' PROFIT STIMULATORS ON PAGE 88

MOTOR CITY BARGAINS!!!

SEEBURG
148ML, Blonde . . . \$329
147S . . . \$169
147M . . . 189

WURLITZER
1250 . . . \$449
1100 . . . \$375
1017 Hideaway, 30-wire adapter . . . 229

SEEBURG HIDEAWAYS Postwar
H146M . . . \$195
H246M . . . \$229
H148M . . . \$259

WURLITZER
1015 . . . \$185
3020 Wallboxes, 5-10-25c . . . \$33

PACKARD
Manhattan, very clean . . . \$139

SEEBURG
Wireless, 5c Postwar . \$13.50

MUSIC SYSTEMS, Inc.

Detroit, Mich. 10217 Linwood
Cleveland, O. 2600 Euclid
Grand Rapids, Mich. 245 N. Division
Toledo, O. 1302 Jackson

IMMEDIATE DELIVERY

1/3 Deposit Balance C.O.D.

mer. Shuffle
as New Game
or Coin Ops
Firm Mulls Shift
From Location to
Operator Selling

ION CITY, N. J., Oct. 13.—
adding a shift in basic policy,
American Shuffleboard Com-
pany this week introduced a new
game for sale to operators only.
indicated that promotion for
boards in the company's line
ould be concentrated on the re-
tator market.

ederick Jordan, sales mana-
said operator purchases are
ounting for an ever-greater
tion of American's total busi-
as compared to direct sales
locations. "We are selling a
stantial number of boards to
rators now," he declared. Jor-
added that operators now ab-
b some 75 per cent of the firm's
ut of accessories, such as
ights and wax.
The new American game, called
nk-Shot, will be marketed thru
et of regular coin machine dis-
utors, soon to be appointe-
dan declared. A few outlets
bably will be announced fol-
wing the close of the Midwest
n Machine Convention next
ek in Omaha, where the game
ll have its first trade showing.

New Variant

Bank-Shot, a variant of Shuf-
board, is played on a table 9
t long and 33 inches wide.
cks are caromed off side
shions to score areas at either
d of the maple playing field.
ajor change from standard shuf-
board is the addition of small
re-point areas in the four cor-
rs of the field, an innovation
d to speed up playing time con-
siderably.

A coin-operated scoreboard
as standard issue with the
me. Equipped with an ABT
bin mechanism, the 17 by 22-
ch illuminated scorer is single-
ced, and designed for wall in-
allation. A coin is inserted for
ch player, activating the scor-
g mechanism which registers a
mpleted game when 15 points
e tallied for two players, or 21
oints for four players. Red and
ue control buttons are used by
ayers to rack up points.

Legs of Bank-Shot may be
lded flat for transport to loca-
on, Jordan pointed out. Weight of
e game is 270 pounds. All units
e equipped with climatic ad-
sters to prevent warping of the
mple field. Games are shipped
ith four red and four blue
ights, a rules card and display
gns.

Bow Williams

Continued from page 70

umpers in the middle playing
rea and a pair of flipper bump-
rs and a rollover switch at the
ottom. Each of the bumpers and
pp rollover switches is num-
ered from 1 to 6 to correspond
with the six numbered horses
which make advances across the
backglass until they cross the
inish line.

Advances are made by the ball
going thru the top rollover series.
Thus when the ball goes thru the
No. 2 rollover switch, the horse
or selection moves forward. In
addition to the forward motion of
the selections indicated by the
animated horses, the backglass
registers the selections finishing
first, second and third and also
high score which runs to 10 mil-
lion point.

Gottlieb Game

Continued from page 70

rollover switches, known as the
backfield sequence, and later
guiding a bal. thru a third switch
in this same series. Actually,
there are two sets of backfield
sequences. They are situated on
both sides of the playfield. A
third touchdown method is ad-
vancing the ball by yards gained
until it crosses the goal line. Yard-
age can be gained by hitting any
bumper, rollover switch or rol-
lover button. The advances con-
sists of 1, 5 or 10 yard gains de-
pending upon which scoring fea-
ture is hit.

THE BILLBOARD Index
of Advertised Used
Machine Prices

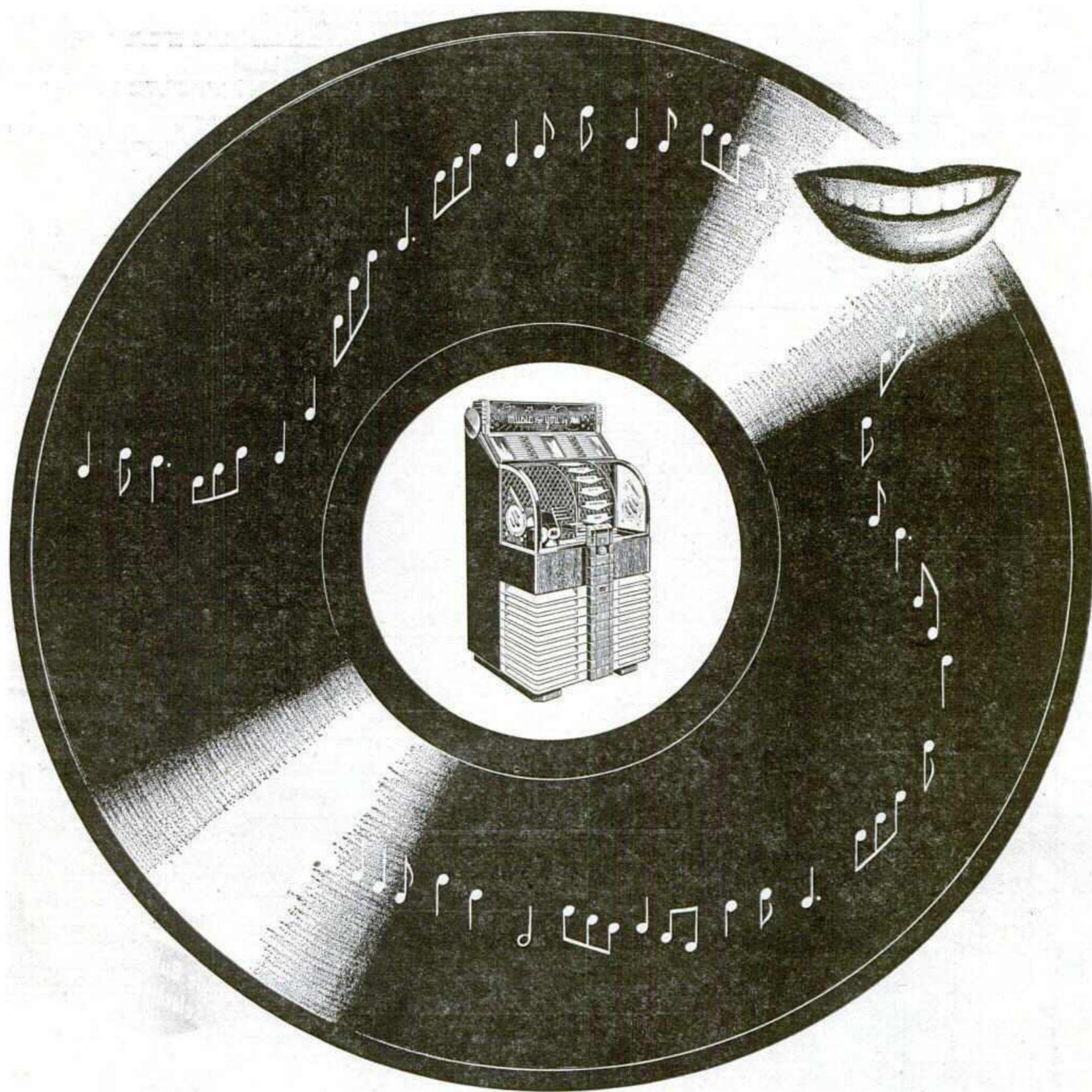
Amusement Games

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For this week's prices consult the used machine advertisements in this issue.

Table with columns: Machine Name, Issue of Oct. 13, Issue of Oct. 6, Issue of Sept. 29, Issue of Sept. 22. Lists various amusement games like Advance Rolls, All Babi, Alice in Wonderland, etc.

Table with columns: Machine Name, Issue of Oct. 13, Issue of Oct. 6, Issue of Sept. 29, Issue of Sept. 22. Lists various amusement games like Joker, Judy, Just 21, K. C. Jones, etc.



Have you heard the new record by "Dee-Dee" extolling the money-making qualities of the new "D"? Drop in at your AMI distributor's for a rendition of this amazing pressing.*

- * Fast One-Button Play
- Eye-Level Program
- Coin-Directing Arrows
- Compelling Modern Design
- Tune-Teaser Lighting
- Superior Sound System
- ...to mention a few

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

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

Continued from page 76

CHILDREN

RAY HEATHERTON
Alice In Wonderland (Parts 1 & 2) 85--85--85--NS
COLUMBIA PV-379—This is a fine 25-cent minidisk. Heatherton, TV's "Merry Mailman," tells the basic "Alice" story with a batch of short ditties tossed in. Tunes are not those of the Disney film.

DON WILSON
Three Orphan Kittens (Part 1 & 2) 80--80--80--NS
CAPITOL CAS-3096—Here's a cute-as-a-button disk adaptation of the Disney cartoon characters who get into all sorts of kittenish troubles but wind up being adopted into a good home. Tho the disk doesn't manage to catch some of the visual appeal in the kitten's antics, it's still good listening and well-suited to the moppet trade.

PAT O'MALLEY-MICHAEL STEWART-MITCHELL ORK
Rudolph the Red-Nosed Reindeer 78--78--78--NS
BIG GOLDEN BR-4—Tho the reading is fine, orchestration excellent and envelope colorful, the competition on this one is rough. Label's distribution set-up will get the disk plenty of action however.

Frosty the Snowman 78--78--78--NS
Same comment.

LATIN AMERICAN

JOSE MORAND ORK 75--75--75--75

Cuca
CORAL 60581—The Morand ork essays an instrumental mambo to come up with an okay terp disk for the Manhattan Latins. Gang-sing adds interest.

Sax Cantabile 74--74--74--74
Another instrumental mambo, at a slower tempo, gives an alto and trumpet a chance to take off on solos. Okay for dancing.

MACHITO ORK 75--75--75--75

Amalia Los Invita
COLUMBIA 39565—Unbilled warbler hands the Spanish lyrics a rhythmic chant on a rocking mambo. Good dance dinking.

Bongo Fiesta 73--77--70--71
The bongos take over on a frantic instrumental. Grunts, shouts and gang-sing maintain the frenzy. The hip collectors of Afro-Cuban disks should like this.

SPIRITUAL

SOUTHERN SONS QUARTETTE 72--72--72--NS

This Heart of Mine (Parts 1 & 2)
TRUMPET 142—The foursome has a fine rhythm sense, good lead chanter and an okay piece of religious material. But they work it to death on two sides of a disk. Not enough happens to sustain interest thru both sides.

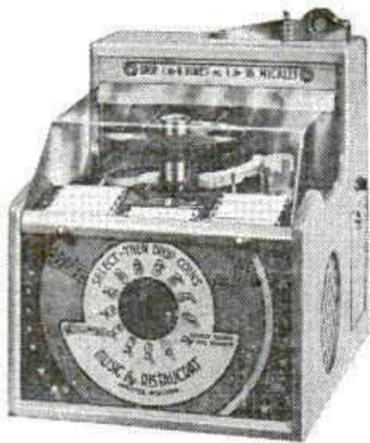
INTERNATIONAL

HERBERT GANT ENSEMBLE 64--70--60--62

Love Is Such a Cheat (Seymour Reichtzeit)
BANNER 2590—The Gant group backs tenor Reichtzeit in a Yiddish language version of the pop ditty based on Roumanian folk dances. Translation into Yiddish sticks close to the original lyric. Fine for the market.

Gant's Idea
The international label is taking a fling at jazz with this first release by Herb Gant, young composer-conductor who's experimenting with strings in a low register. Result could intrigue jazz collectors.

Small Spots are PAYING OFF with the RISTAUCRAT S•45



Steady, Profitable Collections

Reported by Ops All Over the Country

Day by day the Ristaucrat S•45 is receiving more attention from Operators who have found that the small locations can pay off! Collections are steady and profitable, because the S•45 requires little attention and practically no servicing. Try the S•45 in small spots for NEW profits . . . contact your distributor today.

A Few Distributorships Available.

RISTAUCRAT, Inc.

1216 E. WISCONSIN AVE.

APPLETON, WIS.

ARTIST LABEL AND NO. TUNES COMMENT

HOT JAZZ

JOHNNY HODGES ORK 81--83--80--80

Globetrotter
MERCURY 8954—Like "Castle Rock," this is an easy beat dance instrumental with a basic song to build on. Hodges, Al Sears and Larry Brown solo, but trumpeter Emmett Berry walks off with honors with several lustrous, swinging moments. Should do well, tho it's not as infectious as the "Rock."

Gentle Breeze 81--83--80--80
Hodges spins one of his velvety mood creations in an alto solo. The melody he grooves is truly lovely and could use a lyric. Could make a very handsome pop item. This dinking could pick up business for the lovely theme.

BUD POWELL 78--80--75--NS

Just One of Those Things
MERCURY 11083—Powell makes a simply brilliant batch of lightning-like runs and creative improvisations in the bop style to produce a truly wonderful jazz dinking. Art Tatum fans should look in; Powell is that dazzling here.

The Last Time I Saw Paris 73--76--70--NS
Bud Powell, one of the Kinpin boppers, goes it all alone in a skillfully executed solo built on the superb Kern standard. Powell is a most underrated jazz keyboardist.

SACRED

JIMMY WAKELY 81--81--81--81

Gonna Walk With My Lord
CAPITOL 1838—Wakely and male group have a neat spiritual-like ditty here. Performance is traditional. Appeal here is wider than on top side.

Each Step of the Way 80--80--80--80
A sacred ditty with family appeal is done with warmth as Wakely is teamed with an un-named female and vocal group.

RHYTHM & BLUES

CHARLES BROWN ORK 84--84--84--84

Seven Long Days
ALADDIN 3092—Brown gets off a slow, subtle, persuasive blues in his best: haunting style. Strength of the original material plus Chaz's strong effort should make this a winner.

Don't Fool With My Heart 82--82--82--82
New ballad is provocative, Brown sells it strong in his slinky style.

DINAH WASHINGTON (Ike Carpenter Ork) 84--84--84--84

Be Fair to Me
MERCURY 8249—Dinah's in top form for this neat blues, which she belts out in heart-and-soul style.

Saturday Night 74--74--74--74
Thrush does a Dixieland kind of novelty jingle in good style.

SONNY BOY WILLIAMSON 82--82--82--82

Cool, Cool Blues
TRUMPET 139—Sonny Boy, old-time blues shouter, returns to wax happily, chanting a first-rate bit of blues material. Tho his singing and the backing, featuring harmonica and guitar, are in the deep South tradition, this side is so well done it could have wider appeal.

Do It If You Wanta 74--74--74--74
Warbler whips up an up tempo jump blues novelty with a recurring tag. Well performed, but slight.

DINAH WASHINGTON 82--82--82--82

Cold, Cold Heart
MERCURY 5728—Piping the pop-country smash as a medium beat ballad, the fine-singing blues thrush does a splendid job, with a group and tenor sax obbligato highlighted in back. Could do r and b biz.

Mixed Emotions 67--67--67--67
Dinah doesn't get the feeling of this subtle ballad, which she sings rather coldly.

JOHN GREER-VI WILLIAMS (Rhythm Rockers) 78--78--76--80

Have Another Drink & Talk to Me
VICTOR (45) 47-4293—Relaxed, medium-beat handclapper swings strong, as Greer chants a novelty blues with a story line. He sells hard.

I'm Savin' All My Lovin' 72--72--70--74
Warbler and thrush duet on a sultry, slow blues with a beat.

THE CABINEERS (Mercer Ellington Quartet) 78--78--78--78

Each Time
PRESTIGE 904—Fair vocal group does a relaxed job with a good grade torch ballad

Lost 68--68--68--68
Group doesn't blend too well on this lesser ballad.

REUBEN MITCHELL 77--79--75--77

After Hours in Haiti
OKEH 6827—Distinctive treatment of the Avery Parrish classic introduces a fine after hours blues keyboardist, Mitchell, from Florida. The familiar themes are set against an insinuating Afro-Cuban beat with especially effective bongos.

Out of Nowhere 72--75--70--70
That Afro-Cuban beat is featured on this very modern jazz reading of the standard. A fly bop altoist plays some interesting licks. Should prove more interesting to collectors than to the commercial r&b market.

CECIL GANT 76--76--78--74

God Bless My Daddy
DECCA 48249—The late, and terrific bipes master, got a lot of moxie into this one, a rather maudlin bit about two little girls praying for their soldier daddy. He plays his fine piano style, with an organ broadening the sound.

The Grass Is Getting Greener 74--75--74--73
Gant wrote a pack of fine and philosophical thoughts into this crude ballad, which he makes you believe with his expressive performance.

GENE AMMONS ORK 76--77--75--74

Ammons Boogie
PRESTIGE 901—Combo gets off a feathery shuffle boogie, with the leader blowing an excellent tenor solo. Approach is a neat balancing of traditional blues and bop—a not uncommercial blend today.

Echo Chamber Blues 63--64--63--62
A lazy, meandering blues instrumental gets nowhere special.

GOREE CARTER 76--76--76--76

Please Say You're Mine
CORAL 65064—Carter unweils a real sound as he does an ordinary slow blues with style and feeling. Combo work isn't up to him.

I'm Your Boogie Man 64--64--63--65
So-so jump boogie novelty, with Carter hampered by soggy orking.

JULIA LEE & HER BOY FRIENDS 75--75--73--77

If You Hadn't Gone Away
CAPITOL 1798—A great but little-known ballad oldie gets Miss Lee's usual tasty, torchy go, with her own bluesy piano standing out in the background.

Scream in the Night 50--50--50--50
Wretched novelty material hinges on Miss Lee's screaming at regular intervals. She displays little relish for the chore.

STEVE GIBSON (The Original Red Caps) 74--74--74--74

Boogie Woogie on a Saturday Night
VICTOR (45) 47-4294—Fast novelty boogie gets a tight, stagey go from the group.

Shame 70--70--70--70
Fine ballad gets a mediocre rendition by the group.

LONNIE JOHNSON 74--74--74--74

It Was All in Vain
KING 4473—Medium bounce blues original by Johnson gets one of his forthright, good-sounding vocals. Tenor solo is used here instead of his guitar.

You Only Want Me When You're Lonely 82--82--82--82
Johnson delivers a straight-from-the-shoulder, plaintive chant on a fine torch ballad of his own clefting.

LYNN HOPE & ORK 72--72--72--72

Too Young
ALADDIN 3103—Hope submits the hit to a jumping tenor solo, as combo knocks out a zingy rumba background. There's little feeling or sympathy for the tune.

Free and Easy 68--68--68--68
Combo gets off a medium beat, boppish instrumental penned by Tiny Grimes. Hope's tenor occupies the spotlight, but nothing much happens.

VOX JOX

Continued from page 24

Preems

Toby David, CKLW, Detroit, appointed coach for Catholic Youth Organization's football team. . . . Same station's **Sid Garis**, starting his new remote from Elmwood Casino, Windsor, claims he's working in the proverbial goldfish bowl—a special glass-enclosed room raised about three feet above dance floor. . . . **Laverne Watson**, WRCS, Akoskie, N. C., has returned to his old "Morning Man" and "Lazy Bones" show, with **Harry James** "Doncha Go Way Mad" as his closing theme. . . . **Bill Alexander**, of Baltimore, has launched a weekly 30-minute deejay session over WWDC, Washington, under sponsorship of Gunther Brewing Company. . . . TV star **Bob Davis** replaces **Frank Blair** on "Musical Bazaar" over WOL, Washington. . . . **Arty Kay**, WKLK, Lexington, Ky., rounds out five years as pilot of "1300 Club" this month. Claims he's received over 61,000 written requests from listeners during that period. . . . **Ray Kinnsman** takes over platter series of **Lee Nance**, on WATL, Atlanta. Nance upped to news director. . . . **Jack Little**, ex-WPDX, Clarksburg, W. Va., has gone on to "bigger and better things in New York radio," according to WPDX's **Happy Ison**. . . . **Dennis Murphy**, KIND, Independence, Kan., is starting session emanating from local Civic Center, featuring student deejays and school news chatter. . . . **Hal Davis**, KING, Seattle, appointed program director, but will continue to steer his early a.m. platter show. . . . **Paul Hennings**, WNOB, Norfolk, Va., is now heard five hours daily, with addition of new 8-10:30 p.m. show to his regular two-and-a-half hour mid-morning stint. . . . **George McCall**, ex-WKAL, Rome, N. Y., out of the Marine Corps Reserve and spinning 'em at WEEU, Reading, Pa., after a year's leave. Reading is his home town. . . . **Paul (Shorty) Schroeder**, WIMS, Michigan City, Ind., took two days off recently to return to school and receive a speech degree. . . . **Jean Page**, senior at Roanoke Rapids (N. C.) High School, is **Wayne Harris**'s new right-hand girl for his evening disk show over WCBT-WKFM, Roanoke Rapids. . . . **Jim Watson**, WTAG, Worcester, Mass., spins platters on new Saturday afternoon session for pre-football fan crowd. **Art Preston**, ex-WCOU, Lewiston, Me., has joined **WIDE**, Biddeford, Me., as headman for "The Treasure Chest" and "Wide Awake Club."

Seize Distributor As 'Digger' Shipper

NEW YORK, Oct. 13.—An arrest charging violation of the federal law prohibiting interstate shipment of gambling machines, described by the Federal Bureau of Investigation as the first of its kind in this area, was made here this week. The alleged violator is **Mike Munves**, head of the **Mike Munves Corporation**. The FBI charged Munves with having shipped six "Digger-type" machines from New York to New Haven, Conn. He was released on \$1,000 bail pending a hearing before United States Commissioner **Edward W. McDonald** October 22.



AMERICAN CANCER SOCIETY

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 Oct. 13	Issue of Oct. 6	Issue of Sept. 29	Issue of Sept. 22
Ace Bomber (Mutoscope)....	\$95.00	\$75.00	\$75.00	\$95.00
Air Raider (Keeney).....	125.00	89.50	125.00	125.00
All Stars (Williams).....	49.50 55.00	49.50 109.50	49.50 95.00	49.50 95.00
	100.00 109.50		109.50	125.00
				125.00
Astroscope				150.00
Atomic Bomber (Mutoscope).....	150.00			150.00
Bag-A-Bunny	75.00	75.00	75.00	75.00
Baseball (Bally).....		115.00	80.00	115.00
Bat-a-Ball Jr.....			19.50	
Batting Practice (Scientific).....	75.00	75.00	75.00	75.00
Big Inning (Bally).....	185.00		195.00	185.00 195.00
Boomerang (Amusement Corp.).....	45.00			45.00
Bing-A-Roll (Genco).....			75.00	
Build Up (Exhibit).....		25.00	25.00	
Career Pilot	95.00			95.00
Challenger (ABT)	24.50	24.50	22.50 24.50	24.50
Champion Basketball.....			22.50	
Chicken Sam (Seeburg).....	59.50 75.00	75.00 109.50	75.00 109.50	75.00 95.00
	95.00 109.50			109.50
Chinning Rings (Exhibit)....				165.00
Dale Gun (Exhibit)	49.50 50.00	55.00 69.50	49.50 59.50	54.50 69.50
	59.50(2) 69.50	84.50 85.00	69.50 84.50	84.50 85.00(2)
	84.50 85.00(2)	95.00	85.00 95.00	95.00
				125.00
Deluxe Athletic Scale (Mercury)	69.00 69.50	69.00 69.50	49.50 69.00	69.00 69.50
				95.00
Drop Pictures				45.00
Dumbbell Lift.....				85.00
Electric Hockey (Exhibit)....				149.50
Field Goal (Scientific).....				175.00
Fishing Well (Mutoscope)....	125.00			125.00
Fist Striker (Exhibit).....				125.00
Football (Ideal).....				225.00
Goalie (Chicago Coin).....	75.00 95.00	89.50 95.00	89.50 95.00	95.00 95.00
	99.50 125.00	99.50	99.50	125.00
				185.00
Grip Developer (Exhibit)....				
Gun Patrol (Exhibit).....		195.00 225.00		
Harvard Metal Typer.....	225.00			65.00 69.50
Heavy Hitter (Bally).....	65.00			60.00
Hi-Ball (Exhibit).....			19.50 25.00	19.50
Hit-a-Homer				165.00
Hits and Runs (Genco).....				75.00
Hockey (Chicago Coin).....	75.00			
Hollycrane (Como).....	255.00 275.00	255.00 275.00	255.00 275.00	255.00 275.00
		475.00	425.00	
Jack Rabbit (Amusement Corp.).....	109.50	109.50	109.50	100.00 109.50
Jungle Joe (Scientific).....				195.00
Lite League (Amusement Corp.)	95.00			95.00
Love Pilot (Mutoscope).....		125.00	125.00	
Magic Pen	100.00			125.00
Merchantman (Exhibit).....	99.50	99.50	99.50	99.50(2)
Metal Typer (Groetchen).....				135.00
Monkey Shines				175.00
Panorams (Mills).....	175.00 225.00			225.00
	250.00			
Periscope	100.00			125.00
Phil Toboggan Ski Ball.....	350.00			350.00
Photomatic (Mutoscope)....	350.00(early)			350.00(early)
	695.00(late)			695.00(late)
Pistol Pete (Chicago Coin)....	100.00 149.50	149.50	79.50	150.00
Pitch 'Em & Bat 'Em (Scientific)	175.00			225.00
Play Ball (Evans).....				275.00
Poker & Joker	49.50	49.50	49.50	49.50
Pokerino (Scientific).....	45.00 99.50	99.50	29.50 99.50	99.50
Pop Up (Marvel).....				18.50
Q-Ball (Dixie Music).....				89.50
Quizzer	90.00 100.00	89.00	89.00	125.00
Recordio (Wilson-Gay).....	150.00			175.00
Rocket Busters	65.00			65.00
Rotary Claw Mdr (Exhibit)....	175.00	175.00	175.00	175.00
Seven High (Edelman).....	75.00			75.00
Shipman Art Show	49.50	49.50	49.50	49.50(2)
Shoot the Bear (Seeburg)....	160.00 300.00	319.50 325.00	295.00 350.00	269.50
	335.00 350.00			
Shoot the Duck (Seeburg)....	85.00	85.00	85.00	85.00
Shoot Your Way To Tokio ..	100.00			100.00
Silver Bullet (Exhibit).....	95.00 150.00	165.00	99.50 165.00	165.00(2)
	225.00	185.00 225.00	225.00(2)	225.00(2)
Six Shooter (Exhibit).....				250.00 275.00
				150.00
Skee Ball (Wurlitzer).....	150.00			
Skillet Electric				25.00
Skill Gun (ABT).....	20.00			
Skill Test (Groetchen).....		24.50	49.50	49.50
Sky Fighter	105.00 125.00	59.50 95.00	95.00 105.00	85.00 105.00
		105.00		125.00
Star Series (Williams).....	89.50 99.50	59.50 89.50	59.50 119.50	59.50 125.00(2)
	100.00	100.00 109.50	125.00(2)	139.50
	125.00(2)	125.00 139.50		
	139.50			
Super Bomber (Evans).....	95.00			95.00
Swinging Monk.....	95.00	95.00	95.00	95.00
Tail Gunner		89.50	89.50	89.50
Team Hockey (United).....	125.00(2)	125.00	125.00	125.00 155.00
Telequiz	115.00 119.50	95.00 115.00	95.00 115.00	115.00(2)
		119.50	119.50	119.50
Ten Strike (Evans).....	75.00(2)			75.00(2)
Tenth Inning (United).....	75.00			
3-Way Gripper (Gottlieb)	15.00 22.50	22.50	22.50	22.50
Tokyo Raider.....		75.00	75.00	75.00
Tommy Gun (Evans).....				65.00
Torpedo (Bally).....		75.00	75.00	
Twin Drive Mobile (Mutoscope)				350.00
Undersea Raider (Bally)....	95.00			95.00
Western Baseball	85.00			85.00
X-Ray Poker (Scientific)....	85.00			85.00
Zoom (Stoner).....			22.50	

	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29	Issue of Sept. 22
Tropicans (United).....			10.00	
Tucson (Williams).....	55.00 69.50	69.50	34.50 69.50	69.50 95.00
			85.00	
Tumbleweed (Exhibit).....	104.50 109.00	100.00 109.00	95.00 100.00	109.00 110.00
Turf King (Bally).....	295.00 299.50	199.00 215.00	245.00 295.00	210.00 215.00
	345.00	269.50 295.00	315.00	269.50 289.50
		345.00		295.00 315.00
				325.00
Utah (United).....	99.00	99.00 99.50	39.50 85.00	75.00 95.00
				99.00 99.50
Victory Special (Bally).....	49.50		49.50	25.00 49.50
Virginia (Williams).....	28.50 29.50	29.50 39.50	17.50 29.50	25.00 29.50
	39.50	45.00	39.50	39.50 45.00
What's My Line.....		175.00	175.00	
Winner (Universal Industries)	100.00 200.00	179.50 275.00	145.00 200.00	145.00 195.00
	249.50 275.00		275.00	200.00 225.00
				275.00 295.00
Wisconsin (United).....	25.00 45.00	29.50 35.00	17.50 35.00	45.00 49.50(2)
	49.50(2)	45.00 49.50(2)	49.50(2)	
World Series (Rock-Ola)....	69.50	69.50 75.00	69.50 75.00(2)	69.50
Yank (Williams).....			15.00	25.00 55.00

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.

	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29	Issue of Sept. 22
ABC Bowler (Keeney).....	\$65.00 69.50	\$65.00 69.50	\$65.00 69.50	\$65.00 69.50
Ace Bowler (Chicago Coin)....	149.00w/p	149.00w/p	149.00	149.00 150.00
Baseball (Chicago Coin).....			34.50	
Baseball (Genco).....	99.50	99.50	99.50	99.50
Baseball (Nationwide).....	24.50 34.50	34.50 55.00	30.00 34.50	34.50 55.00
Bowlette (Gottlieb).....	35.00 55.00	69.50	40.00 50.00	69.50
	69.50 75.00		55.00 69.50	
Bowling (Rock-Ola).....	84.50			
Bowling Alley (Chicago Coin)....	39.50 49.50	39.50w/p 55.00	55.00 59.00w/p	55.00 59.00w/p
		59.00w/p 64.50	64.00(2) 64.50	64.00 64.50
		64.50	69.50	69.50
Bowling Classic (Chicago Coin)....	125.00 135.00	135.00 139.50	125.00 129.00	129.00 139.00
	139.50 150.00	150.00	139.00 139.50	139.50 140.00
			140.00	
Bowling League (Genco)....	24.50 35.00	34.50 35.00	10.00 25.00	34.50 35.00(2)
			34.50 35.00	
Deluxe Bowler (Williams)....	45.00 49.50	69.50	45.00 65.00	45.00 69.50
			69.50	
Deluxe Twin Bowler (United)....	195.00		225.00	
Double Bowler (Keeney).....	135.00 155.00	155.00	150.00 155.00	155.00
Double Header (Williams)....	110.00	124.50 125.00	125.00(2)	149.50(2)
	125.00(2)	149.50	149.50(2)	
Double Shuffle Alley (United)....	139.50 149.50	75.00 79.50	79.50	79.50
	75.00 79.50		90.00	
Double Shuffle Alley Ex-press Rebound (United)....	185.00 229.50	185.00 229.50	229.50	229.50
Duck Pin (Keeney).....	145.00 169.50	145.00	105.00 145.00	105.00 145.00
Four Player Shuffle Alley (United)			295.00	295.00
Glider (Genco).....	30.00(2) 39.50	30.00 39.50	30.00 39.50	30.00 39.50
Hi Score Bowler (Universal)....	175.00	165.00 175.00	165.00 175.00(2)	165.00 175.00(2)
Hook Bowler (Bally).....	275.00(2)	265.00(2)	245.00 265.00	245.00 265.00
		275.00(2)	275.00 295.00	275.00
			50.00 85.00	85.00
King Pin (Keeney).....			265.00(2)	265.00
League Bowler (Keeney).....	265.00(2)	265.00		
League Bowler (4-Player Rebound) (Keeney).....	275.00	275.00	275.00	275.00
Lucky Strike (Keeney).....	75.00	75.00		69.00 75.00
Pin Boy (Keeney).....	24.50	34.50	19.50w/p	19.50 34.50
			34.50(2)	
Shuffle Alley (United).....	24.50 28.50	19.00 34.50	19.00 25.00	19.00 25.00
	29.00 39.50(2)	39.50(3)	29.00 34.50	29.00 34.50
	45.00w/p	45.00w/p	39.50(2)	39.50(2)
	59.50w/p	59.50w/p	45.00w/p	45.00w/p
			59.50w/p	59.50w/p
Shuffle Alley Express 2 Player (United).....	199.50	199.50	199.50	199.50
Shuffle Alley Express (United)....	49.50(2) 55.00	69.00 69.50(2)	69.00 69.50(2)	69.00 69.50(2)
	69.00 69.50	74.50 79.50	74.50 129.50	74.50 129.50
	74.50 129.50		129.50	
Shuffle Baseball (Chi. Coin)....			50.00	65.00
Shuffle Bowl (Exhibit).....			89.50	89.50
Shuffle Bowler (Bally).....	28.50 44.50	34.50 44.50	25.00 34.50	19.00 34.50
	45.00	45.00 49.00	44.50 45.00	44.50 45.00
	49.50w/p	49.50w/p		
Shuffle Bowler (United)....	24.50	19.00	19.00 19.50	19.50
Shuffle Champs (Bally).....	75.00 89.00	89.00 89.50	89.00(2) 95.00	89.00(2)
	89.50	99.00		
Shuffle Jungle (Rock-Ola)....			19.50	
Shuffle Lane (Rock-Ola).....	39.50	19.50 39.50	25.00 39.50	39.50
Shuffle Lane (United).....	24.50	34.50	34.50	34.50
Shuffle Pool (Nationwide)....				44.50
Shuffle Skill (United).....	44.50	44.50	19.50 44.50	44.50
Shuffle Slugger (Bally).....			135.00	
Shuffle Slugger (United)....	110.00 129.50	129.50	125.00 135.00	135.00 149.50
	135.00		149.50	
Shuffle Tournament (Universal)				225.00
Single Bowler (Williams)....	28.50			
Single Shuffle Alley Rebound (United).....	149.00 199.50	149.00 199.50	119.00w/p	119.00w/p
			149.00 199.50	149.00 199.50
			80.00 189.50	80.00 189.50
Skee Alley (United).....	189.50	80.00 189.50	39.00 59.00	39.00 59.00
Speed Bowler (Bally).....	45.00 49.50(2)	39.50w/p	69.00 69.50	59.00 69.00
	54.50 59.00	49.00 54.50(2)	79.50 99.50	69.50 79.50
	79.50	59.00 69.50	79.50 99.50	99.50
		79.50 99.50	99.50	85.00 99.50
Strike (Exhibit).....	99.50		99.50	
Super Shuffle Alley (United)	28.50 49.50	19.00 49.50	19.00 39.50	19.00 49.50
			49.50	
Super Twin Bowler (Universal)....	135.00 145.00	135.00 145.00		

State Tax Calendar

Alabama
November 10—Tobacco stamp and use tax reports and payment due.
November 20—Sales tax reports and payment due. Tobacco reports due.

Arizona
November 5—Property tax first semi-annual installment due (last day.)
November 15—Gross income tax reports and payment due.

Brighten Your FUTURE with FIRST Class Equipment



BRAND NEW Factory Closeouts

C. C. HORSESHOES \$269
United TEAM HOCKEY 139
Univ. 5 STAR Write

NEW SHUFFLE GAMES

Chl. Coin & PLAYER BOWLING ALLEY
Keeney & PLAYER LEAGUE BOWLER
United & PLAYER SHUFFLE ALLEY
Bally SHUFFLE LINE

WANTED!

CASH OR TRADE!
Bally BRIGHT LIGHTS
United A B C
Exhibit SIX SHOOTER
Seeburg SHOOT THE BEAR
Genco SING-A-ROLLS

SHUFFLE GAMES

United 4 & 5 PLAYERS
Keeney 4 PLAYERS
United TWIN REBOUNDS
Bally HOOK BOWLERS
Keeney BOWLING CHAMPS
Keeney MATCH BOWLERS

FIRST DISTRIBUTORS

Wally Finke & Joe Kline
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

Guard Your Family STRIKE BACK!



GIVE to Conquer Cancer

IF SOMEONE IN YOUR FAMILY HAD CANCER, you would do anything . . . everything that would help. And today there is so much that you can do to help.

We need more research, more life-saving education, more training for scientists and physicians, more equipment, more services for those already stricken with the disease. We all must help. Any contribution is welcome, but the fight against this major threat deserves major support: dollars—tens—twenties—hundreds of dollars. Will you help?

American Cancer Society
SPONSOR'S OR LOCAL UNIT'S ADDRESS

MAIL YOUR GIFT TO "CANCER," IN CARE OF YOUR LOCAL POST OFFICE

Here is my contribution of \$.....in support of the Cancer Crusade.

Name.....
Address.....
City..... State.....

Arkansas
November 10—Cigarette reports due.

November 15 — Compensating (use) tax reports and payment due. Corporate income tax second installment due. Gross receipts tax reports and payment due. Personal income tax second installment due.

Colorado
November 15—Sales tax reports and payment due.

Connecticut
November 1—Property reports due.

November 10—Cigarette reports from distributors due.

November 15—Cigarette vending machine reports from operators due.

Delaware
November 15 — Cigarette and cigar reports due.

November 10—Cigarette reports
District of Columbia
November 20—Sales tax reports and payment due. Use tax reports and payment due.

Florida
November 20—Sales tax reports and payment due. Use tax reports and payment due.

Georgia
November 1—Corporation registration statement and fee due.
November 10—Cigar and cigarette reports from wholesale dealers due.

November 30—Sales tax reports and payment due. Use tax reports and payment due.

Idaho
November 15—Cigarette reports of wholesaler drop shipments due.

Illinois
November 15—Cigarette reports due. Sales tax reports and payment due.

Indiana
November 5 — Property tax semi-annual installment due.

November 10—Cigarette reports from distributors on interstate business due.

November 15—Cigarette reports of distributor drop shipments due.

Kansas
November 5—Cigarette reports from wholesalers due.

November 20—Sales tax reports and payment due.

Kentucky
November 15 — Corporate income tax third installment due. Personal income tax third installment due.

November 20—Cigarette reports from wholesalers due.

Louisiana
November 1—Soft drinks reports due.

November 15 — Corporate income tax third installment due. Personal income tax third installment due.
(Continued on page 83)

United Begins

Continued from page 70

bered kickout holes, when the proper-numbered bumper is illuminated, advances the same-numbered selection three times. Similarly, balls dropped in the second row of kickout holes, when the correct lighted bumper and hole are matched, result in six advances. Finally, a ball dropped in either of two kickout pockets at the bottom of the play area advances a selection 12 times.

The saucer hole is good for nine advances still based on the lighted bumper matching selection combination. In all, it takes 39 advances to get one selection across the finish line. Two across the line result in two replays, four across the finish an additional four replays (for a total of six replays), and all five finishing the contest before five balls have been used account for 20 more replays.

Cabinet on County Fair is in two selections. The backglass section runs from the top to the floor and houses most of the playing mechanism. The horizontal part of the cabinet houses the playfield. The animated horses are set in an area of the backglass at eye level for player convenience. When a new game is started, the selections reset to the starting line instantly and with virtually no sound.

Dime Bars Slow

Continued from page 71

stalled many from investing in newer 10-cent machines.

In theaters, bar vendors have all but disappeared in the downtown houses. Machines slipped from the picture as movie managers felt the need to get 6 cents for nickel bars and 12 for the dime candy, preferring to merchandise the sweets over the snack bar. In some suburban houses, however, the nickel vender is still in use.

Classical Reviews

Continued from page 26

BACH: EASTER ORATORIO — Vienna Chamber Orchestra and Akademie Choir under Felix Prohaska with Maja Weiss-Osborn, soprano; Kurt Equiluz, tenor; Hilde Rossi-Majdan, alto; Walter Berry, bass; Helmut Wobitsch, trumpet; Kurt Rapf, organ and harpsicord. (1-12")
Bach Guild (33) BG-507

78 Because there is no fully authoritative manuscript of this work, it has fallen into a near-total obscurity. The Bach Guild has done a great service in piecing together from the Bach Gesellschaft edition a close approximation of this wonderful oratorio. This is indeed, as a hearing, will reveal, one of the giant compositions of Bach. It is enterprising in scope and is truly festive in spirit. The orchestration includes some of Bach's most mature and ingenious pages; and the work has been accorded a recording job to match an inspired all-around performance. Felix Prohaska directs the orchestral and vocal forces with scholarly understanding and an apparent warm feeling for the score. The solo singers, unknowns, are generally excellent, each with vocal quality, projection and finesse reserved for ranking performers. The this release is not especially well-timed for the holiday it celebrates, the Guild should realize its most active business with this recording. It certainly is the freshest recording of music of religious inclination to have come along in some months. And it is the most striking "new" J. S. Bach on wax in at least a similar period.

BACH: Concerto In D Minor for Three Pianos and Strings, Robert, Gaby and Jean Casadesu with New York Philharmonic under Dimitri Mitropoulos, and BACH: French Suite No. 6 in E Major, Robert Casadesu, piano. (1-10")
Col (33) ML-2196

74 As a showcase for the Casadesu family and as an odd work to begin with, this concerto recording is a novelty of much merit and of more than passing interest. Indeed, the opening passages of the concerto reveal an orchestrated sound that is strikingly fresh, tho it is more than two centuries young. Generally, as is the case with other of his multiple-keyboard concerti, this provides one of the finest demonstrations in behalf of Bach's technical craftsmanship. Father Casadesu tackles one of Bach's most charming and breezy piano works for the coupling and is able to demonstrate all of his great technique, sensitivity and agility. Bach collectors will not want to miss this coupling, nor will followers of the performers.

CHAUSSON: POEME FOR VIOLIN AND ORCHESTRA Op 25 and SAINT-SAENS: INTRODUCTION AND RONDO CAPRICIOSO FOR VIOLIN AND ORCHESTRA Op 28. Zino Francescatti, violin, with Philadelphia Orchestra under Eugene Ormandy. (1-10")
Col (33) ML-2194

74 The Saint-Saens piece is one of the most popular virtuoso pieces in the violin literature. It has force and drive, and is designed to really show off the best a violinist has to offer. Francescatti, a fiddler of virtuosic calibre, shines quite brilliantly as he runs down the piece with shimmering technique and tone. The Chausson is the less familiar piece, written in the same period by a countryman of Saint-Saens; it is a beautiful lyrical work, rather melancholy in mood but sweet and gentle in expression. Francescatti makes a striking turn-about from virtuoso to become the sensitive musician for this piece. The coupling makes a most attractive showcase for the violinist. Eugene Ormandy and the Philadelphia organization handle the orchestral demands with fine ensemble sound and sympathetic interpretation. A fine buy for fiddle fanciers.

AMERICANS IN PARIS—Morley and Gearhart, duo-pianists. (1-10")
Col (33) ML-2197

73 **GERSHWIN: An American in Paris**; **DUKE: April in Paris**; **LENDIR: Parlez-moi d'amour**; **POULENC: Mouvements perpetuels**; **TAILLEFERRE: La Tirelontaine**; **DEBUSSY: Fetes**; **FAURE: Nocturne**; **RAVEL: Piece en forme de Habanera**; **OFFENBACH: Can-Can**. The excellent duo-piano team, Mr. and Mrs. Gearhart, makes a most delightful half-hour excursion thru musical things Parisian. Running thru Gearhart's own arrangements (all but Poulenc and Tailleferre), the duo covers a variety of compositions which add up to a light and charming concert. With the "An American in Paris" film now beginning to show, and a reading of the work the highspot of this record, this diskling takes on more commercial promise than might normally have fallen to it. Fanciers of keyboard music, especially four-handed, should find this a very engaging buy.

IBERT: CONCERTINO DA CAMERA FOR SOLO SAXOPHONE AND CHAMBER ORCHESTRA — Vincent Abato-Sylvan Schulman, Cond.
GLAZUNOV: CONCERTO FOR SAXOPHONE AND STRING ORCHESTRA—Vincent Abato-Norman Pickering. (1-12")
Philharmonia, (33) PH-103

72 By virtue of the lightness of its content and its romantic melodic qualities, this LP could develop into a popular item mainly on the strength of word-of-mouth. This is not music to be considered seriously, tho it is among the rare items to have been written for the saxophone, an instrument more readily connected with popular music than with classic. The Ibert work is a delightful jazzy piece, akin in conception and writing to some of Gershwin. The Glazunov is a decidedly romantic piece, noteworthy for a number of lush melodic themes. Vincent Abato plays the sax solist role on both flawlessly and with earnest musicianship. The orchestral work on both, likewise, is fine and the recordings are clear and offer close-up projection as well as fullness. Mark this down as first-rate music for entertainment.

MENDELSSOHN: Symphony No. 4 in A Major, Op. 90 ("Italian") Vienna Symphony Orchestra conducted by Otto Klemperer AND **MENDELSSOHN: Sonata No 1 in B Flat Major Op. 45** Nikolai and Joanna Graudan, cello and piano (1-12")
Vox (33) PL-6980

72 The "Italian" symphony of Mendelssohn is one of the staunch warhorses of the concert hall. It is a well-recorded opus, tho none of the available LP recordings can be considered perfect. On that ground, and on the ground that Klemperer has accumulated something of a following as a conductor on wax for this diskery, Vox has ventured to compete with the big classical wax guys on this standard work. Klemperer has come thru with

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

a brisk and spirited reading of the sunny symphony and his version should prove satisfying to any that search it out. The coupling is a rare Mendelssohn cello-piano sonata, performed with superb musicianship by the husband-and-wife team, Nikolai and Joanna Graudan. The piece, like the symphony, is a light, lyrical affair, and tho it is a chamber work, makes a fitting musical coupling in its spirit, flavor and melodic charm. Certainly for those without an "Italian" and with a push for Mendelssohn, this LP will provide a full measure of delight.

BACH: CONCERTOS FOR HARPSICHORD AND ORCHESTRA, No. 3 in D and No. 4 in A, Kurt Rapf, harpsichord and conductor with Vienna Chamber Orchestra. (1-12")
Bach Guild (33) BG-509

70 The Bach Guild continues its mission to bring to the public the lesser-known and/or previously unheard works of the mighty J. S. Bach. Rarely heard are any of Bach's seven harpsichord concertos; No. 3 has never before been recorded. Both of these works are among Bach's best-writer pieces for technique and for sheer melodic joy. Kurt Rapf performs double duty as soloist and conductor with an uncommon authority and genuine affection for the music at hand. The balance between harpsichord and the chamber orchestra is fine, as is the recording generally. This is a rewarding listening experience which no admirer of Bach would want to miss.

MOZART: CONCERTO NO. 20, D MINOR, FOR PIANO & ORCHESTRA—Rudolf Serkin, piano; Philadelphia Orchestra. E. Ormandy, cond. (1-12")
Col (33) ML-4424

70 Until quite recently, only the independent LP label, have seen fit to issue this Mozart concerto on LP. Now, several of the major labels are marketing either new recordings or transferring the old ones to LP. That Serkin is a capable interpreter of Mozart and that Ormandy and the Philadelphia Orchestra are both excellent and well-known—these are accepted facts. The performance here is excellent. It is however, issued on a 12-inch disk, when there are several comparable waxings available on 10-inch. It is questionable whether the average buyer will be willing to pay the difference for either Serkin or the Philadelphia.

JENNIE TOUREL in Russian Songs and Spanish and Portuguese Songs. (1-10")
Col (33) ML-2198

68 **DARGOMILSKY: I Still Love Him, My Darling Girl**; **GRETCHAMINOFF: Over the Steppe, Lullaby**; **MOUSSORGSKY: On the River Don, Hopak**; **CRAKADORS: El Majo Discreto**; **GINASTERA: Triste, Chacarera**; **NIN: Pano Murciano**; **VILLALOBOS: Miau**; **OBRAZORS: Coplas de Curro Dulce**. Mezzo-soprano Tourel has cultivated a devoted following among lovers of the art song for her wonderful technique, handsome voice qualities and her pursuit of infrequently heard songs, mainly those classified as esoteric. This following will find many pleasures in this heavily contrasted collection. On the one side, she explores the melancholy and weightiness of half-dozen Russian songs. On the other, Miss Tourel, with perfect phrasing and enunciation, wanders gayly thru half-dozen sunny ditties of Spanish and Portuguese origin. George Reeves provides pungent piano accompaniment, especially for the Spanish-Portuguese group.

Portland Bottlers Promote Venders

PORTLAND, Ore., Oct. 13.—Pepsi-Cola Bottling Company here, a recent entry in the vender field with bottle equipment, is one of the firms concentrating on automatic merchandising of soft drinks in this area. Coca-Cola Bottling Company is another major bidder for volume bottle machine placement.

The Pepsi-Cola bottler, a company-owned operation of the parent firm, has instituted a campaign for vender locations with a staff of special salesmen for its vender division.

Police Station Park Meter Modifies Fines

CEDAR RAPIDS, Ia., Oct. 13.—Forgetful motorists who find a police summons on their cars for overtime parking are somewhat mollified when they learn the ticket will be accepted at police headquarters for a quarter instead of the customary \$1 fine if presented within an hour.

A meter has been installed in the lobby at the police station, where careless drivers may deposit a quarter and have their ticket torn up. The plan is proving very popular except with the city treasurer.

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Coinmen You Know

Chicago

Morris Nozette reports the coin radio business, which has been a steady item for the past few years, is enjoying a rush this fall. . . . **Alvin Gottlieb**, D. Gottlieb & Company, finds demand for firm's games is running well ahead of availability. Newest one, Rose Bowl, is on display at firm's distributors all around the nation. Nate Gottlieb is in New York for a few days.

Howard Pretzel, president of Modern Refreshers, reports initial reception of the Buckingham manual non-carbonated dispenser encouraging. The small in physical proportions, it is compact and has a large capacity. He assigned world export distribution to Trans-World Trading, headed by **Joe Calderon**.

Exhibit Supply Company has stepped up its mechanical horse output but is still far behind demand. **Frank Mencuri**, sales manager, left Wednesday (10) for a road trip to several territories. He will be on hand for the Midwest Coin Machine Convention at Omaha and then continue the trip.

Vital Statistics Births

A daughter, weighing eight pounds two ounces, to Mr. and Mrs. Sterling Oakason in Salt Lake City. Child has been named Karen Marie. Father is associated with the Dan Stewart Company, Salt Lake City distributor.

Monarch Coin, thru **Clayton Nemeroff**, reports repeat orders on its durable finish for shuffle game and shuffleboard playfields. He adds that operators who have used it on their units for a few weeks have found the players' end of the games shows no wear. Monarch's headquarters, remodeled to suit Nemeroff and his partner, **Charley Pieri**, is shaping up as one of the most modern in the trade. . . . **Paul Leven**, Grand Rapids, Mich., candy and cigarette operator, reports biz on the up in his locations.

The path from Chicago to Omaha was well trod this week by many local coinmen. **Clayton**

Nemeroff, Monarch Coin, went by auto so that he could call on customers along the way. Meanwhile, his partner, **Charlie Pieri**, was handling all firm business in his absence with the help of Monarch's secretary, **Jean**.

Ben Coven, head of Coven Distributing, reported a busy week trying to cope with demand for Bally's Coney Island. He adds Wurlitzer sales are also encouraging. . . . CMI's 1952 show headquarters reports initial reception to the event indicates the need for the convention. . . . **Nate Gott-**

lieb was back at the Gottlieb plant Wednesday (10) after a brief trip to New York. While there he caught part of the World Series.

Another Omaha traveler for the Midwest coin machine show was **Bill Ryan**, Williams Manufacturing Company sales manager. **Sam Stern**, vice-president, has been trying to figure ways of catching up on demand for the new game, Spark Plugs.

At Empire Coin Machine Exchange, **Gil Kitt** reported a steady (Continued on page 84)

State Tax Calendar

Continued from page 82

ment due. Soft drinks reports due. Tobacco reports due.

November 20—Sales tax reports and payment due. Use tax reports and payment due.

Maine

November 15 — Sales tax reports and payment due. Use tax reports and payment due.

Maryland

November 15—Sales tax reports and payment due. Use tax reports and payment due.

Massachusetts

November 20—Cigarette tax reports and payment due.

Michigan

November 15—Sales tax reports and payment due. Use tax reports and payment due.

November 20—Cigarette tax report and payment due.

Minnesota

November 20 — Cigarette sales tax reports and payment due. Cigarette use and storage tax reports and payment due.

Mississippi

November 15—Sales tax reports and payment due. Tobacco reports from manufacturers, distributors and wholesalers due. Use tax reports and payment due.

Missouri

November 30—Soft drinks inspection fee reports and payment due.

Montana

November 10 — Cigarette tax stamp payments due.

November 30 — Property tax

semi-annual installment due.

Nebraska

November 10—Cigarette reports from distributors due.

Nevada

November 15—Cigarette reports from wholesalers due.

New Jersey

November 1 — Property tax quarterly installment due.

November 20—Cigarette tax reports and payment due.

New Mexico

November 15 — Occupational gross income tax reports and payment due.

North Carolina

November 15—Sales tax reports and payment due. Use tax reports and payment due.

North Dakota

November 10—Cigarette reports from distributors due.

Ohio

November 10—Cigarette reports from wholesalers due.

November 15 — Cigarette use tax reports and payment due.

Oklahoma

November 10—Cigarette reports from wholesalers, retailers and vending machine owners due.

November 15—Tobacco reports from wholesalers, jobbers and warehousemen due.

Oregon

November 15 — Property tax quarterly installment due.

Rhode Island

November 10—Cigarette reports from distributors and wholesalers due.

November 20—Sales tax reports and payment due. Use tax reports and payment due.

South Carolina

November 10—Soft drinks reports due.

November 20—Sales tax reports and payment due.

Tennessee

November 1—Soft drink bottler tax quarterly installment due.

November 20—Sales tax reports and payment due. Use tax reports and payment due.

Texas

November 10—Cigarette reports from distributors due.

November 20 — Property taxes first installment due.

Utah

November 15—Sales tax reports and payment due. Use tax reports and payment due.

November 30—Property tax delinquent at noon.

Washington

November 15 — Cigarette drop shipments from wholesalers due. Cigarette duplicate invoices on shipments out of State from wholesalers and retailers due. Gross income tax reports and payment due. Sales tax reports and payment due. Use tax reports and payment due.

West Virginia

November 10—Soft drinks tax reports and payment due.

November 15—Cigarette use tax reports and payment due. Sales tax reports and payment due.

November 30 — Property tax semi-annual installment due (last day).

Wisconsin

November 10—Cigarette reports from wholesalers and manufacturers due.

Wyoming

November 15—Sales tax reports and payment due. Use tax reports and payment due.

November 20—Cigarette reports due.

Calendar for Coinmen

October 14, 15, 16—Midwest Coin Machine Convention, annual meeting and exhibit, Paxton Hotel, Omaha.

October 16—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

October 17—Music Operators of America, semi-annual board of directors' meeting, Paxton Hotel, Omaha.

October 17—New York State Operators' Guild, Nelson Hotel, Poughkeepsie, N. Y.

October 22—Phonograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.

October 23—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadway Hotel, Philadelphia.

October 25—Connecticut State Coin Association, semi-monthly meeting. Site to be announced.

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.

November 12—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.

November 13—California Music Guild, monthly meeting, 311 Club, Oakland.

November 13—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.

November 14, 28—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.

November 14—Music Operators of Northern Illinois, monthly meeting. Site to be announced.

November 15—Michigan Automatic Phonograph Owners' Association Inc., monthly meeting, Maccabees Building, Detroit.

November 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

November 25, 26, 27, 28—National Association of Amusement Parks, Pools and Beaches Annual Trade Show, Hotel Sherman, Chicago.

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 Wms. DELUXE BOWLER . . . 65
 Univ. HI SCORE BOWLER . . . 185

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Detroit October 23. The subject to be discussed, "Experiences in, and Future Potentials of, Ice Cream Sales in Theaters," will mark the first time that the international group has included such a topic in its convention agenda. . . . New candy machines and booth installed at the Rio Theater, Harrisburg, Pa., by the Berlo Vending Company.

The Pennsylvania Railroad may appeal the decision of the Office of Price Stabilization forbidding installation of parking meters at the entrance of the West Philadelphia Station. The railroad company had proposed to put in 150 meters and charge 25 cents for the first hour and 5 cents for each additional hour. The job of pouring concrete on the side of the railroad station, to make a base for the meters, was half finished when the OPS advised the Metered Parking Corporation that it would be a violation of OPS regulations if the meters were placed in operation since the area was a free parking zone during the OPS base period. . . . Frankie Adams reviving his Sapphire Record Company.

Milwaukee

Grosses reportedly took a nose-dive in this area during the past few weeks due to the return of school days and a revived interest in television scanning during the World Series and football games.

Herb Geiger informs that his headquarters has been shifted to a new location on 35th Street. Spot is a contribution to what may possibly some day grow into a Coin Row section, being fairly close to the plants of Badger Novelty and Canteen.

Geiger also reports that his recent acquisition of the vending operation at the Allis-Chalmers plant, when Founten stepped out of the picture, is working out nicely. All candy bars still vend at a nickel in Geiger machines. After a four-month experimental bout with a dime price tag, the Geiger lads gave it up and now use nickel bars exclusively.

Mike Rischmann is recovering from eye surgery. . . . Sam Hastings and his crew are laying preparations for a heavy fall season of premium goods sales to State operators.

Sportsman Clyde Nelson, of General Novelty, is getting his equipment in shape for the duck hunting season. One of the most ardent hunters in this area, Clyde never misses the opening day of

the duck season if he can help it. Another busy sportsman is Herb Wagner, one of the topper of the South Milwaukee G. & W. Novelty firm. Bowling is at the top of his list and this fall, Herb is on the roster of three bowling squads. In addition, the firm backs seven kegling squads on various leagues thruout the county.

A last fling at fishing, found Arnold Jost, part owner of the Hilltop Coin Machine Company, driving up to Flambeau River near Park Falls. Arnold reports he returned with no fish to show for his efforts.

An ancient Seeburg nickelodeon is the latest piece of equipment added to the Plankinton Arcade game room. Tho it is the oldest piece on the floor, it is getting an unusually heavy play. A great deal of the action comes from teen-agers who have never before seen such a box. Many of the older folks are feeding nickels to hear some of the music they were familiar with in years gone by.

Hilltop Coin Machine Company also reports a change in address. Toppers Doug Opitz and Arnold Jost are putting in many extra hours of labor to complete the switchover. New location is on Fourth and Juneau avenues.

Shuffle Alleys are responsible for the bright phase of business in recent weeks at the George Schroeder firm, according to the bossman himself. In general, biz conditions are a bit on the bleak side, he reports.

Stanley Stacy returned from a trip to Washington where he sat in with other members of a trade price regulating committee considering future government actions. Stacy Bros. vending operations still have not made any moves in favor of dime candy bar sales. Vending boss Nick Stacy claims that Milwaukee will never be sold on dime candy bars and as long as he can obtain nickel bars at a reasonable price he will continue to use them.

Crowds of passersby and visiting operators from all over the State spent several hours watching the World Series in the spacious United, Inc., showroom. Setting up one of the TransVue TV sets which the firm distributes. Harry Jacobs Sr. was amazed at the cordial relations the action created.

Salt Lake City

Back last week from a 10-day general business trip thru Wyoming, Dan Stewart, owner of Dan Stewart Company, reports Mrs. John Branny, Casper, Wyo., owner of Wyoming Novelty Company, has moved into a new business location and is happy with the new set-up there. Mrs. Branny took over the novelty company after the death of her husband two years ago, to become the only woman operator in the Intermountain West. . . . Bob Bever, Dan Stewart Company sales manager, returned from a 2-week sales trip into Idaho where he showed the new Rock-Ola 52-20 Super Rocket in both Boise and Twin Falls.

A plane crack-up from which he walked away was the cause of minor injuries to Bill Woods, owner-operator of Automatic Amusement House in Boise, Idaho, recently. Bill, who also owns a flying service firm, was flying his own plane alone over the vast primitive forest area when he was forced down in the Payette Lakes country while on a business trip. He sustained a leg injury and minor bruises.

Knight Ketchersid, of Ketchersid Music Company, Boise, is back from a 30-day trip to Southern California where he was checking on another of his coin activities, coin clocks for motels. He reports routes are producing good grosses there.

Bob Corbin, owner of Capital Amusement Company, Boise, back from a 10-day elk hunt with the report that all in his party got the limit up around the Payette Lake country.

M. C. Edwards, who recently sold his music route in Dillon, Mont., is back in business again around Boise, Idaho. Cecil Palmer, who bought Edwards' Dillon route, is a newcomer to the business. A long-time resident of Dillon, Edwards now is living in Boise.

Friends were glad to see Bud Gourley, Twin Falls, Idaho, operator, up and around again after a serious auto accident six weeks ago when he tangled with a piece

of road equipment while driving on the Burley-Twin Falls highway. Bud had recovered from his injuries sufficiently to make a buying trip here.

Getting a first-hand line-up on new fall equipment last week was D. C. Murdock, of Murdock Amusement Company, Ogden, Utah. . . . Also in town on a buying trip, Ned Wightman, Spanish Fork, Utah, one of the owners of S.&W. Novelty Company, reported business down his way going strong.

Stan Martinson, former shop foreman for Dan Stewart Company, has transferred to the firm's sales staff, covering the Colorado territory. Stan came in from his trip with a stack of orders indicating the transfer to selling was a happy choice.

A substantial increase in business this year is reported by Ray Samuelson of Ray's Music Company, who had his machines in the Utah State Fair midway last month. Business generally was up at the fair this year, and Ray's machines drew their share of the increase.

Max Horton, Salt Lake operator, is sporting a new Oldsmobile hard top convertible. . . . Dan Kenaga, (Dan the Music Man) of Pocatello, recently bought the cigarette and pin ball game machines formerly owned by Sam Thiros, Gateway Amusement Company. Sam sold out so he can spend more time in his restaurant. The move marks another expansion for Dan.

Cliff Krantz, owner of Krantz Music Company, and his wife Ginger, are being congratulated on her return home from a Salt Lake City hospital where she underwent a major operation six weeks ago. . . . Morris Avery, Greybull, Wyo., operator is in Yellowstone Park on a fishing party.

Pioneering 45 r.p.m. records in the Intermountain territory is Lee Johnson, Johnson Novelty Company, of Sheridan, Wyo. He is the first operator in the territory to make the changeover on 20 and 24's. Lee reports complete satisfaction with the new opera-

tion. He says records handle better, have a superior tone quality, and store easier. Operating a variety of machines, he is getting changeover equipment from several different supply houses. He will continue the modification operation until all his machines are on 45 r.p.m.

The new baby girl at the Mr. and Mrs. Sterling Oakson home, is "growing like a weed" at last reports. Weighing eight pounds, two ounces, Karen Marie and mother, Evelyn, are getting along fine. Sterling is a mechanic at Dan Stewart Company.

Detroit

Joe Nemesh, president of Music Systems, Inc., Cleveland, gave a farewell party for Gunnar K. Gabrielson, district manager for Seeburg, who has been transferred to Texas. Jerry Snyder, Grand Rapids, Mich.; Frank Martin, Toledo; Lou Nemesh, Detroit, and members of the Cleveland staff attended. Gabrielson was presented with a Polaroid camera.

Lou Nemesh is on a buying trip to Chicago. . . . Leonard Farber, of Olympic Vending Company, away on a quick business trek. . . . Reliable Vending Company, (Continued on page 86)

GUARANTEED USED ONE BALLS

- Ready for Location at Lowest Prices
TURF KING\$299.50
WINNER 224.50
CHAMPION 99.50
PHOTO FINISH 99.50
CITATION 74.50
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Raider, Seeburg Bear Gun; Exhibit Six
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Fast Wax, case (12) 4.50
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Score Sheets, 10 pads 7.50
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Premiums! Write for List.
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Chicoin Bowling Classic 150.00
Chicoin Trophy Bowl 160.00
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Bally Hook Bowler 275.00
Bally Shuffle Bowler, 9 1/2' 44.50
Bally Speed Bowler, 9 1/2' 79.50
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CUSTOM\$229.50
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U-Select-it 49.50
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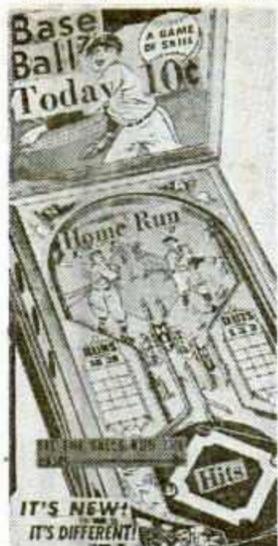
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WANTED TO BUY UNITED ABC, BALLY BRIGHT LIGHTS, ARCADE EQUIP.

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America's Largest Coin Machine Distributor

"WINTER BASEBALL"—New 10c Game!



5 FT. LONG—LOW PRICED!!

\$139.50

THRILLS — THRILLS — American Baseball in ACTION! Loads the cash-box with dimes wherever there is traffic. And for indoor amusement Baseball is unequalled in win-ter months. This game is high quality, but **LOW PRICED** to get you "off the nut" fast. New and different—has no bumpers whatsoever. **REVOLVING ACTION BASEBALL DIAMOND** automatically lets players (steel balls) run the bases on singles, doubles, triples, homers, and even walks! The kind of game whose stability year in and year out is like the most famous arcade machines. Patron receives great entertainment for his dime, getting unlimited balls to shoot as long as he avoids three outs. Playing time 2 to 3 minutes. Electric scoreboard registers every run, out, ball, strike, etc. Patrons love to play for high score. Built with automatic **FREE PLAY** awards for runs scored, but this can be detached if not wanted. Definitely a game of skill. Oversized playing field. Handsome, colorful, newly manufactured, lifetime electrical and mechanical construction. Guaranteed bug-proof. Any kitchen mechanic can understand it. Size 60x25 in. Send full amount, or \$25.00 deposit and balance C.O.D. Brand new.

No. 1042—Wt. 185 lbs. Immediate delivery F.O.B. Chicago\$139.50

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(References: Dun & Bradstreet, also Merchants Nat. Bank, Chicago)

Coinmen You Know

Continued from page 85

long-established cigarette vender here, has been changed from a corporation to a partnership, with **Meyer and Anne Saperstein**, as owners. His brothers, **David and Louis Saperstein**, who were officers of the corporation, remain associated with the firm in an active capacity.

Tyler Creswell, who has been a serviceman with the Michigan Vending Company, one of the city's largest cigarette vending firms, has branched out with a small part-time route of his own. Operating as the **A-One Vending Company**, Creswell has placed cigarette venders in a few locations, and maintains his own headquarters on Lincoln Avenue. He continues his regular work with Michigan Vending. . . . **David Moor** is establishing the **D. & H. Vending Company**.

Pittsburgh

M. Berman, general manager of Tri-State Automatic Candy Corporation, says there seems to be a picking up of theater business in the last several months.

Bob Stanton, of Stanton, Distributors, has purchased a new truck and is keeping the panel plain, without lettering. . . . **Herbert Cohen Jr.**, of Confection Specialties Company, painted the front of his establishment blue and white.

Meyer Popkins, owner Pittsburgh Coin Machine Exchange, took his wife and nine-year-old son to prize night at Forbes Field. . . . Coming season is something to look forward to, says **Joseph McGlenn**. There's much cookie and cake biz around here. . . . **A. H. Pitchford** hopes to have a product model of a new device to

show at the Cleveland convention in November.

"The juke box makes the hits," said **Morris Vinocur**, owner, Monarch Music Company in an article which appeared recently in The Pittsburgh Press, which added ". . . how do record moguls keep their ears to the ground for hints at demand? All read the trade bible, The Billboard, for tips."

Al Horth, representative of National Vendors, Inc., of St. Louis, was thru Pittsburgh. . . . **Harry Rosen**, Milk Vending Service Company, reports his firm is the distribution agency for Rowe machines.

Glen Gillette reports **Robert Hixson** has gone into the Army and is stationed at Fort Eustis, Va., and **Bill Klingensmith** and **Dale Smith** are going into the Navy. . . . **Bill and George Sopira**, partners in Service-Rental Coin Machine Company, have purchased a new Chevrolet half-ton truck.

New home of Victory Vending on Brookline Boulevard has increased parking facilities. . . .

Leon Paschaleades, owner, Capitol Vending Company, expects biz to pick up during the fall. . . . Coin Machine Agency has sold its pistachio nut route to other ops—in some cases helping newcomers in the field get started with their own route, and is devoting its energies now to jobbing, reports **Joseph Blonstein**, partner.

Harry Rosenthal, manager, Banner Specialty Company, reporting on his AMI showing at the Fairmont Hotel, Fairmont, W. Va., said ops from Clarksburg, Grafton, Elkins, Cameron and Buckhannon, W. Va., turned out, including **Louis and Tom Olivetto**, of Fairmont Novelty Company;

Leo Jacobin, **Tony Blumetto**, and **J. (Mose) Boyer**, of Fairmont; **Allan Phillips** and **R. Cain**, of Morgantown; **R. Gemmis**, of J. & G. Novelty Company; **Paul Rousch**, Clarksburg, and **Robert Hedrick**, Elkins, W. Va.

Howard Degelman is selling a few machines for game rooms. . . . **Lou Fleck**, back from California, has purchased **Harold Pickard's** route. . . . One of the three **Shetic** (**Charles, Walter, Eddie**) brothers is a high school football coach, and **Charles** is the director of a bank. . . . **Si Steinhauser**, Pittsburgh Press radio editor, is appealing to ops to furnish spare records for blind school children.

Hartford, Conn.

Music machine trade has been running ahead of the pin games, according to **Abe Fish**, of General Amusement Game, with the coinman attributing the juke box field's healthy business outlook to similar situation during the war. "It seemed that music appealed more to customers than the pinballs back in those days, and, judging from present indications, we're heading back to a resumption of the same kind of business."

Jimmie Rudolph, coin route man for General Amusement Game, is hospitalized with an infected jaw. . . . **Abe Fish** took a trip into Torrington, Conn., on Connecticut State Coin Association business.

The baseball fever drew plenty of pro and con support at the General Amusement Game office and warehouse. When the Giants copped the pennant, **Abe Fish** and **Whitey Gajewski** promptly threw an impromptu party for their host of fellow Giant fans. New York Yankees rooters include **Max Fish**, **Mike Raffala** and **Jimmie Scavetta**.

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- LATE 5 BALLS
- TURF KINGS
- BINGO TYPE GAMES
- ARCADE EQUIPMENT

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DE LUXE!

6 COINS—10c PLAY—60c PER GAME!

Destined for a Long Run of Rich Operating Profits!

- ★ Up to 6 PLAYERS EACH GAME!
- ★ LITE-UP PINS by the Originator, J. H. KEENEY & CO.
- ★ Modern Streamlined Wings Protect LITE-UP Pins
- ★ Super DeLuxe Cabinet finished in maroon, light speckled green and rich ivory colors.
- ★ SIDE-GUARDS same appearance as a conventional bowling alley.

Brand New! Keeney's SILENT PLAYFIELD!

This important silent play feature is made possible by the use of reinforced Masonite under conventional plywood playing area. Eliminates rumble sound of gliding puck. Greatest operating innovation in bowling games.

New! FASTER PUCK RETURN!

- 20 - 30 SCORING
- SCORES ALL SPLIT SHOTS - STRIKES - SPARES

FULLY AUTOMATIC!

Install KEENEY'S 6-WAY BOWLER today!

SIZES:
9 1/2 FT. LONG
2 FT. WIDE
8 FT. LONG
2 FT. WIDE

Order FROM YOUR KEENEY DISTRIBUTOR

J. H. Keeney & CO. INC.
2600 W. FIFTH STREET, CHICAGO 32, ILLINOIS

Get in line now with **6 WAY BOWLER** for tomorrow's profits!

YOUR RELIABLE DISTRIBUTOR

<p>One Ball Close-Outs!</p> <p>Turf Kings Winners Champs Photo Finish Jockey Special</p> <p>Big Bargains</p> <p>Bally Bright Lights Shuffle Alley</p>	<p>THIS WEEK'S SPECIAL!</p> <p>Citations, reconditioned and refinished. Ready for immediate operation.</p> <p>\$65.00 Each</p>	<p>Five Balls--Priced Low!</p> <p>Williams Pinky South Pacific Lucky Inning Rip Snorter Dreamy Williams Georgia Madison Sq. Garden Genco Tri-Score Camel Caravan College Daze</p>
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We Will Pay Top Dollar for Late Gottlieb Games!

Above machines, plus many others at lowest prices; some new, some reconditioned, but all definitely at a price you can afford—Write Today!

Terms: 1/3 Dep., Bal. C.O.D. Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers.

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YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

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Cover Girl 24.50	Paradise 35.00	Trinidad 24.50
Catalina 39.50	Rip-Snorter 89.50	Virginia 39.50
Floating Power. 49.50	Serenade 39.50	Flying Saucer .. 112.50
Hawaii 19.50	St. Louis 59.50	Punchy 165.00
Kilroy 16.50	Camel Caravan. 85.00	Knockout 130.00
Manhattan 22.50	Summertime ... 30.00	Hits & Runs .. 149.50
Mercury 72.50	Tahiti 99.50	Citations 69.50
Monterrey 22.50	Thrill 27.50	

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Keeney's Lite-a-Line Downey-Johnson Coin Counter
Keeney's Electric Cigarette Vendor Futurity—Coney Island

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SUPER SPECIALS!!

22 Ft. New Shuffle Board
Complete, includ-\$149.50
ing crating 9.50
Pucks, set of 8 4.00
Fast Wax, doz. 12.00
Fluor. Lights, set of 4. . . .

New and Reconditioned Shuffleboard Scoring Units. Write for 5-Ball Pin Game prices.

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

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NEW TIE-THE-SCORE IDEA!

TERRIFIC

TOUCHDOWN ACTION!

EXCITING

MULTIPLE SCORING OPPORTUNITIES !!

IT'S A TRIPLE THREAT FOR TOP EARNINGS RIGHT FROM THE KICKOFF!

ORDER FROM YOUR DISTRIBUTOR NOW!

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"There is no substitute for Quality!"

Player, representing HOME TEAM, plays to tie VISITOR'S SCORE shown on light box at start of game . . . wins Replays on tie score . . . earns additional Replays for extra touchdowns!

Thrilling, razzle-dazzle play provides sensational scoring shots! All Bumpers, Roll Overs and Buttons GAIN YARDAGE, as shown by progress of football on light box! 3 "POP" BUMPERS—2 FLIPPERS—2 CYCLONIC BUMPERS for fast, flashy "ball handling"!

ROTATION SEQUENCE lights TOUCHDOWN KICKOUT HOLES for Replays . . . 2 TOUCHDOWN ROLL OVERS . . . "BACKFIELD" SEQUENCE lights 2 SPECIAL ROLL OVERS for Replays!

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Williams Jalopy United Zingo Bally Coney Island	IMMEDIATE DELIVERIES Bally Futurity ChiCoin 6 Player Alley	Williams Sparkplug Keeney 4-Way Bowler Keeney 6-Way League
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WILLIAMS Music Mite
New 45 r.p.m. 10 Selection Phono
Write for Price.

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Seeburg Shoot The Bear
Seeburg 100 Selectomatic
Exhibit Six Shooters
Exhibit Gun Patrol
Seeburg 100 Wall Boxes
Bally Bright Lights

SPECIAL Wurlitzer Model 1250
Brand New
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ONE BALLS, FIVE BALLS, SHUFFLE GAMES, ARCADE MUSIC
VENDERS WRITE, WIRE OR PHONE FOR PRICES.

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NOW DELIVERING—NEW LOWEST FACTORY PRICES.

United Deluxe Six Player Rebound	Chicago Coin Six Player Rebound	Keeney Six Player Rebound	Bally Coney Island	United State Fair	United Zingo	Williams Jalopy	Gottlieb Rose Bowl	Mut. Fishing Well	Super World's Series	Panoram with Peek
85.00	85.00	85.00	75.00	75.00	75.00	50.00	39.00	250.00	325.00	250.00

SHUFFLE ALLEYS

F.S. Target Skill	Chicago Coin New Horse Shoes	Bally Shuffle	Champs	Bally Speed Bowler	Chicago Coin Classic	Chicago Coin Shuffle Baseball	Exhibit Strike	Genco Bowling League	Gottlieb Bowlette	Keeney ABC Bowler
Write	\$325.00	85.00	45.00	145.00	95.00	125.00	50.00	39.00	85.00	85.00

ARCANE EQUIPMENT

Air Raider	Shoot Your Way to Tokio	Chi. Coin Hockey	Evans Ten Strike	Photomat, Late	Quizzer & Film	Dale Gun	Sirox Brush Up	Silver Bullets	Western Baseball	Texas Leaguer	Pitchem-Batem	Mut. Fishing Well	Super World's Series	Panoram with Peek
\$125.00	100.00	75.00	75.00	695.00	100.00	85.00	75.00	150.00	85.00	45.00	175.00	125.00	325.00	250.00

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S.K. Duck Hunters	A.B.T. Model F	Hit-a-Homer	Kicker & Catcher	Advance Shockers	Shipman's Peek Shows
\$24.50	42.50	22.50	34.50	24.50	59.50

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8 Col. Monarch	10 Col. Rowe Royal	Rowe President	15 Col. Uneda	930 National	National 9A, no base
\$85.00	85.00	85.00	85.00	85.00	75.00

MUSIC

Seeburg '46 Hideaway	Filben Hideaway	Wurlitzer 1100	Packard Wall Boxes	Ristaucrat	Ristaucrat S-45, new	Hit Parade, new Write	25-1015 Wur. with Cobra tone arm	Packard Brackets, ea.	Plastic corded cable, ft.
\$249.50	195.00	375.00	15.00	60.00	Write new	250.00	3.50	.28	

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Seeburg #146 S OR M \$150.00	Seeburg #148 S OR M \$325.00	Wurlitzer #1015 \$175.00	Seeburg #W1-L56 5c Wireless Wall Boxes, Reconditioned, Sprayed Covers. \$15.00
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TRI-SCORES	\$ 99.50
STOP & GO	99.50
WHAT'S MY LINE	175.00
SUPER WORLD SERIES	250.00

Lehigh Specialty Co.
826 N. Broad St. Philadelphia 30, Pa.

Terms: 1/2 deposit with all orders, balance C.O.D.

AMI Distributors for Northern Ohio
NOW DELIVERING MODEL D

M. S. GISSER
Sales Manager

Cleveland Coin MACHINE EXCHANGE, INC.
2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

THE BEST IN USED GAMES
Mechanically Good and Clean

ONE BALLS	147 SEEBURG	\$225.00	1015 WURLITZER	225.00	TEMPTATION	\$35.00	
TURF KINGS	200.00	WINNERS	200.00	CHAMPIONS	125.00	CITATIONS	75.00
PHOTO FINISH	100.00	JOCKEY SPECIALS	55.00	SPECIAL ENTRIES	35.00	VICTORY	25.00
SPECIALS	25.00	DAILY RACES	35.00	MUSIC		500 WURLITZER	45.00
800 WURLITZER	75.00	700 WURLITZER	75.00	146 SEEBURG	195.00		

KEELS MUSIC CO.
906 E. Cheves St. Florence, S. C.

SERVICE MAN
Familiar with Seeburg 100's, AMI's and Shuffle Alleys. Excellent Future for the right man. Send picture and qualifications

BOB CHARLES
BINGHAMTON AMUSEMENT CO., INC.
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JUKE BOX ROUTES FOR SALE
Two good paying, medium size Juke Box Routes for sale cheap. Located in Shreveport and Texarkana. Contact

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Buy With Confidence! WE ARE MUSIC SPECIALISTS!

We have all makes and models of Reconditioned Phonographs—including Wall Boxes, Speakers, etc. All units Completely Reconditioned, Refinished and Thoroughly Tested! Write for FREE catalog.

EVERYTHING GUARANTEED!
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A NEW CHAMPION FOR YOUR
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SPARK PLUGS



COMEDY
ANIMATION!



DRAMATIC
SKILL!



RACING
THRILLS!

3 SENSATIONAL PLAY-PRODUCING FEATURES:

3 SELECTIONS for 1 COIN!
Win... Place... Show! If selected "Win" horse comes in first, RACE CONTINUES until place and show horses finish in order!

CHANGE SELECTION IN MID-RACE!
If original selection is out of the running, player may make a winner out of another horse by shooting ball through SELECTION CHANGED Rollover!

RIOTOUS RACING ACTION!
8 THUMPER BUMPERS and 7 ROLLOVERS send actual Miniature Horses and Jockeys galloping down the track inside the backboard to thrilling photo finishes!

PLUS HIGH SCORE!

SPARK PLUGS—
Your Best Bet...
Across the Board!
SEE IT—BUY IT
AT YOUR
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NOW!

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MANUFACTURING
COMPANY

**CREATORS OF
DEPENDABLE
PLAY APPEAL!**

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DAVIS Guarantee

- Mechanism overhauled
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- Speaker inspected
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- Cabinet professionally refinished

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WITH THE "FAMOUS DAVIS" 6 POINT GUARANTEE SEEBURG

148ML	\$369
148M	349
147M	249
147S	195
146M	189
H148M Hideaway	229
H246M Hideaway	199
H146M Hideaway	179

WURLITZER

1100	\$369
1080	199
1015	199

AMI

"B"	\$399
"A"	299

AIREON

500 Coronet with Tonar	\$159
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ROCK-OLA

1426	\$169
1950 50 Selection	650

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—or With Davis 6 Point Guarantee for \$35 Additional Per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$79	750 \$109	1422 \$119
Esroy 69	760 79	Playmaster 69
Colonel 59	800 79	Commander 39
Major 59	850 59	MILLS
Hightone 59	500 49	Empress \$39
Classic 59	600K 49	AIREON
Regal 49	600R 49	Deluxe '46 \$49
Gem 49	Victor 39	PACKARD
		Manhattan 76 \$149

WALL BOX SPECIALS

Seeburg DS20-1Z, 5c, 3 Wire	\$ 5.95
Seeburg WS-2Z, 5c, Wireless	5.95
Seeburg W1-L56, 5c, Wireless, Refinished	17.50
Seeburg 3W2-L56, 1c, Wire, Refinished	18.95
Wurlitzer 4820, 5/10/25	64.50
Wurlitzer 3020, 5/10/25	37.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.
Seeburg Factory Distributors
738 ERIE BLVD. EAST SYRACUSE, N.Y.—PHONE 5-5194
Branches in Buffalo, Rochester, Albany

ATTENTION! ATTENTION!

Wurlitzer 1100's, Ea.	\$344.50
Wurlitzer's 1015, Ea.	199.50
Wurlitzer 950, Ea.	74.50
Exhibit Gun Patrols, Ea.	224.50
Exhibit Silver Bullet, Ea.	84.50
Exhibit Dale Guns, Ea.	49.50
Wms. Quarterback, Ea.	59.50
Robco Foot Vitalizer, Ea.	49.50
Gott. Bowlette, Ea.	34.50
Keeney Ten Pins, Ea.	24.50
Mercury 13 Way Grip Scale, Ea.	49.50
Quizzer Game, Ea.	24.50
Speed Bowler Rebound, Ea.	64.50
2 Gottlieb Just 21, Ea.	35.00
5 Wurlitzer, #3020 W. B. Ea.	32.50
3 Wurlitzer, #219 Steppers, Ea.	27.50

1/2 deposit—no packing charge

OLSHEIN DIST. CO.
1100 BROADWAY
ALBANY 4, NEW YORK

HOTTEST THING IN 20 YEARS

No Slot—No Tax—Designed for Open and Closed Territory. Features a WISHING WELL, fully electric, and comes in two units. These units are beautifully finished in Red Plastic with Chrome trim. They must have player appeal, as operators are reporting this little Counter unit earning \$60 to \$120 weekly. Write or wire for descriptive literature and price.

C-K SALES COMPANY
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Display Prize Cabinet

This cabinet is glassed in and locked, making the merchandise display beautifully. Can be attached to the head of either shuffleboards or pin ball machines. Complete scoring system worked out on points as well as drawing for the Grand Prize. Price of cabinet only \$17.50. We can fit it with assortment of unusual prizes at our lowest wholesale prices. Increases the play on five ball games and shuffleboards up to 500%. Try a sample and be convinced. Terms: 25% deposit, balance C.O.D.

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Phone: 7-1195

NEW ENGLAND'S LARGEST STOCK

United Skee Alley	\$ 69.00
United Shuffle Cade	245.00
Bally Speed Bowler	45.00

TAKE YOUR PICK for only \$28.50 each

Bally Shuffle Bowler	Williams Single Bowler
United Super Alley 8'	Williams Twin Bowler
United Standards	Cinderella Spin Ball
King Cole	Magic
Virginia	Alli Baba
Humpy Dumpty	Sally Yanks
	Mardi Gras
	Tennessee

WANTED—Will trade or pay cash \$ for BALLY BRIGHT LIGHTS, BALLY ONE BALLS, LATE FIVE BALLS, WURLITZER 3020-1017, KEENEY CIGARETTE MACHINES, HAYBURNERS.

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ALLSTON, Boston 34, Mass.

Distributors for Wurlitzer, Ex-Keeney, United, Chicago Coin AL 4-4040

EVANS' PROFIT STIMULATING COUNTER GAMES

NOT COIN OPERATED!
TAX FREE!
NO LICENSE REQUIRED!

MIAMI COLOR

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

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WANTED
HOLLYCRANES
TURF KINGS
LATE FIVE BALL MACHINES
Boyle Amusement Co.
522 N. W. Third St.
Oklahoma City, Okla.
Phone: 7-5631

FOR SALE
Like New—Lock Bar Type
50 Mills Single Slot Stands, Ea. \$ 12.50
1 Mills Single Safe Stand 49.50
1 Mills Double Safe Stand 74.50
1 Mills Triple Safe Stand 134.50
5 20" Valley Shuffle Boards, Complete, Ea. 100.00
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Phone: LY 9908—LY 8711

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GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.



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, COLORFUL
 (PRINTING ON PLAYFIELD WILL NOT WEAR)

+ PLUS +

■ **FLY-AWAY PINS**

■ **REBOUND 20-30 SCORING**

■ **ROLLOVER CONTACTS ON PLAYFIELD**

■ **HINGED PLAYFIELD FOR EASIER SERVICING**

LOCATION PLACES KEY IN LOCK TO RAISE OR RESET HIGH SCORE

SIZE - 8 FT. x 2 FT.

SEE YOUR DISTRIBUTOR TODAY

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

HERE'S HOW Today's TOP TUNES

The top 30 tunes each week from The Billboard

HELPS SALES

"Each customer gets a copy of TODAY'S TOP TUNES. About 15% of the TODAY'S TOP TUNES lists come back within one week, marked with what they want to buy."

Northside Music & Appliance Cincinnati, Ohio



The Billboard 735
 2160 Patterson St., Cincinnati 22, Ohio
 Until further notice please imprint and ship...
 copies of TODAY'S TOP TUNES for which I
 enclose \$.....
 Weekly Twice Monthly Monthly
 Send cash and we pay postage.
 IMPRINT AS FOLLOWS:

Quantity	Price
50	\$ 1.00
250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00

PLUS POSTAGE

NAME

ADDRESS

CITY AND STATE PHONE.....

Ordered by

GIVE TO DAMON RUNYON CANCER FUND

DALE EXHIBIT GUNS, \$49.95

F.O.B. Detroit

Music Service Co.

2633 Woodward Detroit, Mich.

CORRECTION

The SPECIAL in our Oct. 13 Ad should have read as follows: Chicago Coin Twin Bowlers and Universal Twins, CON-

VERTED WITH **JUMBO PINS (8 1/2")**
 WRITE FOR SPECIAL PRICES
 Jumbo Pin Conversion for above games\$29.50
MONARCH COIN MACHINE, INC.
 2257-59 N. Lincoln Ave.
 Chicago 14, Illinois

BRAND NEW—4-WAY PROFITS! ADVANCE 4-PLAYER REBOUND CONVERSION FOR SHUFFLEBOARDS

WRITE, WIRE OR PHONE FOR PRICES!

WRITE FOR LIST OF CLOSEOUTS—ALSO RECONDITIONED EQUIPMENT

Clay Nemeroff **MONARCH COIN MACHINE, Inc.** Charley Pieri
 2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3996-7-8



Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio
 "The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
 735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
 240 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.
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NEW EXTRA BALLS IDEA

INSURES EXTRA PLAY-APPEAL AND EXTRA PROFITS

Bally CONEY ISLAND



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.

NEW "EXTRA BALLS" IDEA
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!

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

NEW RACE HORSE

BUCKLEY
Non-coin operated
Amusement
Game



FREE PLAY
•
REMOTE CONTROL

Buckley
CRISS-CROSS
Automatic Payout
Jackpot Belle
5c-10c-25c-50c-\$1



REAL BUYS
at the
RIGHT PRICE!



All games are cleaned, checked and ready for action. You know you can buy with confidence!

JOE ASH

Basket Ball .. \$99.50	Robin Hood .. \$34.50
College Daze .. 99.50	Rocket .. 109.50
Dew-Wa-Ditty .. 39.50	Speedway .. 34.50
Humpty .. 34.50	St. Louis .. 69.50
Dumpty .. 34.50	Sweetheart .. 104.50
Majors .. 39.50	Super Jockey .. 59.50
Merry Widow .. 34.50	Sally .. 34.50
Monterrey .. 34.50	Trinidad .. 34.50

WANT TO BUY . . .
United ABC, Rally Bright Lights, 4 & 5 Player Alleys, Late Pins. Send List and Prices.

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.
SPECIAL!
WURL. 1250 .. \$495.00

1/3 Dep., Bal. C.O.D., F.O.B. Phila.

ACTIVE

AMUSEMENT MACHINES CO.

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"You can always depend on Active—ALL WAYS"

IT'S SMART TO BUY EQUIPMENT OF QUALITY AND VALUE FROM LONDON!



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Seeburg 1946 RC Specials .. \$249.50	Wurlitzer 1100 .. \$374.50	
Seeburg 1947 RC Specials .. 274.50	Packard Manhattan .. 124.50	
Wurlitzer 1015 .. 199.50	Mills Constellation .. 124.50	
PRE-WAR PHONOGRAPHS		
Seeburg Hi Tone .. \$ 49.50	Wurlitzer 700 .. \$79.50	
Seeburg Colonels .. 49.50	Wurlitzer 780E .. 89.50	
Seeburg Envoys .. 49.50	Rock-Ola 1418 .. 49.50	
Wurlitzer 750 .. 109.50	Rock-Ola Super .. 49.50	
Wurlitzer 500 or 600 .. 39.50	Rock-Ola Playmaster .. 64.50	
	Mills Empress or Thrones .. 34.50	
ACCESSORIES		
W1-L56 Wireless Seeburg 5¢ Boxes .. \$22.50		
Packard Boxes .. 17.50		
3W2L56 Wired Seeburg 5¢ Boxes .. 22.50		
2140 Wurlitzer 5¢-10¢ Boxes .. 24.50		
3025 Wurlitzer 5¢ Boxes .. 19.50		
SHUFFLE GAMES		
Shuffle Express .. \$49.50		
Chicago Coin Bowling Alley .. EACH		
Universal Twin Bowler ..		
Deluxe Bowler ..		
Speed Bowler ..		
Dale Gun .. \$49.50		
All Star Baseball .. 49.50		
NEW GAME SPECIALS		
Tri-Score .. WRITE		
Stop 'n' Go ..		
3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!		
Ten Pins ..	Take Your Choice	
Shuffle Alley ..	\$24.50 EACH	
Bowling League ..		
Shuffle Lane ..		
	Pin Boy ..	
	Shuffle Bowler ..	
	Bowlette ..	
	Twin Shuffle ..	
FIVE-BALLS		
Cinderella .. \$49.50	Monterrey .. \$59.50	Camel Caravan .. \$79.50
Black Gold .. 79.50	Summertime .. 39.50	Three Feathers .. 79.50
Sarasota .. 79.50	Virginia .. 29.50	Floating Power .. 69.50
Wisconsin .. 49.50	Tennessee .. 29.50	Champion .. 79.50
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Screw Ball .. 39.50	Lucky Innings (new) .. 119.50	Swanee .. 59.50
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Spin Ball .. 29.50	Major League Baseball .. 39.50	Lady Robin Hood .. 29.50
Crazy Ball .. 29.50	Moon Glow .. 39.50	Humpty Dumpty .. 29.50
Catalina .. 29.50	Aquacade .. 59.50	Telecard .. 69.50
Stormy .. 29.50	El Paso .. 79.50	Hit Parade .. 29.50
Dew-Wa-Ditty .. 39.50		

TERMS: 1/3 Deposit, Balance C.O.D.

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5 BALLY HOT RODS. Each... \$90.00
1 GOTTLIEB BOWLETTE .. 50.00
One-third deposit with order, balance C.O.D.

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UNITED'S

COUNTY FAIR

FIVE BALL REPLAY GAME

ANIMATED ACTION

STRONG COMPETITIVE APPEAL

FAST PLAY

3 KICKER BUMPERS

11 ADVANCE KICK-OUT POCKETS

TERRIFIC SUSPENSE

(ALWAYS A CLOSE FINISH)

EASY TO UNDERSTAND

SEE YOUR DISTRIBUTOR

WRITE FOR YOUR FREE UNITED PARTS CATALOG

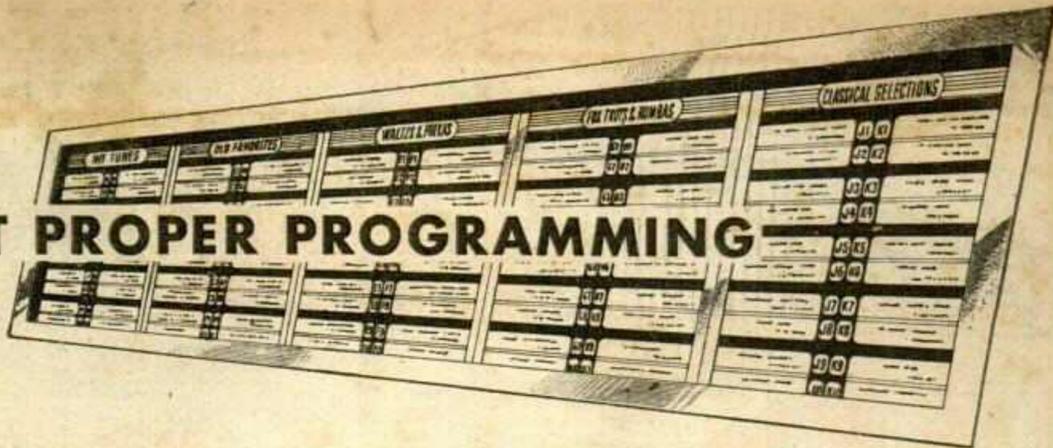
APPROX. SIZE 2 FT. BY 4 FT.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



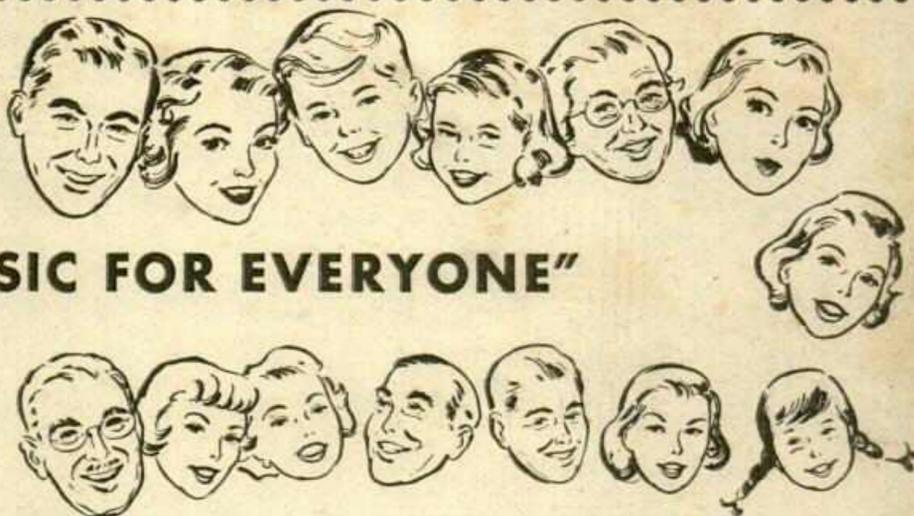
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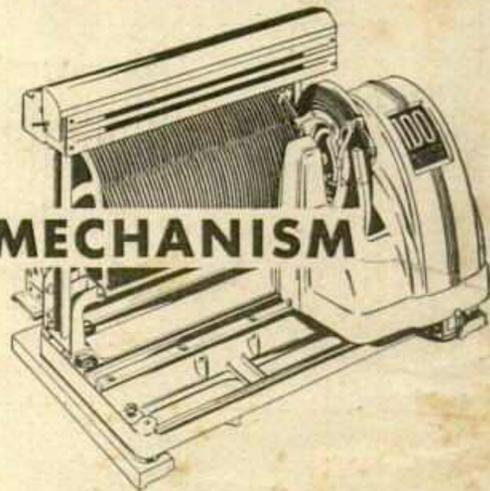
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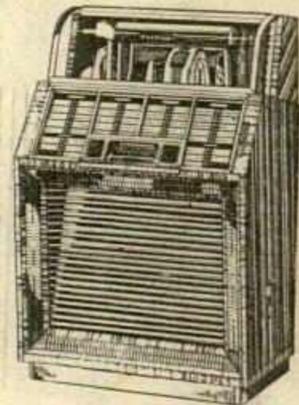
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ON THE WORLD'S FINEST MECHANISM



100 SELECTIONS

ANYWHERE IN THE LOCATION



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