

The Billboard

OCTOBER 25, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

Alley's Tin Pans Clatter As New 'Buck BMI' Pot Boils

Jukemen Ask, Is Battle of Selections On?

120-Disk Fireball Raises Big Posers On Machine Future

By DICK SCHREIBER
CHICAGO, Oct. 18.—Will the introduction of the Rock-Ola Fireball 120 touch off a competitive race to see which phonograph manufacturer can build the most selections into a juke box?

Whenever music operators met this week, that question was their principal topic.

"After 120, do we go to 130, 150 or to 200?" one operator asked.

There were rumors 130, 150, even 200 selection phonographs might be in the offing.

MOA Survey
George A. Miller, president of Music Operators of America, regarded the situation seriously enough to mail his membership a brief questionnaire Wednesday (15) in which he asked members to give their views on these questions:

Should MOA pass a resolution urging manufacturers not to build equipment with more than 120 selections?

In the membership's opinion, what number of selections is best?

(Continued on page 102)

UN Hasn't Asked, But Songs Flow In

NEW YORK, Oct. 18.—United Nations headquarters here now has on file more than 50 songs submitted by writers, both professional and amateur, as candidates for the type of official UN anthem. Although the ditties are unsolicited, they keep coming in, and officials are wondering just what dispensation to make of the musical offerings.

A spokesman said all contributors are informed that the UN has no authorization to adopt any musical dedication. The works are meanwhile being filed away against such time as the world organization may authorize an international contest for an official anthem.

WANNA BUY A BUICK?

Right now Buicks are for sale 12 years in the past in this week's classified pages. Buy cheaply, and if that you can't buy or sell practically anything in these money-making columns...

A SPECIAL SECTION—BEGINNING ON PAGE 27

EVOLUTION & EXPANSION

A Review of the RCA Victor Fall-Winter Program

CONTENTS

The Business Philosophy Behind a Solid Merchandising Program
Extended Play — The Evolutionary Heart of RCA's New Disk Program
Typical Highpowered Advertising and Promotion Mark New Program
Jockers and Operators Mull EP Utilization

New Instruments — Lifeline of a Healthy, Heavy Record Industry
"Best Buys" Are Great Standards Which Constitute Biz's Backbone
6 to 1 Spell Kid Fun and Dealer \$\$\$
"Magic" Bluebird Label May Prove Longhair Star-Maker
Real's Looks to EP for Disk Boom

and other features

Broadcasting Revolution Hits Gasping Transcription Firms

By PAUL ACKERMAN

NEW YORK, Oct. 18.—The radio transcription library service, a leading and integral element of the broadcasting business for many years, is undergoing a complete metamorphosis. Ramifications and complications involve music publishers, union negotiations and broadcasting trends toward increased program packaging and merchandising operations. As a result, one old-line transcription library firm is re-evaluating its entire business operation and likely will cut no new releases, while several others likewise are drastically altering their outlooks and methods.

Those transcription library firms which are surviving, and those which still look hopefully toward the future, are firms which have changed or are in the process of changing their service. Such firms supply music only incidentally — and furnish feature programming and merchandising primarily.

The change, a significant one which is in line with other major

changes in radio broadcasting, is of interest to both the music and radio segments of show business. To the music publisher fraternity, income from transcription library sources has fallen off greatly. A top collection agency handling publishers' mechanical rights stated: "It is no longer a business." He meant the old-style transcription library.

On the Block

The trend of the times was indicated some weeks ago when Standard Radio, one of the old-line firms, was offered for sale to radio stations. This week, Associated Program Service, one of the large traditional library firms, admitted that it was re-evaluating its entire business operation in order to keep going on a sound,

economic basis. It was reported that Associated would cut no more new releases, and would offer its present catalog to stations at a much reduced rate. Commenting on the report, Associated indicated that its philosophy of operation had not yet crystallized. An exec said that "all libraries must re-appraise the entire radio field and their position therein." This exec pointed out that Associated one year ago left that field staff, the organization, which some time ago inaugurated the practice of leasing segments of its library to those stations with a specific need for certain kinds of music programming, now questions whether high prices must be maintained. "I will make any change necessary," an exec pointed out, in order to keep abreast of the times. He added

GO LEGIT

Stage Stars Give Clubs Big Results

By BILL SMITH

NEW YORK, Oct. 18.—A musical comedy format, using legit stars as a chief ingredient, which started as an experiment at the Thunderbird, Las Vegas, Nev., apparently paid off at the box office.

The idea, begun in the Las Vegas area by Hal Braudis, book-producer of the room, was an effort to offset the increasing competition from the surrounding rooms, all using big budget single names. The only exception was the Desert Inn, which has had moderate success with package shows put on by Frank Sennes. These shows have played all over the country.

The Sennes units, however, pose transportation expense problems that increase the initial cost. The

Cronyn, Tandy TV Of 'Ivy' Weighed

NEW YORK, Oct. 18.—Home Cronyn and his frau, Jessica Tandy, this week were being considered for the leads for a TV version of "Halls of Ivy," the stars of the radio version. Ronald Colman and Benita Hume, are reported unwilling to go TV because the tax bite would make it unprofitable and also because they are not anxious to undertake the additional work. The AM version of "Ivy" is finding it tough to get a bankroller unless a video version also is available.

Cronyn and Miss Tandy already have cut a sample of a new show titled "The Marriage" for the National Broadcasting Company, but would disband that for "Ivy" if a commercial deal falls. They are slated to continue touring with their legit show, "The Fourposter," until March, and then leave for London where they will play during the Coronation period next summer. Result is that they would be unavailable for a TV "Ivy" until next season.

Maybe Anti-Trust Is NG, Say Heretics

Buy the Hotshots Who Find and Make Hits Is Approach

By JOE USIDA, PAUL ACKERMAN and IS HOROWITZ

NEW YORK, Oct. 18.—A new and somewhat revolutionary attitude seems to be developing on the part of certain American Society of Composer, Author and Publisher members toward the rival licensing organization, Broadcast Music, Inc. The up-to-now unheard of approach being pushed by some ASCAP writer and publisher members is that the way to beat BMI is to offer the most successful BMI publishers bigger money guarantees than those publishers are now receiving from BMI, if they will swing their operations and efforts back to ASCAP.

At least two such BMI publishers have been felt out by ASCAPers on the question of whether they would devote their song-finding, exploitation talents and energies back to ASCAP for monetary consideration. The plan, if it may be so dignified at this point, is in its very earliest and most exploratory stages. Many questions as to how to effectuate it remain unanswered. While the nuclear ASCAP writer group which has been holding rather regular meetings on the question of what to do about BMI inroads has managed to scratch together

Hotel Sets French Group for Season

MIAMI, Oct. 18.—Los Campanons de la Chanson, the nine-man French singing group, currently at the Waldorf Astoria, will go into the Saxony Hotel, Miami Beach, in one of the strongest deals the Gold Coast hotel has made since it started to use talent.

The deal calls for a full season run, starting December 23 and running for 10 weeks. This the hotel will not furnish rooms, it has agreed to house the group in the general area. The group salary will be \$5,000.

Index

Alfred Hitchcock	77	Music	10
Barryman	76	Music Charts	56
Cartier	56	Musical Machines	102
Crown	83	Night Clubs	17
Class Act	92	Paris & Pauls	82
Law Week	84	Pops	98
Fair & Even	84	RCA	5
Fast Carpet	78	RCA Records	27-30
See Outlook	79	Rialto-Arena	77
House Ball of Hills	76	Residence Exp.	75
Legitimate	22	Shows	61
Letter List	97	Television	3
Stage	76	Vaudeville	11
Uncle Sam	93	Wedding Music	99

Billboard Backstage

By JOE CSIDA

Readers of our radio-TV department may have observed the loud editorial silence we have maintained regarding rate-cutting in radio since we reported the Columbia Broadcasting System decision to slash nighttime rates, while raising prices for the day time. On that occasion, we reiterated our opinion that there simply had to be some answer other than rate-cutting to selling and holding network business. We pointed out, among other arguments, that there was no guarantee that this would be the last cut, and we wondered how many more cuts the business could take.

Last Thursday, at the Westchester Country Club in Rye, N. Y., a Raymond Spector, who owns an advertising agency which buys time, space, and other exploitation facilities for such accounts as Hazel Bishop lipstick, told the members of the 2d District of the National Association of Radio and Television Broadcasters that what was wrong with radio (a fine medium, otherwise) was that nighttime rates were too high. And furthermore, said Mr. Spector, radio should cease this nonsense of raising daytime rates. One broadcaster, not unreasonably, asked Mr. S. whether he would buy nighttime radio if rates were cut. Shucks, no, said Spector.

The point, as nearly as one could make it out, seemed to be that radio should just continue in cut rates, not to get business, just to be cutting 'em.

However the 2d District meeting was much too happy and con-

structive an occasion otherwise to justify my doing nip-ups here over huckster Spector. Curly Vadachonour, to whom our old friend Colonel Harry Wilder, has entrusted his WSYR, Syracuse, did as fine a job as we have seen putting together two days of interesting panels, listenable and productive of some intriguing ideas... excepting for Mr. Spector's.

And the banquet Thursday night was a typical, gay broadcasters' get-together. Come elegance or prosperity, rate cuts or riches, broadcasters retain the knack of having a joyous hoop-dee-do, whenever the opportunity presents itself.

And of all the groups we have the pleasure of reveling with time to time, these radio-TV guys have a greater capacity for supplying their own entertainment than any other.

Aside from a pro singer named Valentino (no relationship to Rudolph) was (claimed), accompanied by Johnny Dell at the piano, the entire evening's entertainment was supplied by the membership itself.

Bert Lown, who was a band leader in the dim past and who now works for the Columbia Broadcasting System station relations department, played a couple of piano pieces with Ken Sparrow of Broadcast Music, Inc. Not good, but enthusiastic. The second was a blues item written by Lown, who adored "Eye, Bye Blues," in these many gone past. Irving Berlin, said Lown, was struggling to write a lyric to the melody. Lown hoped the tune

might be a big smash. Could use the money, he said, particularly in view of the starvation wages paid by CBS, and Jack Van Volkenberg's complete familiarity with all the known techniques for producing a profitable swindle-sheet. "What Jack doesn't know," said Lown, saddy, "Herb Ackerberg does." Van Volkenberg and Ackerberg, as you may have gathered, are bubbling Bert's bosses.

The good clean fun was furthered by NARTE proxy Hal Fellows, an old vaudeville man, who has never lost his touch. He did his radio-TV glossary bit. "The FCC... a secret society," etc. This is a fine routine, but the intro is too long. Hal.

The nice thing about these get-togethers is that it gives you a chance to see again a whole flock of nice people you get to see infrequently, what with their pressing chores and your own.

Bob Swezey, for example, currently from New Orleans, and his most charming wife, Helen.

And, inevitably, you meet a couple of guys you should have met long ago, like at this meet, Claude Barrere, of the Broadcast Advertising Bureau, and Dick Lewis, of the Canadian Broadcaster magazine. And you always run into some friends whom you see fairly regularly, but with whom it's always nice to be able to have that extra lemonade. This happened in Rye, as concerns our buddies Sydney Kaye, Carl Eaverlin and Bob Burton, all of them.

It was such a pleasant evening... if only Mr. Spector had stayed home.

Washington, Once-Over

By BEN ATLAS

WASHINGTON, Oct. 18.—Tin Pan Alley's political outpourings have caused a slight stir, judging from some of the mail received since we reported that Dwight Eisenhower is ahead of Adlai Stevenson in the number of copyrighted tunes about the rival presidential candidates. Folks are asking whether the sentiment of the tunesmiths provides a reliable clue to the election outcome. As we said some time ago, the answer is, "No," but this time we'll amplify.

Sometimes the tunesmiths have been on the beam and sometimes way off. Songwriters poured paens into copyrighted melodies about a man who was rejected at the presidential polls more times than any other major party candidate—William Jennings Bryan. Yet, the tunesmiths proved prophetic in 1932 when they copyrighted three times more tunes about Franklin D. Roosevelt than about Herbert Hoover.

Four years ago, top popularity honors in the number of copyrighted tunes went to a fear-runner at the Republican National Convention that year—Gen. Douglas MacArthur. In 1936, Alf Landon, of Kansas, was the hero of three times more copyrighted tunes than were written about F.D.R., who all but blanked Landon in the electoral count.

"Win With Willie," "Let's Land Landon in the White House" and "We'll Do It With Dewey" were tricky song titles, but Wendell Willkie didn't win, Landon didn't win, and Dewey didn't do it either. However, "Row With Woodrow," written by Woodrow Wilson, and Tin Pan Alley had no diffidence in repeating it for F.D.R. with "Row, Row, Row With Roosevelt (on the Good Ship U.S.A.)."

candidates have never been published despite the zeal of their composers in paying the required fee for their copyrights. Some of the published tunes have turned out to be moderate hits, but few have ever stirred the political ardor in the style of the Democratic rallying song, "Happy Days Are Here Again," or that old favorite of many an earlier campaign, "There'll Be a Hot Time in the Old Town Tonight."

The songwriters have nonetheless managed to capture some of the color, frenzy and slogans of political campaigns. Along with Irving Berlin's "I Like Ike" in the current campaign are such tunes as "Ike, You'll Guide Us Right," "Let's O.K. Ike," and "Eisenhower's the Man of the Hour." There are jingles and parodies aplenty for Stevenson, but the crop of copyrighted tunes honoring the Democratic standard-bearer is comparatively light. Eisenhower tunesmiths, like the general's backers, had a head-start over Stevenson.

Political laureates have found their muse generous in dealing with candidates' names. They had an especially easy time with "Who But Hoover," "Dewey We Do" and "The True Man for Us Is Harry Truman." In 1924, Tin Pan Alley greeted the hot summer forecast between Calvin Coolidge and John W. Davis with "Keep Cool With Coolidge." Four years later when Al Smith tried to block Hoover as Coolidge's successor, a typical melody was "Goodby Cal, Hello Al. (C From Cal Leaves A)." Currently, too, the muse is slumped by the Democratic presidential nominee, "I Love the Gov" and "Adlee-Adlee" have served as titles for minor ditties, but the lads are still hunting for a catchphrase to rhyme with Stevenson.

Legit Line-Up

On invited bookings: The general public will get to see "An Evening With Beatrice Lillie" after all. The limited run has been extended indefinitely at the Booth Theater. The Shuberts and Sherman Krellberg, who had called on the house for their production of "The Suspects" have consented to switch to the Lyceum Theater. Seats for the next 16 weeks will be on sale soon. But the public is out of luck on the Theater Guild-Tennet, Ltd., production of Katharine Hepburn in "The Millionaire," which opened last night (17). The Guild has copped a lion's share for subscribers, and seats for the balance of the run, ending December 27, are hard to come by.

Paul Gregory's fading production of Steven Vincent Benet's "John Brown's Body," starring Tyrone Power, Judith Anderson and Raymond Massey, will open next Thursday (30) in Beverly Hills, Calif. A February 10 New York booking is merely penciled in due to possible film commitments for Power. The trio will be backed by a chorus of 20 under Walter Schumann's direction. The new Rogers and Hammerstein musical, yet untitled, will open April 30 at the Hanna Theater, Cleveland, and will run thru

May 2. It then will move to Boston, arriving in New York May 25.

JAGUAR ALSO BY-PASSES HUB

N. Richard Nash's "See the Jaguar" followed in the footsteps of Moss Hart's "Climate of Eden" in by-passing Boston. Confusion resulting over censorship that again caused the move. Hub cities are in an uproar. Columnist Elinor Hughes blasted the blue-noses in a column, saying, in part, that the three-man censorship board treated the theater "as tho it were a resort of mentally retarded children under 10 or an institution bent upon undermining the private and public morals of our citizens." Pens flourished this week with actors signing for Broadway shows: Eldon Eider (for the sets), Nancy Malone, Larry Robinson, Lois Smith, Mary Hartig, Polly Rowles, Conrad Janis, Roland Wood and Katharine Squire have signed for "Time Out for Ginger"; Clem Bevans, Phil Pines, Cameron Purdhome, "See the Jaguar"; Benny Venuta, "Hazel Flagg"; Irene Moore, Marilyn Clark, Joan Donovan, "Seven Year Itch"; Patricia Neal, Kim Hurler, Iris Mann, revival of "The Children's Hour"; Irene Bordoni, "Maggie";

Raymond Bramley, "Two's Company," and Scott Merrill to replace Robert Fortier in "Pal Joey."

MEMO FOR PLAYWRIGHTS

Note to playwrights: The deadline is March 1 for various playwriting awards. The Thomas Wood Stevens awards for full-length serious plays. Eberge awards for full-length comedies and Raymond MacDonald awards for short plays. Write Dramatists' Alliance, Box 202, Stanford, Calif. Highbrow info: The Met opens November 10 with "La Forza del Destino," exactly 90 years since the opera's preem in Italy. The New York City Ballet opens November 21 for a season which will include two new major works by George Balanchine—"Scotch Symphony," with music by Felix Mendelssohn, and "Metamorphoses," with music by Paul Hindemith. The Mia Slavenska-Frederick Franklin ballet troupe (50) will preem a ballet on Tennessee Williams' "Streetcar Named Desire" on the Water Road theater circuit. Water Road: The Dancers of Bali are on tour this week but will return to Broadway's Fulton Theater October 27 thru November 8.

ROSY PERIOD WITH ROOSEVELT

"Everything's Gonna Be Rosy With Roosevelt" in 1932 touched off an unending stream of victory tunes for the only four-times elected President. The flow has never been stopped. In 1948 there were nearly half a dozen new copyrighted tunes in Roosevelt's memory, and at least one new Roosevelt song has been copyrighted each year since. In 1948, one of Tom Dewey's laureates, like the pollsters and The Chicago Tribune, guessed wrong with a premature "Dewey's Inauguration March." Four of the tunesmiths who copyrighted melodies praising President Harry S. Truman that year waited until after election day to apply for the copyrights.

Most of the tunes about political

Tokyo Mushi Mushi

By RALPH KRZYK

TOKYO, Oct. 18.—This month brings the opening of the new concert season, which promises to become one of the richest and most colorful Tokyo has had in many years. The first major event has been the arrival of the world-famous Budapest String Quartet for a series of recitals, starting with a program at Hibiy Hall on September 1. The quartet, invited here by the Japan Broadcasting Corporation, will play in all major theaters of Japan. French Alfred Cortot, pianist, is to begin a concert tour of Japan under the auspices of Asahi Shimbun, lasting in mid-November.

Late in the season Marion Anderson is due here for concerts sponsored by Japan Broadcasting Corporation. Other foreign artists who have already arrived here for appearances early in the season are the American tenor, Raymond Zambrowicz, and the German violinist, Wolfgang Staehelin. Foreign contributions to the coming season are not confined to music. Serge Lifar, dancer, has been invited to Japan by Yamuri Shimbun, with leading members of his ballet troupe, for a tour to begin with a recital at Hibiy Hall on October 6. A British ballerina, Sonia Arva, member of the London Festival Ballet, is also due here in October to join the Komaki Ballet troupe for several productions.

LANGFORD AND HALL UNIT FOR TROOPS

Arriving in Japan last month for the entertainment of the troops in Korea was Frances Langford and her husband, Jon Hall, along with a troupe consisting of Wally Vernon, comedienne Ginger Sherry, dancer Margaret Brown and three musicians.

WAC Cpl. Jerry Cosby, from Tulsa, who has been with the Army Special Service in Japan, will wax the first English version of two popular Japanese melodies for Columbia Recording Company, Inc., Japan. The torch-singing WAC will record "Tokyo Boogie" under the English title "Dixieland Style" and the "Samisen Boogie Woogie."

Picture Business

By LEE ZILITO

HOLLYWOOD, Oct. 18.—It's hard for anyone to resist telling an "I told you so" story. As a matter of fact, I'm not going to fight it. It's seldom anyone can guess right in this game. When he pulls a Drew Pearson and the prediction even looks as if it may possibly come true, you can't blame one for crowing a little about it.

From time to time I tried to prove that just as television has borrowed from picture production, the movie industry adopt techniques developed by TV. As TV gains maturity and finds solutions to its problems, it appeared obvious that new methods would emerge. It also seemed safe to predict that out of the real-time innovations would come improved methods in production that could be utilized in making movies.

From the start of TV film production a few years ago to this moment, holding budgets down to a minimum has been the major headache of the industry. Actors and craftsmen were accustomed to completing a movie within a

matter of months. TV film budgets are but a fraction of what usually is allowed for a theatrical feature film. For a TV film producer to stay within his cost limit, drastic changes would have to be made in methods of production.

Time when a whole day's shooting resulted in two minutes of screen time was gone. Short cuts had to be developed. First to get the TV film producer's attention was eliminating waste in the cutting room. In theatrical production more film had landed on the floor than ever reached the screen. This practice had to be stopped. The hit and miss method of "let's see what it looks like" had to be replaced with careful pre-production planning.

Rather than edit a film after it has been shot, penny-pinching TV film producers cut it while it was still in the script stage. Each scene was carefully planned. Camera angles were pre-determined. The producer had to get the most out of each foot of film

The expansion of television is forcing theatrical movie producers to become more budget conscious than ever before. They have to deliver better pictures at less cost. One way to achieve the seemingly impossible is borrow from the TV film producers. Of course, feature film budgets are still many times larger than the TV film bank roll, and the movie producer can still afford not to be as miserly as his telet counterpart. But the fact remains that a substantial saving can be effected by following as closely as possible the pre-editing methods used quite successfully by TV film producers.

Paramount production boss Don Hartman was quick to recognize this fact. This week Hartman revealed that he was in the process of developing a system whereby films will be pre-edited prior to shooting. The length of a film, which at most of the major studios isn't determined until after its sneak preview, would be set before cameras start to roll.

BROADWAY SHOWLOG

Performances thru October 18, 1952

DRAMAS	
Bertrando (Playhouse)	10-16 '52 4
Dancers of Bali (Follies)	9-17 '52 31
In As Low Language (Cort)	10-8 '52 13
Mr. Pilsner (Playhouse)	9-17 '52 16
Mrs. McThing (Playhouse)	9-8 '52 22
Point of No Return (Edwin)	12-13 '51 317
The Four Faces (Playhouse)	10-25 '51 415
The Gambler (Playhouse)	10-13 '52 1
The Male Animal (Music Box)	4-30 '52 196
The Millionaire (Playhouse)	10-17 '52 3
The Moon Is Blue (Henry Miller)	3-8 '51 649
The Sacred Flame (Playhouse)	10-7 '52 15
The Time of the Cuckoo (Edwin)	10-13 '52 9
MUSICALS	
An Evening With Beatrice Lillie (Edwin)	10-2 '52 20
Guilty Squares (Cort)	10-14 '52 7
Guys and Dolls (Edwin)	14-13 '50 844
New Faces of 1952 (Playhouse)	5-16 '52 60
Pal Joey (Playhouse)	1-3 '51 333
South Pacific (Playhouse)	6-7 '49 1,452
The Band Wagon (Edwin)	5-29 '51 651
Wish You Were Here (Edwin)	8-25 '52 233
COMING UP	
(Week of October 19)	
The Miracle (Edwin)	10-12 '52

Paris Peek

By ANNE MICHAELS

PARIS, Oct. 18.—Three play revivals from the early 1800's opened this week — "Mozart," "Child of a Miracle" and "The Absentee." . . . Italian playwright Eduardo de Filippo will have his "Madam Filoumena" produced at the Theater Renaissance November 19. . . . A. M. Julian, owner of the Sarah Bernhardt Theater, will introduce Thursday afternoon performances of classic plays in November. Seats will be between 30 cents to 75 cents a ticket. . . . The "Heiress" leaves on a European and African tour with Michele Alfa as the star.

Andre Certes, one of the most successful producers in France, has decided to create his own company and produce for himself. Until now he has done all the work and turned the "pre-fabricated" show over to a director of an established theater to present. He did 12 shows last season including the terrific success, "Angel's Cooking."

KEATON LEAVES CIRCUS RING . . .

Buster Keaton leaves the Medrano Circus ring, and into it goes an English animal act starring Trevor Able. . . . American June Richmond will have a new show built around her at the Casino de Paris. . . . Rasario and Antonio, finished with their engagement at the Theater Champs Elysees this week, have started divorce proceedings. . . . Roland Petite will do the dances and Jacques Charon takes care of the drama of a new revue coming into the Marigny. Petite and Rene Jeanmarie will star.

TRENET, JACQUES FOR RADIO . . .

Charles Trenet and the Freres Jacques begin programs for commercially sponsored Radio Luxembourg. . . . The Paris Inter station (the other two stations are Paris National and Post Parisian) will be devoted 100 per cent to straight music. Some of the more popular programs that have been playing on it during the past years will be transferred to the other two dials, while the hours of Paris Inter are to be lengthened from its usual midnight closing until 2 a.m. The reasons, radio chiefs say, are because of listener requests for more music, the planned transcriptions of the programs to foreign countries, making it all the easier since "music is an international language." . . . In a provincial town of Aine a TV manufacturer erected a huge set to show the townspeople what TV was all about. The test must have made a terrific impression for the town has bought the set for the whole community, setting up entry fees for each broadcast of 3 cents to 8 cents.

London Dispatch

By LEIGH VANCE

London, Oct. 18.—It looks as if the tangle of legal copyright currently keeping many of Britain's top sporting events off the television screen may be unwound at last. Eighteen months ago, in line with that old British tradition which shelves controversial subjects by means of a committee, the government set up such a body to discuss with both sides the deadlock existing between the British Broadcasting Corporation and sports promoters. Briefly the promoters' beef was that fees the BBC offered (sometimes only \$25) for rights to televise top events were ludicrously small and in no way compensated them for the possible ticket buyers who preferred to stay at home and see it all on the screen. The BBC, working to a concrete budget, pleaded they could offer no more. Meanwhile, the viewing public, denied sight of their traditional sports highlights, began a grumbling campaign which scared both sides of the squabble. So now what has the committee come up with? Something of a solution, it seems to be who can wade thru the sludge of gobble-dyogk in which it is wrapped. It all harps on the copyright of an event either filmed direct by the BBC-TV service, or kinescop 1 from the screen. The BBC is dead set against letting such rights out of its hands, which was what the promoters demanded. Says the committee, why not let the BBC show its film commercially, after extracts of it have been telecast for viewers? So now they have passed that bone back to the opposing groups, who are mulling it over. It looks like a solution.

HERE TODAY, MAYBE ALSO TOMORROW . . .

Ponder again that fabulous, (and some say fat-headed) gregarious beast—the public. As most people know, Katharine Hepburn has just ended a successful West End season playing Bernard Shaw's "The Millionaire" she more than recovered her position with the critics, wounded by her previous "My Name's Hepburn But I Spell It G-A-R-B-O" act. The public flocked thru heat and haze to make the piece a hit. All was headlines and happiness. But now what happens? Her latest film, "Pat and Mike," with Spencer Tracy, opened here a while ago to critical acclaim. You'd have thought with that fanfare and her recent publicity, the flick would have been a winner. Not at all. After only 11 days at MGM's London showplace, the Empire, Leicester Square, the company had to hurriedly replace it by "Liza Turner in 'The Merry Showmen'." The lesson London showmen are chewing over now may be that Mister British anybody Hollywood stars cools somewhat after having seen him or her in the flesh. Maybe that old word "illusion" has something to do with it?

MUSICIANS SETTLE "PORGY" FUSS . . .

The trouble over "Porgy and Bess" seems to have been ironed out diplomatically. At present Alexander Smallens, the American conductor, carries the show, while below him in the pit sits the British replacement, learning the score. When he has learned it, theoretically he will take over, and the musicians' union will rub its corporate hands at what it believes yet another victory. Anyway, the show is an instant hit. The 3,000-seat Stoll Theater box-office phones are jammed all day. Bookings have been fantastic.

Review Index

Record Reviews	60
Classical Reviews	70
Legit Reviews	15
Night Clubs Reviews	16
Radio Reviews	15
Television Reviews	15
Vaudeville Reviews	16

Highlight Reviews

FILM-PROMOTION CONCERT

Loesser Confounds the Rule-Book; He's Sock Salesman of Own Tunes

By MAYNARD REUTER

MGM pulled one of the niftiest stunts for plugging a picture Chicago has seen in many a moon when it brought Frank Loesser and his wife, Lynn, to the Mayfair Room of the Blackstone Hotel here Monday (13) for an informal concert to plug "Hans Christian Anderson." Since Loesser wrote the imaginative score for the flicker starring Danny Kaye, there was a definite purpose in having him play before a select group of Midwest disk jockeys, columnists and film reviewers. The terrific manner in which he did this job, however, proved his was a flitty goes far beyond clefing notes and lyrics. From the time he got the scribes to gather closer 'round the grand by faking a bad case of laryngitis until he closed, he and his gracious gal turned the place into as cozy and intimate a group as ever graced a living room. Working without a mike, Loesser opened by confessing and proving he could neither sing nor play well. He also pointed out that usually a songwriter relies on several cliches for this sort of job: "And then I wrote . . ." as he segues from one tune to the next. "Do you remember?" as a wither.

"And then came the war" to explain a hiatus in his composing and finally "it goes like this . . ." to enable him to play his flops. He then began playing and singing bits from his self-styled Maudlin Period when he was penning songs for Dorothy Lamour's sarong pics, seguing into the Carmichael period of "Small Fry" and "Two Sleepy People" and then thru bits of "Jingle, Jangle, Jingle"; "I Don't Want to Walk Without You," "Dolores," and other of his prewar hits. He explained briefly the background of his war tunes as he played a bar or two from "In My Arms," "Praise the Lord and Pass the Ammunition," "They're Either Too Young or Too Old." Then quickly he brought the group to the present with "Slow Boat to China," "My Darling" from the "Where's Charley" score and some conversation, but no tunes, about "Guys and Dolls." Highlights of this portion was the obviously unlearned informality and the terrific assist given by his wife in duets on "Two Sleepy People" and "My Darling." It was when he got into selling the "Hans Christian Anderson" score, however, that he really

shifted into high. The sight of a Broadway character, in a blue, striped suit, who looks like "Nathan Detroit" in the flesh, selling whimsy with such conviction and imagination to a hard-shelled group of newspapermen was something to behold. Deftly, Loesser painted the background, plot sequence and reason behind each tune. Expressively (with most mubic pair of eyebrows in show-biz possibly excepting Bert Lahr's) he played and sang his way thru "King's New Clothes," "Wonderful Copenhagen," "Thumbalina" and "Ugly Duckling" to a smash wind-up, with Lynn dueling a significant "No Two People Have Ever Been So Much in Love." Midway, he deliberately broke the spell to illustrate the two-voice technique he first worked out with "Baby, It's Cold Outside" that's used in the "Anderson" score in "Inch Worm." Of all the renditions of "Baby" ever given, this was the McCoy. Only a fellow who could write such a tune and a gal who is so close to the score could give it such interpretation. For them every note and syllable had a meaning all its own.

LEGITIMATE

Hepburn Scores in "Millionaire," But Shaw Play Still Lacks Depth

By BOB FRANCIS

This reporter sat in on an experimental production of "The Millionaire" a few seasons ago and found it dull going. Its leading lady was something of a trial, which likely didn't help his impression. However, as played by Katharine Hepburn and her British troupe, who have been knocking 'em dead with it in London, Shaw's 1935 comic tirade against the emptiness of wealth takes on a considerably different aspect. Actually, "Millionaire" is pretty shallow Shaw, and not particularly amusing. But with Miss Hepburn giving it much the same kind of treatment that la Bankhead gave to "Private Lives" a while back, most of the time the

play crackles like a three-ring circus. **Wonderful Tantrums** As the uninhibited lady of fabulous wealth and a golden mote in her eye, Miss Hepburn's tantrums are wonderful to behold. She tumbles into and over chairs, tosses Cyril Ritchard on his dignified kisser in a most professional judo exhibition, and ranges from termanent to cooing seducer with equal abandon. Presumably, she has got thoroly under the skin of The Beard's not-too-lovable fem financier. Certainly, she is fine fun to watch at her antics. **Play-wise for one pew,** "Millionaire" finds the usual Shavian punch lacking. The maestro

is heaving the harpoon at the power and selfish futility of the very rich. His protagonist is a tyrannical gal whose human values are strictly rated in pounds and shillings. The lay's estimate of a suitable conjugal candidate is whether he can run 150 pounds up to 50,000 in the space of six months. Her arrogance drives a husband to the arms of a more understanding woman and alienates a would-be lover who doesn't give a damn for her money. Then because Shaw can't help reaching for a paradox, she falls for a completely selfless, penniless, young Moslem doctor, convinces herself

(Continued on page 7B)

TELEVISION

Red Buttons Shines in TV Bow With Own Show; Solid Future Seen

By BILL SMITH

For the first 15 minutes of the Red Buttons show it looked as if Uncle Miltie had some real opposition to worry about. It was in the final 10 minutes or so that the writers put lines into Buttons' mouth that took the edge off what started to be a really fine show. The charm, the elfish quality that is Red Buttons came thru with an ungrating humbleness all thru his opening sketch and particularly when he worked up front onstage. Even the musical vamp of the famous "Joe and Paul" trade-mark with him intoning "Ooh-Hah" came thru with excellent results. As a matter of fact that vamp with the "Ooh-Hah" might well become as firmly established a trade-mark in his future TV shows and become equally as famous as Milton Berle's "Uncle Miltie" or Jackie Gleason's "Away We Go."

The show started with Buttons going thru some delightful reminiscences of "where I come from." Even the such material is localized, it has enough universal appeal to be commercial. The first sketch was segued skillfully as Red told how he broke into TV. It showed a mythical CBS exec,

played remarkably well by Howard Smith, frantically looking for a new comic for an up-coming show. Buttons as the luncheon delivery boy came in with a sandwich and became involved, and ended up getting the job. The fact that Smith acted the blustering exec so well made Buttons' frightened requests to "Pay me the 60 cents" so much funnier by contrast. In this one Red was the epitome of the little underdog who comes out on top. It was comedy merged with enough pathos to make the sketch a gem. In the second act, Red, as a tired salesman, came home to discover his wife had invited her friends for a card game. Dorothy Liffie, as the wife, gave little plausibility except looks to the role. The girl friends were equally inept. The result was that the hurried husband gave an impression of dominance when none was called for. The implausible lines also added to the unbelief-ability of the entire sketch. Based on his first TV appearance, there was little doubt that CBS has found in Red Buttons a comedian with tremendous potentials. The fact that his talents are

Red Buttons Show

TELEVISION—Reviewed Tuesday (14), 8:30-9 p.m., EST. Sustaining via Columbia Broadcasting System TV. Producer, Jess Kimmel. Director, Peter Kass. Program co-ordinator, Harriet Friedlander. Music, Elliot Lawrence. Writers: Joe Stein, Will Glickman, Larry Gelbart, Sam Locke. Announcer, Harry Kramer. Cast: Red Buttons, Dorothy Liffie, Howard Smith, Allan Walker, others.

The Billboard
The Amusement Industry's Leading Newspaper
Founded 1894 by W. H. Donaldson

Publishers
Roger S. Littleford Jr.
William O. Littleford

E. W. Evans Pres. & Treas.
Lawrence W. Catto Secy.

Editors
Joseph C. Caska, Editor in Chief, New York
C. R. Schreiber, Coin Machine Editor, Chicago
Herb Dorian, Outdoor Editor, Chicago
Wm. J. Sachs, News Editor, Cincinnati
Ben Atlas, Chief Washington Bureau

Managers and Divisions
E. W. Evans, Gen. Mgr., Cincinnati
Main Office: 2160 Patterson St., Cincinnati 22, Ohio
Phone: DUmber 6450
W. D. Littleford, Gen. Mgr., Eastern Division
1544 Broadway, New York 36, N. Y.
M. E. Reuter, Gen. Mgr., Western Division
188 W. Randolph St., Chicago 1, Ill.
Phone: CENTral 6470
Sam Abbott, Gen. Mgr., West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-5311
F. B. Jaerling, Gen. Mgr., Southwest Division
390 Aracada Blvd., St. Louis 1, Mo.
Phone: CBANast 0442
C. J. Latacha, Advertising Director
R. Kemper, Advertising Mgr., New York
M. L. Reuter, Advertising Mgr., Chicago
B. A. Burns, Advertising Mgr., Cincinnati
Main Circulation Office
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUmber 6450

Subscription rates: Advance One Year, \$10 in U. S. A. and Canada; Outside Countries \$12. Subscribers when requesting change of address, send old as well as new address. Published weekly, except second class matter June 1 to August 1. Second class matter June 1 to August 1. Office, Cincinnati, Ohio, under act of Oct. 3, 1917. Copyright, 1952, by The Billboard Publishing Company. The Billboard also publishes a directory of magazine of automatic mail circulation; one year, \$4.

Vol. 64 No. 43

NARTB, AAAA Adopt Rules For Easier Video Advertising

WASHINGTON, Oct. 18.—Television advertising will be made easier for both ad agencies and TV stations with the adoption of a new standard contract form for spot telecasting, completed this week after two years of work by the National Association of Radio and Television Broadcasters in cooperation with the American Association of Advertising Agencies.

Use of the spot telecasting contract, copyrighted by AAAA, is optional with agencies and TV stations. Combining the best general practices of the industry, the new form is designed to eliminate confusing and inefficiency and

provide greater convenience for all engaged in spot telecasting. It is based on the long established standard contract for spot radio broadcasting.

The standard provides for non-cancellable 13-week contracts for programs of five minutes or more duration and firm four-week contracts for programs of less than five minutes. This new provision, according to Vincent Waslewski, of NARTB's legal department, "is beneficial to both telecasters and advertisers because of the investments involved." The contract also covers such matters as inability to telecast, substitution of sponsored programs for scheduled programs, and rate protection for advertisers.

FCC Pushes TV Station Grants to 78

WASHINGTON, Oct. 18.—The Federal Communications Commission this week pushed the ever-increasing number of post-freeze TV station grants to 78, with the announcement of five additional commercial allocations. Three of the new CP's are for VHF-TV stations and the other two are UHF grants. The FCC at the same time declared four applications "mutually exclusive," thus calling for special hearings.

Granted CP's this week were: Michigan State Board of Agriculture, East Lansing, UHF Channel 69; Sir Walter Raleigh Television and Broadcasting Company, Raleigh, N. C. UHF Channel 28; Amarillo Broadcasting Company, Amarillo, Tex., VHF Channel 10; Cornbelt Broadcasting Corporation, Lincoln, Neb., VHF Channel 10; KFFQ, Inc., St. Joseph, Mo., VHF Channel 2.

New "mutually exclusive" applications are: E. R. Tulcy, Evansville, Ind., mutually exclusive with Premier Television, Inc., and Trans-American Television Corporation, For UHF Channel 62 in Evansville; Southern Broadcasting Company, Inc., Atlantic Coast Broadcasting Company and Charleston Broadcasting Company, all seeking VHF Channel 2 in Charleston, S. C.; Mirador Television & Radio Corporation and Gulf Television Company, both seeking VHF Channel 11 in Galveston, Tex.; Davyport Broadcasting Company, Inc., and American Broadcasting Stations, Inc., both seeking VHF Channel 2 in Cedar Rapids, Ia.

Set Up Firm To Buy KMPC

HOLLYWOOD, Oct. 18.—Articles of incorporation are now being drawn for a firm which will buy KMPC from the G. A. Richards estate, with Gene Autry and Bob Reynolds listed as principals in the new corporation. Following a meeting with attorneys early next week, papers are expected to be completed and filed at Sacramento. Reynolds at present is vice-president and general manager of the 50,000-watt indie station (The Billboard, October 18).

Purchase is expected to go thru within the next weeks. Deal will be finalized once the Federal Communications Commission approves the new owners. Under the new set-up, Reynolds will remain as station's general manager.

Mutual's Sept. Has 21% Gain

NEW YORK, Oct. 18.—The Mutual Broadcasting System's gross billings for last month were 21 per cent (\$1,607,104) higher than for September of 1951 (\$1,324,051). The web's gross billings for the first nine months of 1952 (\$14,534,119) were 15 per cent above the \$12,661,185 figure chalked up by the web during the same period last year.

AUSSIES WALLOW IN SOAP OPERA

SYDNEY, Oct. 18.—Radio serials have apparently captured the Aussie listening public, as a recent survey discloses that every week 200 radio serial episodes are broadcast thru all hours of the day, this represents 50 hours weekly of listening time. One Sydney station alone is handling 20 serials a day, Monday thru Thursday.

The Aussie sooper audience is estimated to be at least 250,000 at any one time, and women play a big part particularly during the day sessions when the big department stores bankroll an endless variety of serials for the housewife's edification.

LS Takes Options On 3 Video Segs

NEW YORK, Oct. 18.—Preparatory to Jack Benny going alternate weeks, Lucky Strike cigarettes this week took options on three different programs. Benny is now programmed monthly in the Sunday night, 7:30-8 slot, over the Columbia Broadcasting System's TV web where "This Is Showbusiness" holds forth three months for the same sponsor.

But Benny's initial TV show this season has been received so well that he has lost whatever hesitation he may have had toward being programmed more frequently later in the season.

"This Is Showbusiness," on the

other hand, is one of the best buys at the network, because of its low cost and high rating, and does not wish to accept a 50-50 status with Benny in the time period.

LS Has Options

Lucky Strike therefore has options on the "Red Buttons Show"; "Private Secretary," a film package starring Ann Sothern, and a Music Corporation of America film property starring Ray Milland. Its option on Sothern, acclaimed the new CBS comedy find because of good critical notices, expires Monday (20).

Strong indications are that it will purchase Buttons. Lucky Strike is also showing considerable interest in "Private Secretary," which is named second choice should Buttons lose out. The tobacco firm is understood to have paid half the cost of the pilot film. Batten, Barton, Durstine & Osborn is the agency.

E. T. Firms in Broadcast Revolution for Survival

• Continued from page 1

that operation was regarded as a "day to day problem."

Some of the old-line transcription libraries have streamlined their operations completely. World Sales and Program Service, now part of the Frederic W. Ziv Company, has undergone a modernization during the past three years. Rather than supplying stations with music, it now furnishes subscribers with radio packaging and merchandising service in which music is only a minor element. According to Robert W. Friedheim, World vice-president, "We had to get into the broadcasting business and are in it with both feet. World believes in the soundness of radio and sees nothing in TV which would eliminate radio... but the old concept of library service as a music service is a dead pigeon." World gives its subscribers such features as "The People Choose," an election program; "Homemaking Harmonies," a homemakers show; news, and sports features, all with promotional aids, window streamers, etc. "We help in station campaigns," said Friedheim, "and because of this change and develop-

ment, we have been enjoying our strongest position in years."

St. Langlois Sr., of Lang-Worth Feature Programs, Inc., stated he started changing over from the old type of library operation as early as 1947, with the program "Cavalade of Music." "World and Thesaurus also started revising their operation," he pointed out. "With the introduction of so many deejay shows and records, we had to create programming which was not possible on a phonograph record... such as interviews with stars, merchandising shows, etc." He added that his firm levies a fine of \$1 upon all

secretaries who use the term "library service." The term is now "commercial program service."

As for those e. t. firms which try to sell music for very cheap rates: "They are committing suicide," said Langlois. "We give them newspaper mats and window streamers. Had we done it sooner, maybe there would not have been so many disk jockeys. Every kick is a boost."

Royalties

The music publishers, meanwhile, have gradually watched a creative source of income dwindle away. Work for musicians in this field has also languished. One transcription company executive stated that some companies were now engaged in a "cold war" with music publishers, with the precipitating factor being the sale of Standard Radio to radio stations. Harry Fox, publishers' agent and trustee, has warned stations that music on that wax is subject to mechanical royalties. It was learned this week that Fox, Jerry King and Milton Blink, the latter two the top execs of Standard, are still in the process of negotiating an agreement satisfactory to music publishers. Publishers, at this writing, feel that it is not legally permissible for King and Blink to sell the library (Continued on page 26)

UN SESSIONS

Union Hassle Jeopardizes Web Coverage

NEW YORK, Oct. 18.—Television coverage of the United Nations by the National Broadcasting Company again was up in the air at the week-end, after a previous problem had seemed solved. The International Brotherhood of Electrical Workers, which has a contract covering handling of all electrical equipment with the UN, has notified that organization that it will not operate any public address, sound or translation equipment on Monday (20) if NBC's camera crew remains. The crew members belong to National Association of Broadcast Engineers & Technicians, which has a contract with the web.

The UN would be virtually unable to hold sessions if the IBEW walkout takes place. IBEW men operate three of the four cameras at the UN. The dispute seemed headed for a stalemate which might force NBC to pull out of the UN and program film in the 11 a.m.-noon period instead.

TYROS TOOTLE AS PROS TUSSLE

DAYTON, O., Oct. 18.—As a half-time feature of its Sunday afternoon pro-football telecasting, WLW-D here has come up with the novel idea of using the music of outstanding student bands in the station area. The student combos will beat out their college rhythms and run thru their formations on the station's parking lot, with the action picked up by cameras mounted on the roof of the studios. The Fairmont Band of Van Buren Township, under the direction of Clark Haines, ushers in the new idea tomorrow between halves of the Chicago Bears-San Francisco 49ers grid tussle.

SHOPPING

5 Searching For Video Properties

NEW YORK, Oct. 18.—Several advertisers this week were searching for TV shows. They include: Motorola, Crosley thru Benton & Bowles, Best Foods, Arnold Bread and Campbell Soups. Arnold Bread is said to want a series featuring a personality who could be merchandised. This program would slotted on a regional network. Campbell Soups wants a kids' program probably dealing with the heroes of space for a similar kind of regional networking.

2 Quit KNBH Exec Ranks

HOLLYWOOD, Oct. 18.—Two resignations hit the exec forces this week at KNBH with the exit of Program Director Bud Cole and Advertising-Promotion Manager Dick Eisminger. Cole leaves for New York today to huddle with net execs concerning future tele production assignments. Eisminger hasn't disclosed his future plans. Both posts remain unfilled while KNBH Manager Don Norman considers replacements.

Cole joined the National Broadcasting Company's owned-operated tele outlet when it was first launched in January, 1949. He first served the outlet as director in charge of remote telecasts and later replaced Bud Brown as program director. Eisminger joined KNBH after serving for five years in the NBC press department.

Clients Battle For Pearson's ABC Time Seg

NEW YORK, Oct. 18.—Carter's Products this week canceled the Drew Pearson TV show in the 11:15 p.m. Sunday slot via the American Broadcasting Company, and the web immediately had two bankrollers battling for the time. Sponsors involved are Burton Dixie, which would sponsor Paul Harvey, Chicago commentator, and Charles Antell, which would air "The Continental" in that time. Decision is expected shortly, with date of the new show's start to be November 16.

The web also was on the verge of setting a deal for "Rootie Kazootie" as a half-hour, once-weekly standup. Show has been airing via the National Broadcasting Company.

Kellogg Buys Cowan's 'Pet'

NEW YORK, Oct. 18.—Kellogg this week bought "Pet Shop" to be sponsored over the Du Mont network Saturdays 7:30-8 p.m. where it is currently being sustained.

Sponsorship begins about January 1. The package is owned by Lou Cowan. Leo Burnett is the agency.

'Mr. Peepers' to Start Oct. 26 For Reynolds

NEW YORK, Oct. 18.—The slotting of "Mr. Peepers" in place of the Eddie Mayehoff show by Reynolds Metal, via the National Broadcasting Company TV web, was the result of excellent ratings by "Peepers" during its summer run, heavy public reaction when it went off, and dissatisfaction by the sponsor with Mayehoff's initial efforts. Effective date is October 26. "Peepers" had a hotter rating than the show it replaced during the summer, "Ford Festival," and drew 6,000 letters of complaint to NBC within two weeks of the time it went off the air.

An interesting aspect is that the show will be billed thru the Russell Seeds agency, which also handled Mayehoff for Reynolds, although Buchanan has handled the Reynolds business in the past. Seeds owned the Mayehoff package, but NBC owns "Peepers." Deal seems to have long-term contractual ramifications involving Red Skelton, who is under personal contract to Seeds. Latter apparently secured a hold on the time slot by virtue of swinging a deal shifting Skelton to the 7 p.m. slot just preceding the Reynolds time. Seeds is believed to have put out over \$280,000 for Mayehoff films, some of which are already in the can. Deal with Reynolds was closed personally by Joe McConnell, NBC head.

FCC Awards Permits to 8 Stations

WASHINGTON, Oct. 18.—A spurt of AM radio activity in the Federal Communications Commission this week gave construction permits for eight new stations, six of them in the growing daytime AM market. Another station was given permission to increase its daytime power.

New AM construction permits went to Blue Ridge Broadcasting Co., Inc., Barnwell, S. C., 740 kc., 250 watts, daytime only; Mecklenburg Broadcasting Corp., South Hill Va., 1370 kc., one kw., daytime only; Southeast Arkansas Broadcasters, Inc., McGehee, Ark., 1220 kc., one kw., daytime only; Station KBIM, Roswell, N.M., 810 kc., one kw., daytime only; Catamount Broadcasters, Inc., Bennington, Vt., 1370 kc., 500 watts, daytime only; Patuxent Radio, Inc., Lexington Park, Md., 1570 kc., one kw., daytime only; Habersham Broadcasting Co., Cornelia, Ga., 1450 kc., 250 watts, unlimited time; INYO Broadcasting Co., Bishop, Calif., 1230 kc., 250 watts, unlimited time.

WIRK, Ken-Sell, Inc., West Palm Beach, Fla., was given increased daytime power from one to five kw., daytime only.

Hold Theater TV, Home Tele Non-Competitive

WASHINGTON, Oct. 18.—Federal Communications Commission, which embarks on the engineering phase of the theater television hearing Monday (20) will be told by theater-movie witnesses that theater TV will be non-competitive with home TV. On the eve of the hearings, legalists for the movie-theater industry said they envision theater TV as providing a "different" type of entertainment which will live side by side with home television. Theater TV, they said, will offer new plays and other live entertainment on a broad megacycle band, capable of big-screen projection, and will avoid duplication of the type of programing now beamed to home viewers.

Vincent Welch, of Welch, Mott & Morgan, counsel to the Motion Picture Association of America, said: "Theater TV will not take over television shows now popular in homes and move them to theaters. Our idea is to present new productions and creative entertainment. We expect no conflict in programing with home TV." He declared that theater TV interests are not seeking any channels which would be allotted to regular UHF or VHF stations in the "foreseeable future." If the FCC sets aside the frequencies

for theater TV, facilities would be available continuously rather than at special hours like the present theater "light casts." Fights are only secondarily involved in this new entertainment medium," the legalists said. MPAA Counsel Marcus Cohn predicts that theater TV will be a "new type of entertainment," as revolutionary as the introduction of movies with sound. He termed TV's advances as an inevitable kind of a sequence of events, declaring that theater TV is "here to stay." Cohn said that the creative entertainment provided by theater TV would be effective only on large theater screens.

The legalists are hoping for at least 13 channels allocated for theater TV by the FCC after the expected two weeks of hearings. The commission will seek information on what the movie industry has already done with theater TV and will hear testimony as to the adequacy of present common carrier facilities for transmitting theater TV programs. Present theater telecasts are on a four megacycle band, while the new plan would utilize an eight megacycle band.

WALKER DRAWS VIDEO'S PROFILE

WASHINGTON, Oct. 18.—In a thumbnail sketch of what has happened to video since the TV freeze thawed last April, Chairman Paul A. Walker of the Federal Communications Commission, reported that the FCC had received 759 applications for new stations, nearly a third of them for UHF. Addressing the Institute of Educational Television for Washington which met at Georgetown University here this week, Walker reported the following developments during the past six months:

Construction permits for 78 new commercial stations (58 UHF and 20 VHF) and nine non-commercial educational stations were granted by FCC; the first UHF station went on the air last month in Portland, Ore.; Michigan State College, East Lansing, this week received a CP for a UHF commercial educational station; a total of 111 TV stations are in operation and more than 18,800,000 TV sets in use.

FCC Denies Planned WU, Bell Interconnection

WASHINGTON, Oct. 18.—The proposed interconnection of Western Union intercity video channels with those of the Bell System companies was denied this week by the Federal Communications Commission, which ruled that "there is insufficient evidence to support a finding of necessity or desirability in the public interest of interconnected operations."

While recognizing its obligation to consider the national policy of competition, the FCC found that WU would not in fact become a competitor of the Bell System in the field of intercity video transmission. "Rather, the record shows that Western Union is merely attempting to secure advance authority for interconnection and to become a competitor of the Bell System if it so chooses," the FCC stated.

FCC indicated that it might in the future "require a physical connection" of Bell and a second carrier, provided that the latter can show it "is ready, willing and able to provide such facilities."

In a dissenting opinion, FCC Commissioner Hyde charged that the majority decision "effectively

does grant a monopoly to Bell without finding that such a result would be in the public interest."

To meet the demands of TV networks, Hyde pointed out, it will be necessary either to authorize interconnection or duplication of Bell's intercity video transmission, involving "a tremendous investment and a very large and experienced staff." Only WU could undertake this alternative project, he contended. He further questioned the feasibility of establishing a parallel system.

Box-Office TV Draws Hungry Eye From NCAA

CHICAGO, Oct. 18.—The National Collegiate Athletic Association ended a four-day meeting here with these developments in regard to television:

1. A yearning to get into box-office TV as fast as possible, but an acknowledgment that the mechanics can't be worked out for a couple of years and probably longer.

2. An expressed satisfaction with this year's football telecasts, and a decision to continue the plan next year with no changes of any consequence.

3. A complaint from DePaul University which will result in an NCAA investigation into whether telecasts of basketball games hurt the gates on non-televised contests.

Asa Bushnell, commissioner of the Eastern collegiate conference, said that opposition to this year's controlled football telecasts is spotty, and seems to come in flurries from organized groups.

CBS Dropping Strip Lease

HOLLYWOOD, Oct. 18.—Columbia Broadcasting System will not renew its studio lease at 6000 Sunset Boulevard, according to press time report. Web had leased the studio facilities at the 6000 Sunset building for the past three years.

Opening of the net's Beverly-Fairfax TV studios is expected to give the web a little more radio elbow room at its Columbia Square building, thereby making it unlikely at this time that it will need the additional studio space.

Wood Promoted By CBS-TV Net

NEW YORK, Oct. 18.—The Columbia Broadcasting System this week promoted Robert Wood to assistant director of TV station relations. John M. Boylan and Edward Scovill were also appointed staff representatives in the department, which includes Bert Lown. Fritz Snyder is national director of CBS-TV station relations.

Captures sales with fast-moving and Miami, Fla., etc., uses cartoons, animation and plenty of action to hold audience attention. You'll find these and many other TV films—feature, series and commercial—in the TV Film Market Place, a regular weekly feature elsewhere in this section.

NEWS CAPSULES—COAST TO COAST

WJZ Sells \$11,000 in Election Night Newscasts; Amoco Goes 6G

NEW YORK, Oct. 18.—WJZ-TV has sold \$11,000 worth of news sponsorship for election night. The station will carry five-minute newscasts every half hour beginning 8:25 p.m., and running to sign off. Biggest slice, \$6,000 worth, was taken by Amoco gasoline. That deal was made thru the Katz Agency and Edward Petry Company, the station's rep. Other takers are S. W. Farber, Inc., for Farberward kitchen utensils, with 10-second plugs, and Newsweek magazine, with 20-second spots. A similar deal is being negotiated for WJZ, the station's radio half. Other stations throughout the country are understood to be working out similar deals for election night.

MBS WORLD SERIES RADIO TOPS TV

NEW YORK — The average daily audience of the Mutual Broadcasting System's coverage of the World Series was 44 per cent higher than that tuned to the TV network coverage, according to a special survey made by J. A. Ward, Inc., for Mutual. On a sample of 8,500 radio homes over the U. S., the Ward study revealed that 53,000,000 listeners in about half of the country's radio homes heard at least one of the seven games via MBS, which carried exclusive radio coverage of the Series.

RE-BROADCAST SET FOR 'PEOPLE ACT'

NEW YORK — "The People Act," production of the Ford Foundation's TV-Radio Workshop, which was on Columbia Broadcasting System earlier this year, is being distributed for re-broadcast by The People Act Center, a project of the Ford Foundation's Fund for Adult Education. Elmore McKee, originator of the transcribed public service series, is director of the org. The show is now on 183 stations.

NEGRO PROGRAMING SALES RISE 29%

NEW YORK — Sales on local station WLIB's Negro programing block for the third quarter of this year are 29 per cent higher than those chalked up during the same period of 1951. New accounts include Grove Labs, Miles Labs, Red Cross Salt and Black Draught Cough Syrup. Although revenue from political broadcasts won't be counted until fourth-quarter tabulations are in, WLIB general manager Harry Novik reports a big increase in political time buys slanted directly toward New York's Negro voters.

TELEPROMPTER NAMES RCA CO.

CAMDEN, N. J. — The RCA Service Company will serve as sales agent for the Teleprompter Corporation in renting the cueing equipment, along with operators, to public speakers. E. C. Burman will act as sales manager for the Teleprompter service. Sales activity will be expanded over the nation as the equipment becomes available.

TED COTT STAGES WNBTV PARTY

NEW YORK—Ted Cott threw a party for the entire WNBTV entourage this week (15), so that the folks working in the Rockefeller Center offices and those working in the uptown studios could get acquainted. The WNBTV roster of talent, including Jinx, Skitch and Fayet, turned out en masse.

AXE WIELDED AT WHKK

AKRON—Heads fell this week when Jackson B. Maurer and Philip R. Herbert took over WHKK, which they purchased from the United Broadcasting Company of Cleveland.

Employees who left the station include Manager Cecil Green, disk jockey Herb Benson, news editor Max Plaugher, Jane Maybee of the continuity staff, Howard Wheelock and George Wakeman, engineers, and Gustav Moran, of the maintenance staff.

ABC TO CONDUCT REGIONAL MEET

NEW YORK — Execs of the American Broadcasting Company will hold another regional meeting, the fourth this fall, with radio affiliates this Monday (20). It will be held in the International House, New Orleans, and will cover ABC affiliates thruout the South.

RADIO-TV EXECs TO HEAR PANEL

NEW YORK—The program at the first luncheon of the Radio and Television Executives Society will be a four-network panel on the political campaign, with Milton Berle acting as moderator. The four members of the panel will be H. V. Kaltenborn, NBC; John Daly, ABC; Douglas Edwards, CBS; and H. R. Baukhage,

MBS. The meeting will be Thursday (23) noon at the Roosevelt Hotel here.

CHI THESPS TO TAKE IN SHOWCASE SHOW

CHICAGO—Many of Chicago's veteran TV thespians are expected to attend Showcase Theater's talent open house in Evansville, Ill., October 28-29. Hope Summers, who heads the new-formed Equity stock group that has taken over the Stadium Theater there, is a veteran of Chicago radio and TV circles and currently appears in "Hawkins Falls."

Among the backers are Kay Westfall, Ben Park, Norm Barry, Russ Reed, Don and Vera Ward, Stan Gordon and Fahey Flynn—all radio and TV personalities. Group opens a 30-week season with "Life With Mother" November 18. Plans call for drawing on professional TV talent as much as possible for the bi-monthly bill changes.

Newly added to the talent roster of Jack Russell and Associates are actors Sam Siegel, Art Fern, Fred Smith and Kenny Bowers, vocalist Perry Mitchell, writer Carl Carleton and commentator Alex Drier.

BOB MILLER NAMED WLW FARM DIRECTOR

CINCINNATI—Robert C. Miller, former farm service director of WRFD, Columbus, O., has been named farm program director of WLW here. He begins his new duties November 1. Miller was recently elected vice-president of the National Association of Radio Farm Directors.

FOUR-WEEK CAMPAIGN TO PUSH FM SALES

WASHINGTON—FM radio sales will be pushed in Alabama during a four-week campaign beginning November 3. Sixteen Alabama FM stations, under the leadership of Henry Johnston, WSGN, Birmingham, and FM radio wholesaler (Continued on page 2)

MBS Also Will Cut Night Rate

NEW YORK, Oct. 18.—Following the lead of the other three networks, the Mutual Broadcasting System this week took steps to slash its nighttime rates approximately 25 per cent, with reduction concentrated largely in TV areas, effective January 1. Mutual's rate proposal to its affiliates also calls for web to increase morning rates to new advertisers by about 5 per cent in all areas, and restore last year's 10 per cent cut in afternoon advertiser time costs.

The proposal, endorsed by the Mutual Affiliates Advisory Committee, won't be official until the web's affiliate stations formally approve it, but their acceptance is considered a matter of routine.

"Freedom USA" Sales Hit 550

NEW YORK, Oct. 18.—Sales of "Freedom USA" went up to 550 this week, when the Farmers Insurance Company bought the Tyrone Power show for five Western markets. Other recent takers of the transcribed program include three more banks, three more Pilot Life Insurance agencies in the Southeast and the Atlanta Gas Light Company, a privately owned utility, for broadcasting in Macon and Rome, Ga. Direct sales to four more stations were also made recently.

The Frederic Ziv Company, distributor of the series, continued to expand its sales force last week. Latest hirings were Fred Pistorius, to cover Eastern New York, and Charles Emory, to cover Kentucky.

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

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

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

Clair R. McCollough, Pres.

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

ask Procter & Gamble

and Ernie,
the Hamburger
King

Procter & Gamble is the biggest advertiser in America.

Last year they spent over \$18,000,000 in radio. Like the National Biscuit Company, Liggett & Myers and many other of America's largest advertisers, *they invested more money in radio than in any other medium.*

Ernie, the Hamburger King, of 118 Pike Street, Seattle, is one of the smaller advertisers in America. Last year Ernie spent approximately \$7,000 in radio. Like countless other local merchants from coast to coast, *he invested more money in radio than in any other medium.*

Sales results? P&G had the biggest year in its history. So did Ernie. (In fact, Ernie's sales climbed to an average of 1,200 hamburgers a day.)

The truth is that at both the national and local level, radio offers economy and flexibility that *no other medium can touch.* And do you realize how much the radio-listening population has *grown?* Today there are 105,300,000 radio sets in the U. S. A. Virtually every home is a *radio home*—and over half of them have *two or more sets.*

The average American now spends more time with radio than with magazines, TV and newspapers combined.

Beyond question, the smartest buys in all advertising are being made in radio. And they're being made *right now.*



Broadcast
Advertising
Bureau, Inc.
BAB is an
organization
supported by
independent
broadcasters,
networks and
station
representatives
all over
America

220 PARK AVENUE, NEW YORK CITY

This One



2614-KP6-D3C1

Illustration by d.

WWJ's New Listens



BOB MAXWELL . . . Fraternity of Early Risers. A *New Listen* at 6:30 A. M. Monday through Friday.



VICTOR LINDLAHR . . . "To Your Health." A *New Listen* at 9:15 A. M. Monday through Friday.



JOHN MERRIFIELD . . . News for Detroiters. A *New Listen* at 7:00 A. M.—9:00 A. M.



TOM MacMAHON . . . News From The Editor's Viewpoint. A *New Listen* at 1:00 P. M. and 2:00 P. M.



ROSS MULHOLLAND . . . Detroit's most-quoted disc jockey. A *New Listen* at 1:05 P. M. Monday through Friday.



CHARLES PENMAN . . . The Voice With Music. A *New Listen* at 7:00 P. M. Monday through Friday.



Detroit's Station of *New Listens* . . .

The best in programming—for the best in listening

THE WORLD'S FIRST RADIO STATION . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGSBERRY COMPANY

AM — 50 KILOCYCLES — 500 WATTS
FM — CHANNEL 34 — 57.1 MEGACYCLES

New Nite Rate Cuts Urged on NARTB Meet

RYE, N. Y., Oct. 18—In one of the best-attended and most enthusiastic meetings ever held in the area, broadcaster members of 2d District of the National Association of Radio and Television Broadcasters learned Thursday (16) that some advertising agency men believe new and drastic cuts are in order. Raymond Spector, of the agency bearing his name, told the radio-TV men that night-time radio was practically worthless. Night-time rates should be reduced still further, he said, and broadcasters should not continue to make the mistake of raising day-time rates.

This was the keynote of a talk in which Spector pointed to the virtues of radio as an effective advertising medium. In the question and answer period following Spector's speech, one broadcaster asked him whether he would buy night-time radio if rates were cut further. Spector said he would not. Ironically enough, the particular panel on which Spector held forth was chairmanned by Paul W. (Fritz) Morency, probably the broad industry's single staunchest battler against rate-cutting.

Harold Fellows, president of the NARTB, told the group that radio is in as good shape as it was a year ago, and would probably continue to improve during 1953. Other participants in the panel discussion, in which Spector played the heavy, were Kev Sweeney, of the Broadcast Advertising Bureau; Dr. Hans Zeisel, of the Tea Bureau; Hugh Beville, of the National Broadcasting Company, and Horace Schwerin, of Schwerin Research Corporation. Sweeney told of progress which has been made in getting retailers, notably depart-

ment stores, to prove for themselves the effectiveness of radio versus newspapers. Next step, said Sweeney, was to develop a nation-wide test using a chain of stores. Zeisel, Beville and Schwerin discussed various aspects of research.

Friday's program featured a TV panel, headed by Bob Sweeney, of WDSU, New Orleans, and including Ray Guy, NBC; Irv Rosenhaus, of WATV, Newark; Bill Fay, of WHAM-TV, Rochester; Paul Adams, of WREN, Syracuse, and Nat Fowler, of WJZ-TV, New York. Curly Vadebonceur, of WSYR, Syracuse, district director, opened the sessions. Vadebonceur was credited with putting on a meeting attended by more New York City, as well as up-state broadcasters, than any in recent years.

SUBPOENA

BAB Kicks Off Second Radio Contest

NEW YORK, Oct. 18.—Broadcast Advertising Bureau kicked off its second annual "Radio Gets Results" contest with a novel promotion piece to its member stations. The mailing piece is in the form of a subpoena. Copy on the cover reads "You are hereby requested to supply evidence in the case for radio." Entries are success stories in local radio advertising.

Aim of the competition is to give BAB documentation for its own promotion of radio as an advertising medium. Three prizes are given in each of nine categories of local advertisers. Board of judges consists of trade-paper editors and advertising execs. Closing date is November 15. Winners will be announced some time after December 15.

The contest attracted over 300 entries last year. BAB will this year give each winner a duplicate award to present to the advertiser described in the entry.

Piel's Buys One-Fourth of Garden Sports

NEW YORK, Oct. 18.—Piel's Beer this week bought one fourth of the 93 sports events that are to be telecast from Madison Square Garden over WPIX this winter. Sponsorship begins Wednesday (22) from the arena when the Boston Bruins and the New York Rangers inaugurate the local hockey season. Young & Rubicam is the agency.

Since Old Gold cigarettes already has half of Garden sponsorship, WPIX now has only the final quarter of the package to sell. WPIX last season was able to peddle only half the property; so it has bettered itself 50 per cent already.

Philip Morris Cancels 'Line'

NEW YORK, Oct. 18.—Philip Morris cigarettes this week canceled the radio version of "What's My Line?" after its November 26 broadcast on the Columbia Broadcasting System's radio network. The program airs Wednesdays, 9:30-10 p.m.

The tobacco company, however, will retain the time slot. It is now searching for a new program as a replacement. The CBS radio programming department is trying to sell the advertiser "Grand Central Station."

NBC to Unveil New 'Project X'

NEW YORK, Oct. 18.—The new "Project X" which has been in the works for some time at the National Broadcasting Company will be ready for unveiling to agencies and sponsors next week. Masterminded by Edward Barrett, former assistant U. S. secretary of State, it involves a big-budget hour-long TV news review, probably headed for Sunday afternoon slotting.

Show involves commentary, analysis, pickups from various U. S. cities, and film flown in specially. Cost is believed in the neighborhood of \$50,000 per show.

ABC Fills 3 Major Posts

NEW YORK, Oct. 18.—The American Broadcasting Company this week filled three major posts in the program department of its radio web. Two of the jobs went to girls, both of them seven-year employees of the network. Myrtle Tower is the new director of program operations, and Clayton Shields is the program department's new business manager. Miss Shields started at ABC as secretary to the network's business manager. The male appointee is William Hamilton, who becomes Eastern production manager. He was senior director in the program department.

STORE MUSIC SALES IN SKID

WASHINGTON, Oct. 18.—Sales of radios, phonographs, television sets, records, sheet music and instruments slumped below 1951 levels, the Federal Reserve System reported this week. Radio, TV and phonograph sales in August dipped 29 per cent below the August, 1951, mark, while sales for the eight months' period beginning in January were down 24 per cent. At the same time, disk, sheet music and instrument sales slipped 6 to 8 per cent respectively in these periods.

Special processing skills prolong the life and earning power of TV films. Precision Film Laboratories have many special techniques to repair, restore and care for TV films. Read about this and other dependable TV services, and a wide selection of TV film fare of every type, on another page of this section in the TV Film Market Place.

NEWS CAPSULES

WJZ-TV Election Night Newscast Sales Net 11G

Continued from page 6

sales, headed by John Evins, Hart-Greer Company, Birmingham, will spearhead the drive. Promotion co-sponsors are the National Association of Radio and Television Broadcasters and the Radio-Television Manufacturers' Association.

OPS NOT TO RESTORE CEILINGS ON PARTS

WASHINGTON—The Office of Price Stabilization indicated this week that it does not intend to reconsider its decision to restore price ceilings on radio, television and phonograph parts. The order, the first de-control action taken by the OPS, is effective October 27. The OPS' restoration order was protested by the Radio-Television Manufacturers' Association, which warned that the "arbitrary action" would "cause havoc through the industry among both set and parts manufacturers."

TV SHIPMENTS NEAR RECORD 1951 MARK

WASHINGTON—Shipment of 2,722,089 television sets to dealers during the first eight months of this year nearly rivaled the 2,744,931 set 1951 record.

Four States received upwards of 200,000 sets each since January, to lead the field, according to figures compiled here this week by the Radio-Television Manufacturers' Association. They were New York, with 330,914 sets; California, 289,972; Pennsylvania, 227,356; and Ohio, 206,382.

NCAA OKAYS MARYLAND-NAVY PIGSKIN TUSSLE

WASHINGTON—The National Collegiate Athletic Association this week authorized for the third time the telecasting of a major, sellout football game in its local area instead of the nationally televised NCAA game-of-the-week show. The NCAA approved the substitution of the Maryland-Navy game for the Yale-Cornell contest scheduled for today (18) over WNEW, the National Broadcasting Company's local TV outlet.

"Contrary to the belief of many, it is not this committee's wish to ban TV," NCAA committeeman and Yale athletic director Bob Hall declared, adding, "We have never refused to permit televising of a game where there is no competition in the area."

3 STATIONS BECOME NARTB MEMBERS

WASHINGTON, Oct. 18.—Three new television stations, KFBL-TV, Denver; WWLP, Springfield, Mass., and KDUB-TV, Lubbock, Tex., have become the first "post-freeze" members of the National Association of Radio and Television Broadcasters.

All three stations received their construction permits since the lifting of the TV freeze by the FCC.

NARTB TO HOLD 3 MEETS IN D. C.

WASHINGTON, Oct. 18.—The National Association of Radio and Television Broadcasters will hold three conferences here during the next two months. NARTB President Harold E. Fellows announced this week. The copyright committee will hold a two-day meeting here November 17-18, while two other groups, the full board of directors and the radio board of directors, originally scheduled to meet elsewhere December 5-8 will now convene in D. C. December 3 and 4, respectively.

CENTLIVRE TO SPONSOR FORT WAYNE HOCKEY

FORT WAYNE, Ind.—Centlivre Brewing Company has signed to sponsor Fort Wayne Komets ice hockey games from Allen County War Memorial Coliseum via WOWO. Ernie Ashley, WOWO sports director, will describe the 30 games, to be heard at 3 p.m. Saturdays and 10:15 p.m. Tuesdays.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

Bill Brennan is newly appointed script co-ordinator for Columbia Broadcasting System's TV shows. He was formerly with KNXT, Hollywood. . . . George W. Faust was named operations and traffic supervisor for KNXT, Hollywood. He's worked in a similar capacity for Du Mont Television

Network. . . . Peewee Reese, Brooklyn Dodger shortstop, will star on a local series over WHAS, Louisville, Ky., beginning next month. . . . George Chatfield has joined William Esty, advertising, as vicepres and exec committee member. . . . Paul Alger, manager of WSNJ, Bridgeton, N. J., was re-elected president of the New Jersey Broadcasters' Association. . . . Eldon Campbell, New York rep for the Westinghouse radio stations, has been made the chain's general sales manager, succeeding E. R. Borroff. . . . Elliott Sangor, manager of WQXR, New York, will receive the award of the Columbia School of Journalism Alumni Association for his station's community service. . . . George C. Atkinson, an account

exec for WQXR, has been appointed manager of KEAR, San Francisco, another classical music station. . . . C. Richard Evans, new manager of the Hawaiian Broadcasting System, which operates two stations, has brought in Wayne Kearl as sales and promotion manager. Kearl was formerly with KNXT, Hollywood, and KSL, Salt Lake City, of which Evans was, until recently, manager. . . . Howard Warwick has been appointed radio-television director of the Military Sea Transportation Service, Atlantic Area, a branch of the Navy. . . . Bob Murphy, sports editor of the Detroit Times, has been made top sports commentator for CKLW, Detroit. . . . Gene Schoor has joined the public relations staff of Spotlight Promotions representing Walt Framer Productions. . . . Ewing Canaday, news director of WKY, Oklahoma City, Okla., is leaving the broadcasting field after 20 years to become extension editor at Oklahoma A & M College. . . . Peter Mustaki is a new account exec at KOTV, Tulsa, Okla. . . . Thomas Massey has been promoted to general manager of KIXL, Dallas.

WLW Maps Expansion Of Merchandising Plan

CINCINNATI, Oct. 18.—A vastly expanded merchandising plan involving the facilities of more than 1,000 supermarkets and nearly 500 leading drugstores was announced today for WLW and WLW-T advertisers by R. E. Dunville, president of Crosley Broadcasting Corporation.

WLW's point-of-purchase plan was unveiled to Crosley executives by Dunville as part of the audience-and-sales promotion launched by the Crosley radio outlet September 28. Forerunner of the new operation was the Shopper-Stopper Plan, which was placed in effect for WLW-T food advertisers last March. The plan involves three end-aisle displays in the Albers Supermarkets weekly. Albers operational area duplicates the WLW-T coverage and centers in Cincinnati, Dayton and Columbus, O. The Shopper-Stopper Plan also includes

display space in the double-truck Albers display ads Thursdays in 18 metropolitan newspapers.

Under the new merchandising plan, Dunville stated that WLW and WLW-T were purchasing display space in major markets with an on-the-air tie-up to assure the stations' advertisers traffic displays. Dunville stated that Buy-Way, the publication now issued in two editions to grocers and druggists throughout the area, would get a face-lifting, too. He said its format would remain much the same but that it would be expanded into one merchandising newspaper of higher reader interest to all major classifications of retail outlets. The publication is mailed monthly to more than 20,000 tradespeople. He indicated this circulation might be upped to meet the new requirements.

The new merchandising plan (Continued on page 38)

the nation's
first commercial
UHF television
station . . .



Portland, Oregon's
first television
station

announces
the appointment of
NBC Spot Sales
as National Spot
Sales Representative

KPTV • Portland • Oregon
UHF Channel 27

Started Operations September 20, 1952
Owned by Empire Coil Company, Inc.

Children's shows are a specialty for Atlas. Check and order your TV films from these and other outstanding offerings of leading producers, distributors and suppliers. Featured this week and every week in the TV

THE BILLBOARD Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

• Top 10 TV Shows Each Day of the Week in COLUMBUS, O.

(220,000 TV Sets* Panel Size 400)

... According to Videodex Reports

WBNS-TV	Columbus Dispatch	CBS
WLWC	Crosley Broadcasting Corp.	NBC
WTYN	Picture Ways, Inc.	ABC, CBS, DuMont

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 43 markets. In the 20 markets it has placed dials in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

"WHAT'S My Line?" was top show in Columbus in September. Due to Columbus's non-observance of Daylight Savings Time, the show came in an hour earlier than it does during the season. This placed it at 9:30 p.m., which is probably an improvement. "Godfrey's Talent Scouts" and "Godfrey and Friends," on the other hand, were moved up to 7:30 and 9, respectively, which is not an improvement. These two shows, which were first and second in April, were second and third in September. Columbia Broadcasting System again has the most shows on the chart.

April '52		SIGN-ON TO SIGN-OFF		Avg. Rtg.	
Pos.	Rtg.				
SUNDAY					
2	33.4	1. WHAT'S MY LINE	CBS 9:30-10:00	WBNS	47.2
5	31.1	2. BASEBALL	Non-Net 1:00-4:00	WTYN	37.0
6	31.0	3. TOAST OF THE TOWN	CBS 7:00-8:00	WBNS	27.4
8	23.0	4. THE DOCTOR	NBC 9:00-9:30	WLWC	24.1
3	23.3	5. CELEBRITY TIME	CBS 5:30-6:00	WTYN	23.9
7	22.3	6. ROY ROGERS	Du M 9:00-9:30	WLWC	23.7
4	20.7	7. ROCKY KING	Du M 8:30-9:00	WTYN	23.2
9	18.3	8. THIS IS SHOW BUSINESS	CBS 6:30-7:00	WBNS	21.8
10	18.6	9. DANGEROUS ASSIGNMENT (film)	Non-Net 8:30-9:00	WBNS	18.9
1	18.6	10. TV PLAYHOUSE	NBC 7:00-8:00	WLWC	18.6

April '52		SIGN-ON TO SIGN-OFF		Avg. Rtg.	
Pos.	Rtg.				
MONDAY					
1	57.2	1. TALENT SCOUTS	CBS 7:30-8:00	WBNS	43.2
2	38.5	2. MY LITTLE MARGIE	CBS 8:00-8:30	WBNS	38.5
3	27.9	3. WHO'S THERE?	CBS 8:30-9:00	WBNS	27.9
4	25.6	4. WESTINGHOUSE SUMMER THEATER	CBS 9:00-10:00	WBNS	25.6
5	18.9	5. LUX VIDEO THEATER	CBS 7:00-7:30	WBNS	18.9
6	17.8	6. AL MORGAN	Non-Net 6:00-6:15	WLWC	17.8
7	17.4	7. TV WEATHERMAN, FLORASCOPE	Non-Net 10:00-10:15	WBNS	17.4
9	15.0	8. STRIKE IT RICH	CBS 10:30-11:00 A.M.	WBNS	15.0
10	13.3	9. THREE CITY FINAL	Non-Net 10:00-10:15	WLWC	13.3
3	22.3	10. ROBERT MONTGOMERY	NBC 8:30-9:30	WLWC	15.0

April '52		SIGN-ON TO SIGN-OFF		Avg. Rtg.	
Pos.	Rtg.				
TUESDAY					
1	35.1	1. SURPRISE	CBS 8:30-9:00	WBNS	35.1
8	18.3	2. ORIGINAL AMATEUR	NBC 9:00-9:45	WLWC	29.8
5	22.1	3. HOUR	CBS 9:00-9:30	WBNS	26.7
4	24.5	4. MIDWESTERN HAYRIDE	NBC 7:00-8:00	WLWC	24.5
3	25.1	5. CITY HOSPITAL	CBS 8:00-8:30	WBNS	23.2
7	17.1	6. CIRCLE THEATER	NBC 8:30-9:00	WLWC	17.1
6	15.7	7. AL MORGAN	Non-Net 6:00-6:15	WLWC	15.7
9	15.3	8. NAME'S THE SAME	ABC 9:30-10:00	WTYN	15.3
10	15.1	9. STRIKE IT RICH	CBS 10:30-11:00 A.M.	WBNS	15.1
10	15.0	10. THE UNEXPECTED (film)	Non-Net 9:30-10:00	WBNS	15.0

April '52		SIGN-ON TO SIGN-OFF		Avg. Rtg.	
Pos.	Rtg.				
WEDNESDAY					
1	52.1	1. GODFREY & FRIENDS	CBS 7:00-8:00	WBNS	45.6
2	40.8	2. STRIKE IT RICH	CBS 8:00-8:30	WBNS	36.1
3	26.0	3. JEFFREY JONES (film)	Non-Net 8:30-9:00	WBNS	32.0
7	17.0	4. BLUE RIBBON BOUQUET	CBS 9:00-9:45	WBNS	28.1
5	17.0	5. BRAFF TV THEATER	NBC 8:00-9:00	WLWC	17.0
6	14.9	6. AL MORGAN	Non-Net 6:00-6:15	WLWC	14.9
8	15.3	7. STRIKE IT RICH	CBS 10:30-11:00 A.M.	WBNS	14.8
9	14.6	8. SPORTS SPOT	CBS 9:45-10:00	WBNS	14.6
10	12.4	9. TV WEATHERMAN, FLORASCOPE	Non-Net 10:00-10:15	WBNS	12.4
10	12.2	10. CHET LONG	Non-Net 6:45-7:00	WBNS	12.2

April '52		SIGN-ON TO SIGN-OFF		Avg. Rtg.	
Pos.	Rtg.				
THURSDAY					
1	42.9	1. DRAGNET	NBC 8:00-9:00	WLWC	42.9
2	35.2	2. BIG TOWN	CBS 8:30-9:00	WBNS	35.2
3	28.6	3. I'VE GOT A SECRET	CBS 9:30-10:00	WBNS	28.6
4	27.9	4. RACKET SQUAD	CBS 9:00-9:30	WBNS	27.9
7	23.0	5. T MEN IN ACTION	NBC 7:30-8:00	WLWC	23.0
6	18.8	6. MARTIN LANE	NBC 9:00-9:30	WLWC	18.8
8	18.7	7. GROUCHO MARX	NBC 7:00-7:30	WLWC	18.7
9	18.0	8. STRIKE IT RICH	CBS 10:30-11:00 A.M.	WBNS	18.0
9	14.1	9. PONE RANGER	ABC 6:30-7:00	WTYN	14.1
10	13.6	10. AL MORGAN	Non-Net 6:00-6:15	WLWC	13.6

April '52		SIGN-ON TO SIGN-OFF		Avg. Rtg.	
Pos.	Rtg.				
FRIDAY					
1	25.0	1. BOSTON BLACKIE (film)	Non-Net 9:30-10:00	WBNS	25.0
2	24.5	2. FOOTLIGHT THEATER	CBS 8:30-9:00	WBNS	24.5
2	22.5	3. MAMA	CBS 7:00-7:30	WBNS	22.5
6	21.2	4. POLICE STORY	CBS 9:00-9:30	WBNS	22.5
3	22.2	5. BOXING	NBC 9:00-9:45	WLWC	19.2
5	21.7	6. PLAYHOUSE OF STARS	CBS 8:00-8:30	WBNS	18.7
7	21.0	7. BIG STORY	NBC 8:00-8:30	WLWC	18.2
8	15.3	8. ALDRICH FAMILY	NBC 8:30-9:00	WLWC	15.3
10	14.8	9. MYSTERY THEATER	Non-Net 10:00-11:15	WBNS	15.2
10	14.8	10. KIT CARSON (film)	Non-Net 10:30-11:00 A.M.	WBNS	14.8

April '52		SIGN-ON TO SIGN-OFF		Avg. Rtg.	
Pos.	Rtg.				
SATURDAY					
1	34.6	1. MIDWESTERN HAYRIDE	Non-Net 8:00-9:00	WLWC	29.3
4	25.4	2. THE BIG TOP	CBS 11:00-noon	WBNS	22.5
6	20.7	3. BASEBALL	Non-Net 1:00-4:00	WTYN	22.6
8	19.0	4. YOUR HIT PARADE	NBC 9:30-10:00	WLWC	21.6
5	20.7	5. WILL BILL HICKOK (film)	Non-Net 6:00-6:30	WBNS	20.7
6	20.0	6. ALL STAR SUMMER REVUE	NBC 7:00-8:00	WLWC	20.0
7	19.8	7. OLD OUTCH POLKA	Non-Net 9:00-9:30	WLWC	19.8
8	15.5	8. BATTLE OF THE AGES	CBS 9:30-10:00	WBNS	15.5
9	15.2	9. MYSTERY THEATER	Non-Net 10:00-11:15	WBNS	15.2
10	15.1	10. KIT CARSON (film)	Non-Net 6:30-7:00	WBNS	15.1

* NBC estimate for August, 1952

• Share of Total Audience Radio vs. TV in MINNEAPOLIS-ST. PAUL

... According to Pulse Reports July-August, 1952

7 P.M. to Midnight			
TELEVISION	Radio	TOTAL	
% of Total Aud.	% of Total Aud.	Ratio Radio & TV	
SUNDAY	56.2	43.8	34.6
MONDAY	50.9	49.1	37.8
TUESDAY	49.5	50.5	38.6
WEDNESDAY	51.0	49.0	39.7
THURSDAY	49.0	51.0	37.6
FRIDAY	49.7	50.3	36.6
SATURDAY	46.3	53.7	36.7

6 A.M. to 6 P.M.			
MON-FRI.	19.0	81.0	27.2
6 A.M. to Midnight			
ENTIRE WEEK	33.5	66.5	30.0

NEXT WEEK Top 10 TV Shows Each Day in CHARLOTTE

... According to Videodex

Top 5 Radio Shows Each Day in BIRMINGHAM

... According to The Pulse

• Share of Total Audience Radio vs. TV in BIRMINGHAM

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part or of the full services of the research organizations listed on these pages. For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

For full details of the Videodex service write to JAY G. GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

For the ARS service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

Interference Standards Set

WASHINGTON, Oct. 18—Standards for television set manufacturers to follow in turning out UHF and VHF receivers relatively free of interference may be forthcoming at a three-day meeting of the Radio-Television Manufacturers' Association next week in Syracuse. The Federal Communications Commission has been anxious to run down causes of TV interference arising from receiver radiation and spurious receiver responses. The RTMA's committee R15 has been conducting tests to determine the extent to which 1952 television receivers meet the high standards earlier recommended by TV engineers on the committee.

• Top 5 Radio Shows Each Day of the Week in MINNEAPOLIS-ST. PAUL

... According to Pulse Reports

KEYD	5,000 daylight	Ind.	WLCL	5,000 nights	WBNS
KSTP	50,000 warts	NBC	WMBR	250 warts	Ind.
WCCO	90,000 warts	CBS	WPRC	500 daylight	Ind.
WCOW	9,000 daylight	Ind.	WTCN	5,000 day; 1,000 night	Ind.
WDGY	50,000 day; 25,000 night	Ind.			ABC, Dairyland

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is weekly. Information is obtained from the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

RADIO listening in the Minneapolis-St. Paul area was in the usual decline during July and August. Only show to boost its ratings over what it had in the spring was Cedric Adams Sunday afternoon stanza. This, plus the vacation of Jack Benny and others, raised Adams to position of top show Sunday afternoon. And that makes Adams top in Minneapolis-St. Paul any day and any evening. In his ratings generally were considerably down from the 18's he gets in season.

Mar-April '52		7 P.M. TO MIDNIGHT		Highest Gr. Hr. Rating	
Pos.	Rtg.				

SUNDAY					
1	10.8	1. GRIM, HALSEY HALL, CEDRIC ADAMS	Non-Net 10:00-10:30	WCCO	10.8
3	6.3	2. PHILIP MORRIS PLAYHOUSE	CBS 7:30-8:00	WCCO	6.3
6	6.0	3. BEST PLAYS	NBC 7:30-8:30	KSTP	6.0
6	6.0	3. MUSICAL GUESTS, C. ADAMS	CBS 7:00-7:15	WCCO	6.0
5	5.5	5. THE INNER SANCTUM	CBS 8:30-9:00	WCCO	5.5

MONDAY					
1	14.0	1. NEWS—CEDRIC ADAMS	Non-Net 10:00-10:15	WCCO	14.0
2	7.5	2. NEWS, SPORTS	Non-Net 10:15-10:30	WCCO	7.5
4	6.8	3. ROMANCE	CBS 8:00-8:30	WCCO	6.8
4	6.5	4. VOICE OF FIRESTONE	NBC 7:30-8:00	KSTP	6.5
4	6.3	5. THE RAILROAD HOUR	NBC 7:00-7:30	KSTP	6.3
4	6.3	5. GODFREY'S TALENT SCOUTS	CBS 7:30-8:00	WCCO	6.3
5	6.3	5. THE TELEPHONE HOUR	NBC 8:00-8:30	KSTP	6.3
5	6.3	5. BANDS OF AMERICA	NBC 8:30-9:00	KSTP	6.3
5	6.3	5. WALK A MILE	CBS 9:00-9:30	WCCO	6.3
5	6.3	5. NEWS, TALK, WAXWORKS	CBS 9:30-10:00	WCCO	6.3

TUESDAY					
1	12.3	1. NEWS—CEDRIC ADAMS	Non-Net 10:00-10:15	WCCO	12.3
2	8.5	2. G. GRIM, HALSEY HALL	Non-Net 10:15-10:30	WCCO	8.5
2	7.8	3. THE LINEUP	CBS 8:00-8:30	WCCO	7.8
4	7.5	4. PARSONS, STEVE ALLEN SHOW	CBS 8:30-9:00	WCCO	7.5
5	7.0	5. MR. AND MRS. MORRIS	CBS 7:30-8:00	WCCO	7.0

WEDNESDAY					
1	13.3	1. NEWS—CEDRIC ADAMS	Non-Net 10:00-10:15	WCCO	13.3
2	8.5	2. NEWS, SPORTS	Non-Net 10:15-10:30	WCCO	8.5
3	8.3	3. JOHNNY DOLLAR	CBS 8:00-8:30	WCCO	8.3
5	7.8	4. OR, CHRISTIAN	CBS 7:30-8:00	WCCO	7.8
5	7.3	5. GROUCHO MARX	NBC 8:00-8:30	KSTP	7.3

THURSDAY					
1	13.8	1. NEWS—CEDRIC ADAMS	Non-Net 10:00-10:15	WCCO	13.8
2	8.3	2. FBI IN PEACE AND WAR	CBS 7:30-8:00	WCCO	8.3
3	7.8	3. NEWS, SPORTS	Non-Net 10:15-10:30	WCCO	7.8
4	7.0	4. MR. KEVIN	CBS 7:00-7:30	WCCO	7.0
4	6.5	5. DRAGNET	NBC 8:00-8:30	KSTP	6.5

FRIDAY					
1	7.8	1. NEWS—CEDRIC ADAMS	Non-Net 10:00-10:15	WCCO	7.8
2	7.8	2. NEWS, SPORTS	Non-Net 10:15-10:30	WCCO	7.8
2	7.0	3. THE BIG TIME	CBS 8:00-8:30	WCCO	7.0
4	6.5	4. MUSICLAND	Non-Net 9:00-10:00	WCCO	6.5
5	6.0	5. PARADE, MUSICLAND	Non-Net 7:00-7:30	WCCO	6.0
5	6.0	5. BARN DANCE	Non-Net 8:30-9:00	WCCO	6.0

SATURDAY					
1	10.3	1. NEWS—CEDRIC ADAMS	Non-Net 10:00-10:15	WCCO	10.3
4	8.8	2. GANGBUSTERS	CBS 8:00-8:30	WCCO	8.8
2	8.5	3. GENE AUTRY	CBS 7:00-7:30	WCCO	8.5
4	8.0	4. SPORTS	Non-Net 10:15-10:30	WCCO	8.0
5	7.8	5. TARZAN	CBS 7:30-8:00	WCCO	7.8
5	7.8	5. WHOOPEE JOHN	Non-Net 8:30-9:00	WCCO	7.8

6 A.M. TO 7 P.M. MONDAY-FRIDAY					
1	15.8	1. NEWS—CEDRIC ADAMS	Non-Net 12:30-12:45	WCCO	15.8
2	13.7	2. ARTHUR GODFREY	CBS 9:00-10:30	WCCO	13.7
3	12.9	3. NEWS—G. GRIM, J. MUSTON	Non-Net 8:30-8:45	WCCO	12.9
3	12.5	4. BREAKFAST WITH BOB	Non-Net 8:45-9:00	WCCO	12.5
3	12.2	5. THE GUIDING LIGHT	CBS 12:45-1:00	WCCO	12.2

New Feature Film Deal Aids Stations

NEW YORK, Oct. 18. — The deal by which Sol Wurtzel has leased his entire catalog of feature films to Major Attractions, which in turn made a long-term distribution deal with Unity Television Productions, underlines the peculiar hardening on the market for fresh feature film product.

In the past two years the only large group of feature pictures to be released to video stations was the old product produced by Edward Small. These 28 films are being peddled by Peerless Television Productions and have been on the market for more than a year.

This condition means that stations must run and re-run the

pictures available. The Columbia Broadcasting System, for example, buys some film for its owned-and-operated stations on the basis of five runs within a 12-month period and, in some cases, two runs within a two-month period. A top executive at another major web reports that each picture available to television has been shown at least four times per station, on the average.

It had been thought that the purchase of RKO by a new management group would mean the placing of a large block of its product on the market. The reverse, however, has been true. The company has stated that it is interested in TV, but that it will not liquidate the RKO film library. Every indication is that those firms that have films for sale are hanging on so they can make a larger killing when the new TV stations go into operation.

The Wurtzel films which will now be available include some products made as late as 1949. The package includes such personalities as Marilyn Monroe, Paul Kelly, Kent Taylor and Jerome Cowan.

Columbia, U-I Contract With SAG on TV Pix

HOLLYWOOD, Oct. 18. — Screen Actors' Guild this week concluded contracts covering TV film production with Columbia Pictures and Universal International, thus becoming the first major movie studios to sign telefilm agreements. Contracts provide for studios to pay minimums identical to those agreed upon by members of the Alliance of Television Film Producers last July. Studios further agree to additional payment for re-running films on TV as well as compensating actors in the event the films produced for TV are released for exhibition in theaters.

During period of negotiation with the studios, employers adhered to the minimum pay rates already won by the Guild in its TV film producers' contract. Part I is retroactive to July 21, date when TV film contract was concluded with members of the Alliance.

Other contracts signed covering TV film production include A-Men Productions, Crackdown, Joan Davis Enterprises, Jack Denove Productions, Doucette Corporation, William Esty Company (New York), Frontiers, Inc., Golden Key Trust, Great Commission Films, Sherman Harris Productions, Robin Hood Productions, Jan Productions, Mann-Dee Films, Mark VII, Ltd., Prockter Productions (New York), Roland Reed Enterprises, Swanstrom Productions and Vavin, Inc. (New York).

Edwards to CBS Film Org

HOLLYWOOD, Oct. 18. — Wilbur Edwards, manager of KNXT, joins the Columbia Broadcasting System's film sales division as national director of film sales. He replaces Fred Mahlstedt who remains as head of the operation but will specialize more in administration and operation of the department. Edwards' successor at KNXT has yet to be named by CBS.

Rumored 'Racket Squad' Losing Morris Bankroll

HOLLYWOOD, Oct. 18. — Fate of "Racket Squad" seemed up in the air at press time as trade rumors claimed the Showcase Productions TV film series was on the verge of losing Philip Morris as a sponsor. Neither the Biow Agency here nor Carroll Case, of Showcase, could confirm or deny the reports. Case serves as coproducer of the series with Hal Rogch Jr.

Series has been on the air for the same sponsor since June, 1951. Eighty-nine 30-minute episodes have been completed. Show's current cycle runs until March, 1952. Rumors were doubtlessly prompted by the abundance of telefilm packages acquired by the Biow Agency for the big company. Philip Morris now sponsors "My Little Margie," "I Love Lucy"

and "Racket Squad." Biow also bought Don Sharpe's "My Hero." Latter's time seg is being temporarily filled by "Margie" until production has been completed on the "Hero" series. Philip Morris is currently bankrolling "Margie," but Dunhill will take over when "Hero" is completed.

According to trade talk, problem arose when Milton Biow ordered "Margie" canceled on the basis of poor press reviews. Later ratings, however, showed viewers favored the show, but at that time the agency had already contracted for "Hero." Biow bought "Margie" anyway, only to find itself with one show too many. Others, however, maintain that "Racket Squad" will not be the show to go on the basis of its cost-per-viewer standing.

AT & T \$2 1/2 Mil Film Series To Be Produced by Capra

Map 13 Full Hours of Color Pix Dealing With Scientific Topics

HOLLYWOOD, Oct. 18. — Biggest TV film deal in the history of the industry was concluded this week whereby American Telephone & Telegraph will invest approximately \$2,600,000 in a series of 13 full hours produced by Frank Capra. Subject matter will treat scientific topics. Films will be shot in color, and following their TV run will be opened to non-theatrical release for showings in schools and colleges. They will be semi-documentaries. Capra will rule against using top name players but intends to seek out competent unknowns.

According to arrangements made thru AT&T's agency, N. W.

Ayer, Capra was signed to do a pilot reel and holds an option on his services for the remaining 12 in the series. First film will be "The Sun," to be followed by films treating other planets. Inasmuch as films eventually will be playing the school circuit, Capra will avoid the science fiction approach to his subject matter but will rather adhere closely to factual science. Technical treatment is but probably that series will be opened to theatrical release.

Don Jones, of N. W. Ayer's film department, will head the production unit to be established here by the agency. Deal climaxes months of study and negotiation

here by Jones, who surveyed all Hollywood facilities and production talent for the project. Jones will headquarter here during production. Capra will serve as producer. According to Ayer here, starting date of production will be set within the next two months. Series will be completed in time for telecasting next fall.

Hour films will be budgeted from \$175,000 to \$250,000, the fattest bank roll ever to be used for TV film production. Cost is comparable to many of the theatrical features produced today. Capra's services were negotiated thru his agency, William Morris. Until now he had been on duty with the U. S. State Department and wasn't available for civilian assignment. One of the picture industry's top figures, Capra's screen credits include "It Happened One Night," "Mr. Deeds Goes to Town" (for which he won the 1936 director's Academy Award for Columbia Pictures), "Lost Horizon," "You Can't Take It With You," "Mr. Smith Goes to Washington," "Meet John Doe" and "Arsenic and Old Lace."

650G Low-Kemp TV Film Series Deal

HOLLYWOOD, Oct. 18. — Marcus Lowe II this week concluded a \$650,000 financing-distributing deal with TV film producer Matty Kemp. Of this sum, \$450,000 will be used to produce a 39 half-

hour series, "The World is My Beat." Remaining \$200,000 will finance production cost of completing an additional 13 half-hour cycle of "Pan-American Showtime."

First 13 in the "Showtime" series were finished in May and June of this year and co-star Gail Robbins and Bob Savage. Films were shot mostly in Mexico City at the Tepyac Studios with additional footage made in South America to round out a musical tour of Latin America. Series uses Latin musicians and artists backing up Miss Robbins and Savage. In return for financing the "World" series and the new "Pan-American" cycle, Lowe's Standard Television firm will acquire exclusive distribution rights to both series. Kemp serves as producer-director of both series. Lowe is proxy of Standard Television and Bob Berger is ST's sales manager.

"World is My Beat" will be leased thruout the world, showing actual locale of pic scene.

To Emphasize Story on New Schlitz Series

NEW YORK, Oct. 18. — The new Schlitz "Playhouse of Stars" series, which will replace its current property, will accent story instead of stars. Packaged by John Gibbs and filmed by Meridian Pictures, Inc., the series will tee off late this season with a Cosmopolitan story. Later scripts will be adapted from material written by Somerset Maugham, Arthur Stringer and F. Scott Fitzgerald.

The program will continue to use stars, with the intro to each drama to be handled by the star. Irene Dunne now introduces each story. Ted Post and Roy Kellino will direct.

Derby Drops 'Sky King' Seg

NEW YORK, Oct. 18. — Derby Foods, this week canceled "Sky King" to take effect at the end of its cycle sometime next month. The program is slated early Sunday evenings 5:30-6 alternate weeks on the National Broadcasting Company's TV network.

United Signs Up Two Films

NEW YORK, Oct. 18. — United Television Programs this week signed to distribute two new film programs. One is "Bringing Up Parents," a 10-minute stanza offering tips for toddlers which stars Jean Alexander. The Henry J. Kaufman agency produces. The other is "Thrill of a Life-

QUICK TAKES

Hollywood

Look for the Girard-Dorso firm to get off the ground with a bang, producing TV films as well as a picture for theatrical release. Far left Bing Crosby Enterprises to go into business on its own. Bernard Girard produced and directed the "Rebound" series for BCE which Packard sponsored. Richard Dorso was active with BCE, participating in writing and co-producing a number of pilots BCE now holds in peddling series.

KNXT's Don Hine has bought block of 40 theatrical features from Sterling Television for use in its "Late Show" seg. Sterling's sale was handled here by its Coast manager, Lee Orgel. Sam Weiss, sales manager of Louis Weiss & Company here, sold 25 first-run feature films to WJZ-TV (Detroit). Society of Motion Picture and Television Engineers meeting in Washington recently got a close-up view of Filmarcraft's patented camera control system. Rather than present a paper in orthodox scientific manner, Dr. F. H. Fodor, creator of the system and Filmarcraft's exec in charge of production, told the story via film. Two reels of 35mm. film explaining the electronic and mechanical details of the system were shown to delegates attending the society's 72d semi-annual meet. Reels demonstrated system in use and included footage of various shows filmed by the Fodor multiple-camera method.

time," which is said to be a "We, the People" type and will be narrated by Quentin Reynolds. The 15-minute show is produced by Lifetime Productions.

UNIONS AND TV FILMS—7

NABET Sees Future In Vertical Unionism

By PATRICIA FINN LEWIS
International Representative for the Association of Documentary and TV Film Cameramen Affiliated With NABET

The primary objective of the National Association of Broadcast Engineers and Technicians is the building of all-embraceable vertical trade unionism within the industry. It is our

belief that the old line craft unions have outlived their usefulness, and that only vertical unionism will produce an era of smoother-working relationships for all.

This kind of unionism offers to employers an end to the problems and hardships of unnecessary jurisdictional strife such as the postwar strikes which paralyzed Hollywood. To members it offers a maximum security in their dealings with the industry. For both groups and to TV it offers a stability that should be a healthy asset to an infant entertainment media which is, as yet, beset with many problems.

A major step in this direction was taken when we recently affiliated our New York NABET chapter with the Association of Documentary and TV Film Cameramen. We realized that TV and film would be inseparable in the future. And now NABET film technicians are turning out a large portion of TV film commercials, as well as films.

Having achieved so much already, we are moving ahead with the organization of other film workers who will be knit into one union with their counterparts in radio and TV. Under these conditions — where intra-union warfare is kept at a minimum — TV can expect good films, expertly and efficiently produced by NABET technicians.

TV FILM PURCHASES

PSI-TV has sold "China Smith," the Dan Duryea adventure, in three more markets. Lincoln Mercury dealers of Baltimore bought it thru A.W.L. and Robert Darcy will be showing it on WFAM. Iron City Beer has taken it for advertising on WDTV, with Smith, Taylor and Jenkins handling the deal; and Weil Furniture Company of Detroit bought it for WXYZ-TV. PSI-TV this week also sold its "America Sports Series," starring Richard Arlen, to RCA-Lewyt Appliances for telecasting via WRGB, Schenectady, N. Y. The Levolor-Corenzken Company, which currently sponsors Tee Vee Company's "Little Theater" in Chicago and Lancaster, has taken it for placement on three more stations, WJZ-TV, New York; WSM-TV, Nashville, and WMCT, Memphis. The Saratoga Vichy Water Company this week bought the new "March of Time" series for sponsorship on WRB-TV. The new half-hour version of "Hopalong Cassidy" has been

bought by two mlk companies from the National Broadcasting Film Sales department. Kobel's Dairy will sponsor it in Greensboro, N. C., and Robert Darcy will sponsor it in Omaha. The hour-long "Hopalong Cassidy" has been sold by NBC Film for sponsorship by Quality Bakers in the upcoming station in Roanoke, Va. NBC Film has also made another sale of "Dangerous Assignment." Hallicrafter's will sponsor the Brian Donlevy adventure via KPTV, the new UHF station in Portland, Ore. The deal was set thru Advertising Counselors of Seattle. "Douglas Fairbanks Jr. Presents" new title for the Douglas dramatic production formerly entitled "International Theater," was sold to Goebel's Brewing Company for showing in Detroit and Toledo. The Fairbanks show, which was recently taken by Philips Petroleum for sponsorship on WRB-TV, was sold by NBC this week to station KRON-TV, San Francisco.

THE BILLBOARD TV-Film Buying Guide

• ARB Ratings of Non-Network TV Films and markets in which they are currently appearing

Listed below are TV film series currently showing on television stations in cities in the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue. Film series in other categories will be covered in the next three issues. For each ARB city in which a film is appearing, the show's ARB is given as well as the ARB for the preceding show on the same station and the shows on opposition stations at the same time as the listed film. For further information on each show's audience, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C. This chart does not include film programs that may reach the stations thru the facilities of one of the networks. For additional film series currently available, but for which ARB does not now have ratings, see separate chart in this department.

Series Name	Length in Minutes	No. Episodes Available	ARB Rating	Series Name	Length in Minutes	No. Episodes Available	ARB Rating
CHILDREN'S							
Dick Tracy	30	39		NBC Weekly News Review	15	Weekly	
NEWS							
CHICAGO (4 stations)							
WGN	4:30	6	6.6	WGN	4:30	6	6.6
WGN-Howdy Doodie			13.4	WGN	4:30	6	6.6
LOS ANGELES (7 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
NEW YORK (17 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
PHOENIX (3 stations)							
WABC	4:30	6	6.6	WABC	4:30	6	6.6
WABC-Howdy Doodie			13.4	WABC	4:30	6	6.6
<							

NEW SERIES AND FIRMS

Sterling Is Promoting 'Search for Christ'

NEW YORK, Oct. 18. — The Sterling Television Company is sending out a pamphlet describing a new religious series, "The Search for Christ," which it has just acquired for distribution.

TV EXPLOITATIONS PLANS SERIES ENTRY

NEW YORK — With Oliver Unger's joining Television Exploitations, Inc. as exec veepee in charge of sales, the firm which until now distributed feature-length films only, will branch out into the TV-film series field.

EWENS PEDDLING KIDDIE SERIES

NEW YORK — Cliff Ewens, sales promotion manager of Children's Television Films, Inc., of Houston, was here this week peddling a new 15-minute kiddie-puppet series featuring the Sue Hastings Marionettes.

MOT MARKETING LANGUAGE SERIES

NEW YORK — The March of Time is currently peddling a 15-minute documentary series on the slang and idioms of the American language.

REVUE WORKING ON PILOT

HOLLYWOOD — Revue Productions, a TV-film producing subsidiary of the Music Corporation of America, is working on the pilot to "The Private Life of a Public Stenographer," a series written by Stanley Rauh, and Adele Comandini, Carl Kramer is producing it.

KIDDIE-PUPPET PILOT READY

HOLLYWOOD — Another kiddie-puppet series in color is "Grizzly Gulch," the pilot of

which has been completed by J. G. Stevens Company here. It's a situation comedy about a family of bears.

WHITE PACKAGES DRAMA SERIES

HOLLYWOOD — William B. White, talent agent, is packaging a half-hour dramatic film series called "Acts of Faith." The first installment, on which shooting will begin in another two months, will be "The Grave in the Jungle," starring George Macready. Rene Belbenoit wrote it.

DYNAMIC FILMING 'THE CONTINENTAL'

NEW YORK — Dynamic Films has been shooting a series of 104 quarter-hour films starring Renzo Cesana, the Continental. Format will be along the lines of "The Continental" live shows. Dynamic is negotiating for regional sponsorship, with plugs integrated into the films.

Cowan Steps Up Film Pkg. Activity in Chi

NEW YORK, Oct. 18.—Packager Lou Cowan this week stepped up his film activity. Now in the works is a deal to film Cowan's Chicago-originated package, "Ask Me Another," which was recently canceled by Ethyl Corporation under the National Broadcasting Company's Midwestern TV web.

Cowan is also packaging a program in association with Chicago's Brookfield Zoo which would be presented on film. The animal program would be syndicated and probably tie off over WGN-TV, Chicago. Also being considered is the syndication of Cowan's "Fearless Fosdick" puppet series.

UNDECIDED ON 'ASSIGNMENT'

NEW YORK, Oct. 18.—The report in The Billboard last week that the National Broadcasting Company's film syndication operation had decided to discontinue filming new episodes of "Dangerous Assignment" was not completely accurate. The fact is, no decision as to whether to continue filming the series has yet been reached.

NBC to Use 16 mm. in Effort to Cut Costs

NEW YORK, Oct. 18.—In a move which it calculates will save anywhere from \$50,000 to \$100,000 annually, the National Broadcasting Company has decided to use 16-mm. instead of 35-mm. film wherever possible in shooting news and feature material. The

philosophy apparently is to use film more extensively, but also more economically than ever.

The decision involves the entire NBC 106th Street plant, which all film to be aired silent henceforth will be done via 16mm. However, coverage of speeches, such as those in the current election campaign, will continue to use 35mm, but there will be a marked decline in this type of coverage after election day. Also to continue on 35mm. are such specials as fashion shows, where quality is a major factor.

Two NBC-TV shows which are major users of film—"Today" and "Cameo News Caravan"—will be given more leeway than others. These shows may use 35mm. when it is deemed necessary or advisable. Major drawback to the use of 16mm. has been the relatively poorer audio and reduced picture quality.

PROBLEMS 'STOCK' ANSWERS

Film Libraries of Shots Are Must For Practically Any Type of Shows

By IRVING TRAEGER Supervisor of NBC-TV Film Library

Stock shot film libraries are as important to stations, agencies, and TV producers today as morgues are to newspapers. In both cases the backlog of material serves a multitude of uses. Newspapers, of course, use the filed data to fill out and expand current news stories, and often compile entire Sunday features from morgue notes alone.

Their great value as a time and money saver is obvious when you consider how much it would cost to duplicate even a single film clip of a market place in Arabia or a mob of runaway horses. At best it would involve expensive time-consuming location hunts or expensive sets; and in many cases it would be impossible to duplicate the scenes at any price.

The NBC-TV Film Library, which is as old as the earliest experiments in TV, has the larg-

est collection of stock footage (16 or 35mm.) especially photographed for use in the television field. Over 15,000,000 feet of minutely cross-indexed film, under the direction of Barbara Wiener, in the clerical department, and Rudy Linden, supervisor of the cutting room, is stored in 22 vaults, with approximately 50,000 feet of new film being added to this total every week—some 2,500,000 feet of new film each year. This footage is now available for both

TV film and live program productions, and may also be used in commercial, educational and theatrical films. We've collected this film from many sources, but the bulk of it was culled from the millions upon millions of feet of newsreel film shot in all corners of the world by NBC Television cameramen, and from the increasing number of film projects produced by or for NBC on its live television programs.

Practically every NBC-TV show utilizes the stock Film Library on a regular or part-time basis. We supply fashion and food shots for women's shows; scenic backgrounds for musical production—super-imposing shots; round-the-world coverage for travel programs; animal and other human interest material for children's shows; church and synagogue footage for religious airers; boat, train, and plane shots to denote the passage of time or further plot action on dramatic shows; and endless news and special events shots (both historical and current) for documentaries, quiz programs and sundry educational programs. Now our film library is available to local stations and (Continued on page 108)

'Story' Bought By Schaefer

NEW YORK, Oct. 18.—Schaefer Beer this week bought "My Favorite Story," the Frederic W. Ziv film package which stars Adolph Menjou, to replace its "Century Theater." The new series begins in January in the Sunday night, 10:30-11 p.m. slot on WNBC here. Should the show elick, Schaefer may extend its sponsorship to other markets. Batten, Barton, Durstine & Osborn is the agency.

THE MARKET PLACE for TELEVISION FILM INDUSTRY

Advertisement for 'THE MARKET PLACE for TELEVISION FILM INDUSTRY' featuring various services like Adventure, Drama, News, Film Processing, etc.

ZIV-TV advertisement with logo and contact information for ZIV TELEVISION PROGRAMS, INC.

ADVERTISING RATES table with columns for REGULAR CLASSIFIED and DISPLAY CLASSIFIED, listing rates for various ad types.

All-Star Revue (Tallulah Bankhead Show)

TELEVISION — Reviewed Saturday (11), 8-9 p.m., EST. Participation sponsorship (Pef Milk, Kellogg and Del Monte) via the National Broadcasting Company, TV, New York. Producer-director, De Engelbach. TV director, Hal Keith. Writers, Mort Green and George Foster. Scenic designer, Richard Day. Choreography, Ron Fletcher. Musical conductor, Meredith Willson. Star, Tallulah Bankhead. Guests Ethel Barrymore, Groucho Marx.

Tallulah Bankhead took on TV Saturday night (11), making her video debut on the "All Star Revue." The "glamorous and unpredictable" one managed to come out on top by dint of sheer personal magnetism, but the show itself went down on a confused production count long before the finale.

"Dahling" looked "mahvelous" and was vibrant and glowing throughout—like a sexy fog horn in a sea of otherwise dull performers (including guest stars Ethel Barrymore and Groucho Marx). Altho NBC purportedly put in many extra production hours on the Bankhead TV showcase, the final product was woefully short on new material, and lacking in spontaneity and decisive pacing. Tallulah's old "Big Show" radio scripts were the backbone of the whole program, and even such material of the "Big Show" caliber is bound to pall the second or third time around.

The idea of Tallulah, Groucho and Ethel Barrymore joining talents as a comedy trio sounds sensational on paper, but they just didn't mesh on video. In the first place, even Jimmy Durante couldn't make a comedienne out of Ethel Barrymore. Great actress though she is, her majestic presence on Saturday's show was definitely an inhibiting factor for her more rugged co-stars. What should have been a sock exchange of racy insults between Groucho and Tallulah somehow seemed in dubious taste when the theater's "great lady" was part of the slam session. Incidentally this scene employed a "Strange Interlude" gimmick (player's unspoken thoughts aired via sync-recordings) which might have been very funny if the sound cues had worked out on schedule—another black mark against the production staff.

In view of Miss Barrymore's justified fame, it was a real short difficult to understand why NBC didn't assign her one meaty dramatic scene. Instead, she played a human sounding-board for Tallulah in an old "Big Show" sketch about the ham actress who solicited criticism from a friend (Miss Barrymore) only to reject all but the most favorable comments.

With the exception of an exciting choreography job on a "Jericho" number—and Miss Bankhead's aforementioned inner-bravery of "Autie Meets the Critics" was consistently off-beat—Groucho Marx's "Way Out West" monolog was surprisingly ineffective, and even Meredith Willson's "Yes Sir, Miss Bankhead" line missed its usual sure-fire laugh potential.

The much-heralded "Author Meets the Critics" burlesque, with Ethel Barrymore and Groucho debating the merits of Tallulah's autobiography, suffered by comparison with the main article. The real "Autie Meets the Critics" has set such high standards of satirical humor on past programs (e.g. Taft vs. McCarty) that any attempt to lampoon it was bound to fail. When and if they do get around to Tallulah's book, they'll probably ask Billy Rose to tear it down; Bea Lillie to build it up; and Harry Truman to act as moderator. You can't top incongruous combats like that with a contrived take-off.

Only Tallulah sparked a really big audience action. Her safari-on-the-subway monolog was the funniest thing on the program, even tho she'd delivered it twice before on the "Big Show." And her song-and-dance entrance was just plain wonderful. The gal has a chameleon personality on video and she ran the gamut from sweet and girlish to downright decadence on Saturday's show. Her exit tho (to solo walk-away, in Durante) inked zing. A Tallulah sign-off should pack plenty of vitality, with maybe one of her famous cartwheels for a final fillip.

June Bundy.

Television—Radio Reviews

Paul Dixon Show

TELEVISION — Reviewed Thursday (9), 3-4 p.m., EST. Sustaining via Du Mont Television Network from Cincinnati. Producer-writer, Dick Perry. Director, Len Gorman. Cast: Paul Dixon, Dotty Mack, Wanda Lewis.

Midwestern broadcasters have always favored the ultra-formal approach to TV, and Paul Dixon is a particularly adept practitioner of the art. With the help of two telegenic fems (Dotty Mack and Wanda Lewis), he has developed the old record pantomime routine into a show-wise video presentation, via virtual perfection of lip-sync technique.

It's fairly easy to move your lips while a record sounds off, but it takes plenty of skill to mouth the words so expertly that each word is shaped with your lips in the exact position necessary to reproduce the characteristic inflections of a singer's voice. Dixon and his gals have this down to a science. When decked out with appropriate settings, art-work and pantomime, the results add up to excellent entertainment.

Dotty Mack Bit

On the show caught (9), Dotty Mack, a truly beautiful brunette in the Hedy LaMarr tradition, lip-warbled Georgia Gibbs' "Kiss of Fire" waxing, and teamed up with Dixon later for the show's best number, a doctor and patient routine to "You're Just in Love" from "Call Me Madam." Miss Mack and Dixon have worked together for a long time in Cincinnati (where this show originates), and by now their teamwork on the pseudo-musical numbers is as smooth as many Broadway productions. This rapport has one drawback, tho, in that on Thursday's show, they sometimes irritated the viewer by tumbling in private jokes. At one point they both broke up completely, and the set audience to fume in ignorance until they explained that Miss Mack's beauty mark had inadvertently been planted on Dixon's cheek during a check-to-check bit on "You're Just in Love." It wasn't that funny, kids.

Dixon is a personable curly-headed young man, and he trots around the set, dodging stage hands and props, with charming humility. In view of his easy showmanship and the program's economical structure, the series should prove a good bet for sponsorship.

Everywhere I Go

TELEVISION — Reviewed Thursday (9), 2-2:30 p.m., EST. Sustaining via Columbia Broadcasting System, Executive producer, Mario Lewis, Producer, Irving Berlin, Director, Lloyd Gross, Reporter, David Moore, Story editor, Merrill Heater. Cast: Dan Seymour and people.

"Everywhere I Go" has Dan Seymour doing the work for which he is so well experienced, interviewing people. The show is set up with interesting visual work via film and rear-screen projection. Between interviews, Seymour is shown ostensibly floating thru the air on something resembling a magic carpet. The illusion of flying is cleverly put across. The backdrops establish Seymour in the locale of the interviews. Places visually visited on the show caught included: New Rochelle, N. Y.; Uganda, Africa, and Union City, N. J. A bow must go to the program's researcher, because the folks interviewed were really quite fascinating.

From Africa, for instance, Seymour had a tribal chieftain and his lovely consort. The couple were decked out in full ceremonial regalia, and the chief looked quite ferocious in his big headdress, until he began speaking in a fine Oxford accent. This couple had appeared in the film "King Solomon's Mines," and on the show they did the dance they'd done in the picture. The chief said it was an authentic ceremonial dance, many centuries old, and was an expression of happiness on the ascension of a new king.

From New Rochelle, Seymour had a family that lives on a real

(Continued on page 78)

CAPSULE COMMENT

Red Buttons Show (TV), CBS-TV, Tuesday (14), 8:30-9 p.m., EST.

The advent of Red Buttons into TV on his own show must have given CBS and the William Morris office plenty to cheer about. The effish quality, the mimicry, the all-around talents that have long been recognized in the cafe and club date industry as part of Buttons' make-up, all came thru in excellent style. The chief drawback was not enough good writing to make the whole show as good as the first 15 minutes. (See full review Page 3 this issue.)

All Star Revue (TV), NBC-TV, Saturday (11), 8-9 p.m., EST.

Tallulah Bankhead, making her video debut, came out on top by dint of sheer personal magnetism, but the show itself went down on a confused-production count long before the finale. "Dahling" looked "mahvelous," and was vibrant and glowing throughout—like a sexy fog horn in a sea of otherwise dull performers, including guest stars Ethel Barrymore and Groucho Marx. Tallulah's old "Big Show" radio scripts were the backbone of the program, and even the best material is bound to pall the second or third time around. (See full review this issue.)

Everywhere I Go (TV), CBS-TV, Thursday (9), 2-2:30 p.m., EST.

Dan Seymour here has taken over the hosting of another interview format. Folks queried on segment caught him really fascinating stories. Session was backed by very interesting visual production and sound work that helped set the scene for each interview. (See full review this issue.)

The All-Star News (TV), ABC-TV, Friday (10), 8:30-9:30 p.m., EST.

ABC is indeed delivering a big package of news, for which the currently news hungry public might be grateful. But, so far, the show lacks pacing, impact, showmanship. The newscasters appearing seemed strained and uncomfortable. (See full review this issue.)

Paul Dixon Show (TV), Du Mont, Thursday (9), 3-4 p.m., EST.

With the help of two telegenic fems (Dotty Mack and Wanda Lewis), Paul Dixon has developed the old record pantomime routine into a show-wise video presentation, via virtual perfection of lip-sync technique. Dixon and his gals have this art down to a science. When decked out with appropriate settings, artwork and pantomime, the results add up to excellent entertainment. In view of Dixon's easy showmanship and the program's economical structure, the series should prove a good bet for sponsorship. (See full review this issue.)

Leave It to Larry (TV), CBS-TV, Tuesday (14), 8-8:30 p.m., EST.

A poorly written and spotily performed beginning of the Eddie Albert series, started this one off on the wrong foot. The family sketch, using stock characters in contrived situations, creaked its way thru 30 minutes, giving the plot away in the first five minutes. (See full review this issue.)

Toast of the Town (TV), CBS-TV, Sunday (5), 8-9 p.m., EST.

Sunday's show was Part II of "The ASCAP Story." Not quite as impressive as Part I, presented a week earlier, yet loaded with entertainment and charm. Top talent, top tunes. (See full review this issue.)

Toast of the Town

TELEVISION — Reviewed Sunday 5-8-9 p.m., EST. Sponsored by the Lincoln-Mercury Dealers thru Kenyon & Eckhardt via Columbia Broadcasting System TV. Producers, Ed Sullivan and Mario Lewis. Musical director, Laritz Harbach, Vaughn Monroe, Otto Harbach and others.

Fritzi Scheff sang "Kiss Me Again." W. C. Handy played "St. Louis Blues" on a muted trumpet. Rudolf Friml played a keyboard medley including tunes from Rose Marie, "Three Musketeers" and "Vagabond King"; Ray Henderson, of the immortal Tin Pan Alley trio of De Sylva, Brown & Henderson, tinkled the ivories and spun out those immortal Jazz-age tunes from the "Scandals"; scores—"Button Up Your Overcoat," "You're the Cream in My Coffee," etc. Vaughn Monroe and a production group did a medley of Vincent Youman's scores.

A bit of film presented George Gershwin, then 38 years old, playing "I Got Rhythm."

It was more than touching, for it was grand entertainment, bringing to life a great era of musical comedy and operetta.

Not As Good

Generally, tho, this program, the second part of Ed Sullivan's presentation of "The ASCAP Story," was not quite as effective in delineating the American Society of Composers, Authors and Publishers as Part I, presented last week. Lauritz Melchior's rendition of Victor Herbert's "I Want What I Want When I Want It" was undoubtedly a sound performance, but taken out of the operetta's context it was not too impressive. Another weak spot was the Compagnons des Chansons performance of "The Three Bells." It was quite lengthy and boring, despite the undeniable quality of the voices.

In toto, however, the effect was excellent. A conveyer of ASCAP presidents, past and present, including Gene Buck, Deems Taylor, Fred Ahlert and Otto Harbach, were on hand. Harbach, in particular, was impressive in thanking Sullivan for the opportunity to tell the story of the performance rights society. Sullivan stated the two performances had racked up a record-breaking tally of letters and wires, and indicated he might do additional versions of the ASCAP story. This would be an excellent idea, for the combination of ASCAP and Sullivan proved a happy one—a combination which could only prove a boon to the sponsor.

Paul Ackerman.

The All-Star News

TELEVISION — Reviewed Friday (10), 8:30-9:30 p.m., EST. Sustaining via American Broadcasting Company, Managing editor, Lou Ruppel, Associate editors, Bill Stapleton and John Denon. Cast: Gordon Fraser, Taylor Grant, Pauline Frederick, Whitney Bolton, Jim Enright, Austin Kiplinger. Guests: Ernest Gross, Julie Styne.

The ambitious new news program that ABC-TV launched this week looked as if it could use a director—in addition to its managing editor. The Friday night segment, the first hour-long slice of the show that will occupy a total of fifteen and a half hours of Class A time per week, was indeed a big bundle of news. But it was short on showmanship. It lacked the pacing, the impact, the personality that it must have to get viewers away from its top grade competition. And it was short on those pictures that are supposed to be worth thousands of words each.

The major part of the show was shot right in the ABC newsroom in New York. And the major part of the proceedings were handled by Gordon Fraser. This would appear to be the first mistake. Fraser is a right guy. His reading of the news brief was friendly and fairly relaxed. But Fraser is not a great name or personality, and there was no apparent effort made to build him into one.

Besides the straight reading of news flashes, the show included a number of interviews and feature stories by other news staffers, for which either the camera would

Leave It to Larry

TELEVISION — Reviewed Tuesday (14), 8-8:30 p.m., EST. Sustaining via Columbia Broadcasting System-TV. Producer, Leo Solomon. Directors, Mervyn Nelson and Allan Reisner. Writers: Leo Solomon, Vinnie Boyert, Billy Friedberg. Cast: Eddie Albert, Ed Begly, Olive Templeton, Katherine Bard, Bradley Huston and Gene Lee.

CBS' candidate in the prime time slot as opposition to the Berle show isn't going to have NBC tearing out any hair. Eddie Albert, always an ingratiating actor, tried hard to make the first of the "Leave It to Larry" series come alive. He was his usual likeable self, the affable character who knows his way around. But in this one he was thrown into a plot that made him some kind of a half-witted Dagwood, surrounded by performers who read lines as if they were ashamed of them. The fact that some of the surrounding cast blew some of their lines didn't help any either. Basically, however, it was the meagerness of a plot that was to blame.

The story line dealt with a husband who forgot to mail the checks for the household bills a condition which gave rise to a series of coincidental situations that were awesome in their contrivance. After the first few minutes it was obvious what the story would be and how it would end. From then on just became a question how it would develop. There were the stock characters, the sweet forbearing wife; the frenzied, irate father-in-law; the banker who passed on loans with such carelessness that even the most lenient banking examiners would object, plus the banker's wife who played the haughty character in the comedy tradition.

There were a couple of funny bits, one where Albert tried to steal the baby's milk and a slapstick thing in the shoe store. But they were hardly strong enough to sustain a 30-minute show.

The integration of the filmed sequences were handled deftly, even if the outdoor shot of the Albert house, a lush, well-kept residence with manicured lawns was hardly in keeping with his job as a shoe clerk.

Albert's pitch at the end, where he stepped out of character to point up a moral, "Pay your bills, so they don't come and take your TV set away," seemed a hastily-contrived bit to fill out unused time. Based on what had preceded it, this advice seemed superfluous. A few more like the first seg of "Leave It to Larry" and they won't have to take viewers sets away. They just won't turn to channel 2 from 8 to 8:30.

Bill Smith.

pan to another side of the New York newsroom, or there would be a switch to Chicago. On the opening of several of these items, the words "All-Star News Exclusive!" were super, but as it turned out this usually built the viewers up for a slow down. It was most invariably these interviews or talks were stilted, slow and overdrawn.

Pauline Frederick went into a description of Greek political stability that went on and on and was hardly relieved by flicks of comic guerrillas and King Paul. And she read most of it. Whitney Bolton theoretically did an interview of composer-producer Julie Styne, seated next to Bolton's desk, fidgeted and smiled, he gave the songwriter only time enough to say that he loves the theater and intends to stay with it, and had just completed the score for "Hazel Flagg."

On the presidential campaign, Fraser told what was the contestants had said during the day, and they showed film clips of Eisenhower and Stevenson's speeches of the day before.

By far the brightest spot on the show was film coverage on what Fraser smilingly referred to as the most unimportant news of the day. The show was made out of Third Avenue, New York, and had an ABC reporter interview a stone chopper and several old ladies on what they thought of the Rita-Aly situation, and don't think they didn't have some very definite opinions.

The show wound up with camera panning to editor Lou Ruppel, who croaked a quick get-out-and-vo-tee.

It was slow, uneasy going most of the way. Perhaps just plain experience will fix this, but the addition of real showmanship would help a great deal.

Gene Plotnik.

TV-Film Reviews

Inspector Mark Saber—Homicide Squad

TV FILM—Reviewed Monday (6). 8:30 p.m.—EST. Sponsored by Sterling Drug, Inc., via American Broadcasting Company TV. A Roland Reed TV Film production. Producer, J. Donald Wilson. Associate producer, Guy V. Thayer. Director, Howard Bretherton. Cast: Tom Conway, James Burke and others.

Inspector Mark Saber is one of those "ho hum another homicide" sleuths so popular in English movies. Tom Conway, George Sanders' brother and a competent actor in his own right, is well equipped to play the suave smoothie, but it's difficult for him to cut much of a personality swathe with such dull, stereotyped material. The show caught (6) moved along so slowly that Saber's casual complacency in the face of murder seemed thoroughly in keeping with the film's generally superior atmosphere.

The whodunit theme focused on the murder of a blonde, with suspicion first falling on her ex-fiance, a widower with a small son. However, he acted guilty as all get out, and the small son played it coy; so naturally Saber assumed he hadn't "done it." Other suspects included a sister, who stood to inherit a "doubtful" portion of legacy with the gal's death, and a sneaky gardener.

In keeping with the finest tradition of mystery pot-boilers, the killer turned out to be the one least suspected—Uncle Vance, played by veteran film actor Lyle Talbot. Sharp as his name, Saber figured out that Uncle would be sole heir if both girls were six feet under.

What Repartee!

Male performances were several notches above production, with longtime character actor James Burke scoring as Saber's assistant, and Talbot turning in a capable job as the murderer. The gals weren't over endowed with acting ability, but they had plenty of everything else, and one wore a sweater to emphasize her telegraphic qualities. However, even a sweater couldn't revitalize the lifeless script. A sample of sock repartee went: "Police in this house! Grandmother must be turning over in her vault." Also: "We'll go thru this place with a fine-toothed comb."

Sterling Drug inserted lengthy plugs for Bayer aspirin, Mollie shaving cream and Phillips Milk of Magnesia. Copy on the latter pitch was in bad taste. (e.g. "Can be taken without embarrassing urgency," etc.) June Bundy.

Doc Corkle

TV FILM—Reviewed Sunday (5). 7:30-8 p.m.—EST. Sponsored by Reynolds Metals Company thru Russell M. Seeds Company via National Broadcasting Company TV. Producer-director, Lou Place. Writers: Alan Lipcott. Vevery Freeman and Bob Fisher. Filmed by Key Productions. Eagle Lion Studios, Hollywood. A Fassel M. Seeds Company package. Cast: Eddie Mayhoff, Billie Burke, Arnold Stang, Hope Emerson, Connie Marrs, Hal Chester Conklin and Arthur Q. Brian.

Eddie Mayhoff is one of our best character comedians, which makes the advent of NBC's new situation comedy series all the more disappointing. Mayhoff has been called upon to create a spongy-soft sentimental character, which is far off his usual sharp comic beam. Added to this the title of this new package, is wholeheartedly tepid. This estimate is obviously based on the tee-off seg, but it is hard to see how it will get much better, if the current pattern is followed.

Mayhoff's title role stunt concerns the domestic troubles of a not-to-business-like dentist, who is generally in financial difficulties. His menage consists of a

couple of fairly wacky sisters, a stock-comic pest of a nephew, an adored daughter and a pal who is not much brighter than himself. Put seasoned comedy players, such as Billie Burke, Hope Emerson, Arnold Stang and Arthur Q. Brian, into these parts, and on paper the potential can look promising. Unfortunately, all of them labor valiantly with material that can only produce dubious results.

Tiring Plot

While the opening script served largely to peg the cast for future reference, there was little in it to spark interest for their continued acquaintance. It appeared, plot-wise, that a finance company had recaptured Doc's dental chair. Also daughter needed a new dress to go to the high school prom. Doc borrowed money from rich little stinker nephew to retrieve the chair, but gave it to his daughter to buy the dress. Daughter found out and bought back the chair. Nephew had a year for daughter and bought her dress anyway. Doc wouldn't have it, and would buy her one himself, etc., etc., etc. They all seemed an unfunny, tiresome lot.

Plugs for Reynolds aluminum utensils stressed the fact that the company had held down rising prices of such products. Commercials were on an interest par with the rest of the script.

Bob Francis.

I Married Joan

TV FILM—Reviewed Wednesday (15). 8:30 p.m.—EST. Sponsored by General Electric, thru Young and Rubicam, via National Broadcasting Company-TV. Producer, Dick Mack. Associate producer, Al Simon. Director, Philip Rapp. Writers, Artie Stander and Phil Sharp. Cast: Joan Davis, Jim Backus, Hope Emerson, Shirley Mitchell, Hal March, Charlie Smith, Music, Robert Wagner Choral, Director of photography, Philip Tannura.

"I Married Joan" has a lot more in common with "I Love Lucy" than a similar title. Both situation comedy series spotlight the slap-happy antics of a dizzy blonde housewife and her patient, long-suffering spouse, with next-door neighbors brought in for supplementary comedy.

"Fortunately, 'I Married Joan' also has 'Lucy's' extra-smooth pacing, fine photography and over-all professional know-how. Joan Davis, of course, was playing an eager-beaver fem in movies and on the radio long before Lucille Ball made the switch from glamorous celluloid clothes-horse to video comedienne, so it really isn't fair to extend the comparison between the two shows to her portrayal of 'Joan' and Miss Ball's interpretation of 'Lucy.' Intentional or not, the fact remains that on TV the gals are two of a kind.

Talent-wise, the actresses are about on a par for now. Both are extremely versatile, and while Miss Ball has an edge in the beauty department, Miss Davis has an advantage comedy-wise, via her status as a veteran of every phase of theatrical comedy, including vaudeville which has proven so closely akin to TV. 'Joan' also has prime asset in Jim Backus, who plays her husband, a court of domestic relations judge. Backus, a fine character actor as well as comic, plays straighter than usual on this show, and is a perfect foil for Miss Davis' frenzied hausfrau.

The show's funniest scenes occurred during the first 15 minutes. Backus, in an effort to re-unite a divorce-seeking couple, related the story of his courtship and how he first met Joan on an airliner. The star was a riot as a rookie steward—staggering down the aisle like a punch-drunk fighter, and plopping down in the dignified judge's lap every time the plane dipped.

The second half, which concentrated on Joan's hysterical attempts to keep her husband from finding out about a new Persian

View the Clue

TV-FILM—Previewed at a private showing. Time, 15 minutes. Produced by Nat C. Goldstone. Director, John Ettlinger.

"View the Clue" is a 15-minute show which is designed to let video stations make use of their own personalities in combination with question - and - answer film clips. The show therefore is a local quiz show with good possibilities for local sponsorship. The film clips on golf, swimming and skeet shooting were interesting. The question after this clip was: What gun is used in skeet shooting? Another clip started with films of San Francisco, concentrating on the streets there and went to clipper ships sailing the seas. The poster asked the name of the first steamboat in America. Forty-five seconds is allowed for answers. A question is also asked at the end of the show which allows viewers to write in their answers and win prizes. The program also allows prospective advertisers to use their own store or offices as settings.

The success or failure of this program is greatly dependent upon the personality that pulls it together, given a reasonable emceeing job, however, it should pull a good rating.

Leon Morse.

The Handy Man

TV FILM—Previewed Wednesday (15) at a private showing. Time, five minutes. Produced by the Princeton Film Center. Director, David Lown. Features, Norman Brokenshire.

This filmed how-to-do-it stanza should fill a need for service as well as entertainment TV. Its chief asset is the considerable talent of Norman Brokenshire, the veteran radio announcer, whose switch to video work has produced one of the more likable personalities in the medium.

On the five-minute show, Brokenshire demonstrates various methods of coping with household problems. The program reviewed showed how to build a picket fence. He talked about the space between the ground and the fence, the reason for the angled fence tops (no rot from rain) the use of wood preservative for fence posts.

The program is simply filmed. He just stands there and talks. But his homey relaxed manner makes him a welcome personality to have around anyone's living room.

Leon Morse.

Your Musical Workshop

TV FILM—Reviewed at special screening. Running time 13 minutes. Produced by A-Bell Productions. 825 West End Avenue, New York. Producer, Alan Abel, Music, Tom Ryan, Camera, A. Hartigan. Cast: Alan Abel, Emory Ivory Mitchell, piano; Speros Karas, drums; Paul de Francis, Clarinet; Blanche Birdson, harp.

Alan Abel has put together a pleasant and amusing music show that should prove a good buy for quarter-hour slotting. While Abel's continuity produces about a gag a second, the emphasis is on the music. The film has a talented group of musicians, notably Ivory Mitchell on the piano, who, on the show caught, soloed a smooth "Laura," and Paul de Francis on clarinet, who was spotted on the "Hora Staccato."

But the appeal is not to the ear alone. During each song, the camera keeps punning around the quint, resting, from time to time on the main source of sound, and this, while not exactly action-packed, does provide a good share of visual interest.

The music runs quite steadily, with harp notes playing under Abel's intros. An added feature was Abel's comic spiel on the history of the snare drum, after which he joined Speros Karas in a duet on the skins.

Gene Plotnik.

lamb coat, wasn't nearly as funny as the plane sequence. The fur coat gimmick was a stale plot device to begin with, and the scripters didn't come up with any unusual twists on the old gag.

General Electric's commercials featured a man-and-wife team of its own, with the couple's canine offspring, fascinating sad-faced Basset Hound, doing a good job of keeping the viewer's attention focused on the screen thru-out pitches for G. E. appliances.

June Bundy.

Legit Reviews

BUTTRIO SQUARE

(Opened Tuesday, October 14)

Century Theater

A musical play, Book and lyrics by Billy Gilbert and Gen Genovese. Score by Arthur Jones and Fred Stamer. Staging and Musical Direction by Samuel Leve. Costumes by Sal Anthony. Musical director, Maurice Levine. Orchestrations, Don Walker. Stage manager, Paul Groll. Stage manager, David Kanter. Press representatives, Bill Dill, Stanley Brody, Royal G. Setings, Robert Ulman. Presented by Gen Genovese and Edward Woods.

- Micheleino.....David Kaplan
- Angela.....Vincent Barbi
- Paola.....Rina Falcone
- Marie.....John Jordan
- Dominic.....Lionel Ames
- Baron D'Alessandro.....Ferdinand Hill
- Vittorio.....James MacCracken
- Giuseppe.....Gino Saracino
- Pietro.....Ted Thurston
- Emilia.....Jane Haven
- Francesca.....Gloria Sherman
- Pappas Maria.....Billy Gilbert
- Norina.....Charlotte Jones
- Carlo.....Clayton Kopp
- Sergio.....Walter Black
- Captain Steve Dickson.....Lawrence Brooks
- Private Poole.....James Robertson
- Tabulator.....Leon Daniels
- Marina D'Alessandro.....Lois Hunt
- Private Burns.....John Corlison
- Corporal O'Leary.....Cal Checco
- Private Whitfield.....George Reeder
- Private Webster.....Loren Houser
- Terry Patterson.....Susan Johnson
- John Wellington.....Marti Stevens

DANCING GROUP

- Bettee Asa, Bettina Dearborn, Marcelia Dolan, Lenora, Joan Johnson, Joan Murray, Ann Neidham, Ann Olhoff, Sandra Zell, Alvin Bean, James Capp, Don Driver, Loren Houser, Loren Houser, Mattie, Greg O'Brien, George Reeder, Lewis Schaw.

SINGING GROUP

- Rita Bellis, Joyce Carol, Ann DeBella, Sara Falcone, Maria Gibson, One Noble Nelloquin, Jan Scott, Joanne Soller, Lionel Ames, Vincent Barbi, Robert O'Leary, Gene Hamilton, Gene Holman, Mike King, Henry Lawrence, James MacCracken, Ted Thurston, Joseph Tocco.

"Buttrio Square" is programmed as a "musical play." However, in format it comes much closer to an old-fashioned book musical. An eager and earnest corps of dancers and singers is continuously ready to dash on at the drop of a hat to bolster up lagging interludes in a rather pedestrian plot, and with a tally of 16 musical numbers, plus a couple of reprises, it is evident that the program takes considerable bolstering.

Book-wise, Billy Gilbert and Gen Genovese's yarn concerns a parcel of G.I.'s quartered in an Italian village after the last war. For some reason the village wants to become a town, and the natives are one vote short of making the title stick. However, the G.I. captain has secretly married the daughter of the local landowner, despite the no-fraternization rule, and she finds herself in an interesting condition. The authors sidestep this engaging dilemma by having the delighted, aging town baker think it is his wife who is going to have the baby. The usual misunderstandings between the lovers ensue, via the advent of a few news correspondents who have been chasing the captain around Europe. But after a couple of hours of frenzied fraternization between the G.I.'s and some very agile town gals, everything is settled in splendid song-and-dance fashion, with the captain's offspring representing the deciding vote for the town's franchise and the somewhat disappointed baker adopting a hatful of war orphans.

Too Bad

Everybody has evidently worked so hard to get "Square" off with a bang as the first musical of the season, that it is a shame that it doesn't come off. Arthur Jones and Fred Stamer have written some pleasant, if reminiscent, tunes which are well-projected by some excellent voices. Genovese's lyrics are ser-iceable, if not scintillating, and there are some fine frenzied dance patterns by Eugene Loring, stepped by steppers who know their business. But curiously "Square's" furious excitement seldom extends beyond the footlights. Its characters are stereotyped (with one exception) and its laughs few and far between. It just hasn't the guts for musical competition.

Book co-author Billy Gilbert stars as the happily aging baker, and brings all his vet comedy experience to bear on his stint. Unfortunately, author Gilbert hasn't given actor Gilbert much

BERNADINE

(Opened Thursday, October 16)

The Playhouse

A comedy by Mary Chase. Staged by Guthrie McClintic. Settings by John Robert Lloyd. Costumes by Noel Taylor. Company manager, Joseph Hancock. Stage manager, Windsor Lewis. Press representatives, Arthur Cantor and John L. Tooney. Presented by The T. L. Jacobs.

- Arthur Beaumont Beau.....John Kerr
- Leonard Carney (Carney).....Oliver Gillean
- Will McStory (Mac).....Andy Sanders
- Morgan O'Leary.....Billy James
- Dave Gibbs (Gibbs).....Warren Berlinger
- Ruth Wilder.....Arlene Aldrich
- Belma Cantrick.....Jane Van Duser
- Jean Cantrick (Cantrick).....Camilla De Dille
- Balford Waddy (Waddy).....Johnny Stewart
- Martin Griner (Toby).....Fred Baker
- George Friedelhauser (Fudge).....Frank Valenza
- Helen Whitless.....Peggy Cass
- Verlon Kinwood (Kinwood).....Michael Wager
- Enid Lacey.....Beverly Lawrence
- Last Straw.....Harmon Van Dorn
- Belmont.....Richard Camp
- A. J. Witnick, Hotel Manager.....Bobby Vall
- A Women.....Katherine Barrett
- Oden Kratke.....Paul Genge

Mary Chase has proven that she can write charmingly fantastic comedies, so she is entitled to an effort which misses the boat. Apparently "Bernadine" was sparked by a desire for a clinical excursion into adolescent growing-pains. Maybe Mrs. Chase is an authority on what makes the teenage male tick, but her surgery hasn't penetrated much more than skin-deep and her reporting of it adds up to the fantastically incredible.

Essentially, it may be supposed, Mrs. Chase is trying to prove that a group of well-parented, 18-year-old smart-alecks, whose minds are centered on sex and ribaldry, are just a lot of solid lambs at heart, while blowing off youthful steam. It is doubtful, however, that the antics of her youthful hero could be more unbelievable, or his fussy, dominating mother more of a caricature. He and his pals club up over 3.2 beer in the back room of a local pub and concentrate on a dream town called Sneaky Falls, Idaho, where all adults take the orders and the teenagers crack the whip and whose top dream product is a mature siren named Bernadine who only knows how to say "yes." So the young squirt goes off on a highly improbable sex-quest for the lady and falls in with a young divorcee friend of his mother, who firmly and kindly sets him right and sends him back to the little girl across the street with whom he has been feuding.

It could be that there is fun and heat-ache in the frantic reaching of youth for maturity. The author occasionally manages to let the combined child's callowness and

(Continued on page 16)

Glossy Professional 8x10 PHOTOS
 Full mail glossy photos and post cards. Low prices. Guaranteed quality. Free color proof. 15th Avenue, New York, N.Y. 10011. Send your orders to: Mulson Studio, 15th Avenue, New York, N.Y. 10011. Price list, FREE samples, etc.

GLOSSY PHOTOS IN 1 DAY!
 5¢ EACH. In 1,000 Lots \$9.95 in 1,000 Lots \$7.95 per 100. Postcards \$22 per 1,000. Microfilm Contact Cards (302) \$19.95. COPY NEGATIVE, \$1.00. 51-25. POSTCARDS 75¢. Under supervision of famous photographers. Any Product Photographed, \$1. COPYART. Phone 7-9233. 165 West 46th St. New York 19, N. Y. WE DELIVER WHAT WE ADVERTISE.

CALLING ALL COMICS!
 COMEY CARAVAN by ROBERT ORBEN. 95 page picture book containing 1074 one-line gags retold in 65 sock punch lines. \$1 including a free trial of a storybook. LOUIS LAMMEN. 120 West 42nd Street, New York 36, N. Y.

PHOTOS IN MILLIONS
 QUALITY PHOTOS IN QUANTITY. 1,000 POSTCARDS—\$19.00. 100 8x10—\$4.50. ALUMPS—\$2.00. Write to: MOSS PHOTO SERVICE, 330 W. 50th St., N. Y. 19.

COMEDY MATERIAL for All Branches of Theatricals. BILLY GLASON'S FUN-MASTER. "The Original Spongy-Soft Gag File". The Service of the Stars. FIRST 31 Files for \$7.00. Single Files at 25¢. NO SHIPPING. 3 BUCK PARODIES, per set.....\$10. 30 MINUTE BUDGET.....\$25. 3 BLACKOUT PARODIES, per set.....\$25. 30 STAG CALL.....\$50. 3 HOW TO MAKE UP PER COPY.....\$25. 3 GIGANT CLASSIFIED ENCYCLOPEDIA OF GAGS—\$300.00 (worth over \$1,000). BILLY GLASON, 200 W. 54th St., N. Y. C. 19, N. Y., DEPT. BB, CIRCLE 7-1130



DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol. II

Published In the Interests of Decca Dealers and Music Operators

No. 43

TO BUILD PROFITS

NEW RELEASES—SINGLES & ALBUMS

JINGLE BELLS 28408*
SANTA CLAUS IS COMIN' TO TOWN
Guy Lombardo

HIGH NOON 28449*
OUTSIDE OF HEAVEN
Fred Waring

SLEIGH RIDE 28429*
SARABAND
Leroy Anderson

TWILIGHT TIME 28428*
DON'T SAY GOODBYE
(Based on Schumann's Concerto) Bill Snyder

BRING BACK THE SUNSHINE 28442*
NORTH COUNTRY
Kai Eriksen and Gordon Jenkins

I'LL RING YOU UP 28430*
JIG A JIG JIG
Frank Luther

MY GOD IS REAL 28447*
THE MOCKING BIRD
Red Foley

BOW THY HEAD 28431*
COUNTRY CHURCH
Webb Pierce

WINE-O-WOMAN 48288*
CRAWLIN' KING SNAKE
Tony Martin

JINGLE BELLS
Valedictory Favorites
GUY LOMBARDO
and His Royal Canadians

A-918-54.15 • 9-367-53.75 • DL 5438-53.00
*Also available on 45 RPM (add prefix "B" to record number)

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

COUNTRY

5	I'LL ALWAYS TAKE CARE OF YOU BACK STREET AFFAIR	28369*	Webb Pierce
10	FORTUNES IN MEMORIES SO MANY TIMES	28310*	Ernest Tubb
16	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME	28232*	Kitty Wells
24	THAT HEART BELONGS TO ME So Used To Loving You	28091*	Webb Pierce
70	There'll Be PEACE IN THE VALLEY For Me Where Could I Go But To The Lord	14573*	Red Foley
4	YOU BELONG TO ME I WENT TO YOUR WEDDING	28388*	Grady Martin
1	** Y BOOGIE BEFORE YOU SAY I DO	28397*	Charlie Adams
7	WHY TALK TO MY HEART DON'T SEND NO MORE ROSES	28355*	Geldie Hill
7	DON'T BELIEVE EVERYTHING YOU HEAR I GOTTA HAVE YOU	28343*	Red Foley and Roberto Lee
2	A PRISONER OF WAR TOMORROW MAY BE DIFFERENT	28387*	Jim Jones
46	WONDERING NEW SILVER BELLS	46364*	Webb Pierce

RHYTHM AND BLUES

1	** TELL HIM YOU SAW ME WHEN I FIRST SOUGHT THE LORD	28417*	Sister Rosetta Tharpe
2	IF I COULD BE WITH YOU (One Hour Tonight)	28386*	Coleman Hawkins
2	HOLD ON IT'S WORTH IT	28399*	Marie Knight
24	There'll Be PEACE IN THE VALLEY For Me NEAR THE CROSS	48279*	Sister Rosetta Tharpe
13	THE LAST MILE OF THE WAY IN THE GARDEN	28282*	Sister Rosetta Tharpe

*Also available in 45 rpm (add prefix "B" to record number)
**Another Decca "Best Bet" makes the "Best Seller" list this week!

3 SENSATIONAL NEW MOVIE ALBUMS

Just for You

Selections from the
Paramount Picture

BING CROSBY
JANE WYMAN
ANDREWS SISTERS

Music by HARRY WARREN
Lyrics by LEO ROBIN



DL 5417 • 9-350

SOMEBODY LOVES ME

Songs featured in the
Paramount Picture

Sung by
BLOSSOM SEELEY
and
BENNY FIELDS

with Orchestra directed by
VICTOR YOUNG



DL 5424 • 9-357

Themes and Songs
from
THE Quiet Man

A Republic Picture

VICTOR YOUNG
and His Orchestra

and
BING CROSBY



DL 5411 • 9-342

BEST BETS

Stock these fast-moving Decca Records now
... the coming hits as indicated by actual sales.

POSITION THIS WEEK

7.	SOUTH RAMPART STREET PARADE COOL WATER	Bing Crosby and Andrews Sisters	28419*
2.	DEEP BLUES MIDNIGHT	Red Foley	28420*
3.	SETTIN' THE WOODS ON FIRE OUR LOVE ISN'T LEGAL	Marvin Shiner and Grady Martin	28424*
4.	STROLLING IN LOVER'S LANE DREAM BABY	Russ Morgan	28422*
5.	MY FAVORITE SONG WALKIN' BY THE RIVER	Ella Fitzgerald	28433*
6.	CLEMENTINE TRUE LOVE	The Weavers	28434*
7.	A WEDDING BING AGO I HEARD THE JUKE BOX PLAYING	Kitty Wells	28432*
8.	MOONLIGHT MYSTERY YOU ARE HAPPINESS	Bill Kenny of the Ink Spots	28412*
9.	THE RUBY AND THE PEARL FORGIVE AND FORGET	Jeri Southern	28426*
10.	SINCE MY BEST GAL TURNED ME DOWN HERMAN KEPT PLATIN' AWAY	Frankie Frobe	28414*
11.	VERADERO BRIEF INTERLUDE	Music by Camarata	28376*
12.	BLUES IN THE NIGHT Part 1 (Instrumental) Part 2 (Vocal)	Jimmie Lunceford	28441*
13.	DAMP RAG FAT MAMA BLUES	Stomp Gordon	48287*
14.	IT'S SHADOW TIME VELVET MOON	Liberace	28279*
15.	MY ISLE OF GOLDEN DREAMS MALANI	Andrews Sisters and Alfred Apaka	28294*

*Also available in 45 RPM (add prefix "B" to record number)

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

POPULAR

5	THE GLOW WORM AFTER ALL	28384*	Mills Brothers
1	** JUST SQUEEZE ME HEART AND SOUL	28390*	Four Aces
2	SOMEWHERE ALONG THE WAY I WENT TO YOUR WEDDING	28411*	Guy Lombardo
3	I LAUGHED AT LOVE TAKES TWO TO TANGO	28394*	Louis Armstrong
1	** "MID-AWAY HARBOR My Heart's In The Ring	28385*	Guy Lombardo
13	ZING A LITTLE ZONG The Maiden of Guadalupe	28253*	Bing Crosby and Jane Wyman Jane Wyman
16	AUF WIEDERSEHN SWEETHEART HALF AS MUCH	28271*	Guy Lombardo
39	BLUE TANGO Belle Of The Ball	27875*	Leroy Anderson
5	TRYING My Bonnie Lies Over The Ocean	28375*	Ella Fitzgerald
9	TWO-FACED CLOCK JAMBALAYA (On The Bayou)	28341*	Rex Allen
6	CARMEN'S BOOGIE ADIOS	28342*	Andrews Sisters
10	HONKY TONK SWEETHEART WISH YOU WERE HERE	28308*	Guy Lombardo
14	TILL THE END OF THE WORLD JUST A LITTLE LOVIN' (Whi Go a Long Way)	28245*	Bing Crosby and Grady Martin
1	** RIVER RIVER SANS SOUCI	28395*	Peggy Lee and Gordon Jenkins
5	BABY, IT'S COLD OUTSIDE THAT'S MY DESIRE	28372*	Louis Armstrong and Velma Middleton
5	MEET MISTER CALLAGHAN Runnin' Wild Boogie	28373*	Carmen Cavallera

*Also available in 45 rpm (add prefix "B" to record number)
**Another Decca "Best Bet" makes the "Best Seller" list this week!



ELLA FITZGERALD



MY FAVORITE SONG WALKIN' BY THE RIVER

Decca 28433 (78 rpm) and 9-28433 (45 rpm)

BIG BAND GAMBLE

Kenton, Anthony Point Up High Cost of Road Jaunts

By JOHNNY SIPPEL

HOLLYWOOD, Oct. 18.—With rising costs continually tormenting all sides of the dance band business, two orksters and their managers this week opened their expensive account books to show the gamble a band takes when it hits the road. Talks with both

ASCAP, BMI Tiff Flares Into Battle

HOLLYWOOD, Oct. 18.—The ASCAP vs. BMI skirmish flared into an open verbal battle here during the semi-annual Coast meeting of ASCAP-ites Wednesday (13). L. Wolfe Gilbert, patriarch of the ASCAP org here, set the stage in a keynote address in which he urged ASCAP writers to keep their works within ASCAP and not turn over any of their songs to the rival BMI. He said that a young writer can go to either org. but that veteran ASCAP penners were destroying the hand that fed them by turning to BMI.

Irving Caesar made an out-and-out attack on BMI, accusing them of running various facets of the music business thru their radio membership. He alleged that they can control d.j. play and even influence artist signing by disk firms. He urged that the federal government take action against BMI as a monopoly, pointing out the recent divorcement of

(Continued on page 22)

Decca Starts Kiddie Drive

NEW YORK, Oct. 18.—Decca Records has set into motion a new drive in the kiddie market to plug the near 200 magnet items now on the label. It has printed for early distribution 500,000 catalogs, listing all the disks for consumer distribution thru dealers. In the last two months alone the diskery has added 21 new kiddie records.

Much of Decca's promotional stress will be laid on its line of 12-inch 78's. There are 23 items in the line, which have sold consistently over recent years at a \$2 list plus tax.

REMINGTON ENTERS PICTURE

Offers Spalding to Pacify Belgrade Philharmonic

NEW YORK, Oct. 18.—An attempt is being made by Remington Records to smooth over an international situation which, according to reports, has produced some unpleasant moments for the State Department. The crisis arose as a result of Artur Rodzinski's last-minute refusal to conduct the three opening concerts of the Belgrade Philharmonic Ork last week after previously having agreed to do so.

The change of mind came as result of the Yugoslavian ork's unwillingness to go a pay hike request made by the conductor. At the last minute, the U. S. ambassador in Yugoslavia, George Allen, who had originally recommended Rodzinski, offered to make up the difference—\$1,000—a gesture of American good-will, but to no avail. The ork leader failed to show, and the concert was called off.

Remington entered into the picture when Prexy Don Gabor persuaded violinist Albert Spalding to come out of retirement for a

Stan Kenton and his manager, Bob Allison, and Ray Anthony and his manager, Fred Benson, indicated that it takes close to \$10,000 per week in revenue to keep a big band on the road these days. And, unless the ork goes into five figures, there isn't much left for the leader.

The Kenton road entourage, which includes 19 sidemen, Kenton and a girl singer, costs \$3,750 per week. In addition, Kenton forks over 5 per cent of the gross salaries to the State of California as employers' tax, which amounts to \$187.50 per week. The Kenton home office crew, located here, costs the ork \$200 per week, including office rent and a secretary's salary. They pay an accountant \$150 per week to make out a monthly statement, the salary checks, Social Security and withholding returns and other duties. Kenton's arranging staff, which traveled with him on the road for seven months, includes Bob Gretlinger, Johnny Richards and Gene Rowland, and set the ork back \$500 per week or \$18,000, which when amortized to 52 weeks means almost \$400 per week. Kenton pays about \$35 per arrangement for three scorings weekly, which adds another \$100 weekly to the nut.

Kenton uses charter bus service and figures that he travels from 800 to 1,200 miles per week when he's in the lush band territories and from 1,500 to 2,500 miles when he wends his way west from Omaha to Los Angeles. They tip the bus driver \$70 per week. The average cost of the bus runs from \$600 to \$800 per week. In addition, Kenton has his own private car, in which he travels, and a small bus to carry additional band equipment. He figures average cost of operating the two additional vehicles is between \$250 and \$300. Because

of the heavy mileage, these cars run over 40,000 miles per year. Kenton figures that business entertainment, office equipment, stationery, music stands and miscellaneous items run him \$10,000 yearly for an average of \$200 per week.

The Hollywood office telephone bill is \$75 per week, while Kenton's personal bill is \$60 per week. The band pays for two uniform suits per year, which the sidemen leave when they switch to another band. Allison figures they bought 45 sets of uniforms last year at \$80 each. Mats, pictures and press manuals and a clipping service run \$60 per week.

The Anthony road troupe carries 16 sidemen, four singers, two band boys and a bus driver, which Fred Benson reports costs \$4,000 weekly in salaries. The New York office of the band, which has a secretary and another employee, runs \$300 with the rent included. An accountant, lawyer and three press agents total another \$350 weekly. Arrangements, primarily by George Williams but with other indie scorers doing some, run \$350 per week, copying included. Williams traveled with the band for two months this year and the expense ran an additional \$900. Anthony travels with the band in a bus, which they bought this year for \$35,000. They feel the bus will operate four to five years, meaning a yearly amortization of \$7,000 or \$140 per week. They also carry a small truck, which cost \$3,000. Benson estimates that the combined operational cost of the two vehicles, exclusive of drivers' salaries, runs 30 cents per mile. He estimated that they traveled from 1,000 to 1,300 miles in the better territory and from 1,500 to 2,000 when the band was in the sparse dancing terrain. Road expense for operat-

(Continued on page 22)

Fewer New Xmas Pop Tunes Will Be Marketed This Year

Greater Emphasis on Old Waxings Set; 8 Top Firms Plan Only 12 New Singles

NEW YORK, Oct. 18.—Fewer disks of new Christmas pop tunes will be marketed this year, a survey of the leading record companies indicated this week. Along with this de-emphasis on recording new material will come a greater sales effort on Yuletide pop disks waxed in earlier years.

With Christmas barely more than two months away, the diskery has pretty well buttoned up their pop single record and album plans for the holidays. At the moment, the eight leading record companies plan a total of only 12 new single records. Few new albums are planned.

On the single disk side, Capitol, London and MGM currently do not plan to record any new tunes. Decca plans only one pop single, by Bing Crosby. Columbia and RCA Victor will each issue two singles of new songs. The former label will be represented by a Rosemary Clooney-Gene Autry disk and one by Jimmy Boyd, Dicks by Eddie Fisher and the Bell Sisters-Spike Jones will be released by Victor. Coral with four new singles, and Mercury, with three, lead the pack. Coral disks are by Don Cornell, the Ames Brothers, Johnny Desmond and Eileen Barton. Mercury plans call for yuletide disks by Patti Page, Eddy Howard and Ted Weems. Thus far, only the Miss Clooney-Autry record, "The Night Before Christmas Song," and "Look Out the Window," have been released. It will also be marketed as a kiddie item.

Theory

The reasoning behind the record companies' plans to cut down on the number of new releases, is that only a novelty has a chance to break out into a tremendous seller in the concentrated Christmas selling period. Ballads are particularly tough to establish in this short time period, and usually require several seasons to become established. In addition, most catalogs have a number of items from previous holiday seasons that have produced top returns year after year.

OPS Seeks Facts For Decontrol Study On Record Prices

Decision Due Soon; Price Decline, Hike Prospects Probed by Agency

WASHINGTON, Oct. 18.—The study launched recently by the Office of Price Stabilization to determine whether or not to decontrol record prices, may continue for another three or four weeks before the government agency will have accumulated enough facts on which to base a decision. Lifting of controls would remove one of the stumbling blocks major diskeries cite as preventing the setting of fair trade price structures.

Cetra-Soria, the only record company that has fair-traded its product since passage of the McGuire Act, has been slapped with a suit by cut-rater Sam Goody. It is Goody's contention that his ceiling prices of 30 per cent off list take precedence over higher fair-traded lists.

The Goody-Cetra case was filed August 1, it has not yet been skedded for trial.

OPS Study

Thomas Karsten, OPS director of the consumer goods division, said the agency, in its study, is seeking to determine the following industry facts: 1) Just to what extent, if any, prices of records have declined, both at the manufacturer and retailer levels, and 2) What are the prospects for price hikes if ceilings were indeed lifted?

It is understood that OPS investigators are now checking manufacturer and retailer disk prices, and the extent to which producers and distributors are offering retailers special price deals in order to move merchandise. The OPS is also keeping its eyes focused on the trend toward cheaper disks on the part of some

companies. It may interpret the latter movement (RCA Victor's Bluebird Series and Columbia's Entree are cases in point) as indicative of a "soft" market. Should that be their view, the prospects for decontrol will be brighter.

Karsten could offer no estimate of letters received by OPS from record dealers urging decontrol. Some had passed thru his office, he said, but no check had been made of the volume of mail. Ben Kaye, head of the New York Liberty Music Shop, appealed two weeks ago to 1200 Eastern record dealers to campaign for decontrol (The Billboard, October 11).

London Preps New LP Series

NEW YORK, Oct. 18.—The growing accent on the shorter classical selections in the record business will receive an added push with the introduction of the new London 9000 series sometime in late November. Priced at \$2.95, the 10-inch LP's will contain eight to nine minutes of music per side and will be identified by black labels. The disks will use wider grooves. According to a London spokesman, this will result in greater fidelity.

The first release of this series will contain 27 LP's, all well-known repertoire, including such overtures as "Pomp and Peasant," "Maggie Plute," "Light Cavalry," "Merry Widow" and "Die Meistersinger." Other repertoire will include the "Blue Danube" and "Danse Macabre." The recordings will feature symphony orchestras from London, Paris, Rome, Vienna and Amsterdam under the direction of such conductors as Krip, Bohn, Lehar, Krauss and Munch.

This move to greater concentration on short-length classical selections was made some time ago by Columbia and Decca with their AAL and 4800 series, respectively. More recently, RCA Victor has introduced the 45 EP which accomplishes the same purpose of spotting a comparatively short selection on one side of a disk. Columbia and Decca will soon join the Extended Play field. According to traders, this growing concentration on re-packaging short selections with an attractive price tag is an attempt to recapture the single record classical market which accounted for more than half of the sales volume during the days of 78 r.p.m.

Green Leaves For Europe

NEW YORK, Oct. 18.—Irving Green, president of Mercury Records, left today on a junket to Europe to try to work out a reciprocal pact with an English diskery. The firm now has a one-way deal with a British company, with the foreign company pressing Mercury items abroad.

Last year, Green failed to work out a deal with Philips, Ltd. The Holland-based company signed instead with Columbia in a pact that becomes effective January 1.

Bidding Weak For Trianon

CHICAGO, Oct. 18.—When the auctioneer's hammer rang down on the Trianon Ballroom here Tuesday (14), no suitable bid was entered so the sale was called off. Ken Moore, secretary-treasurer of the Trianon organization, stated that the ballroom would continue to do business on the same policy as heretofore.

Patricia Music To Fete Duke

NEW YORK, Oct. 18.—Patricia Music will stage a jazz concert at Carnegie Hall, November 14, in honor of Duke Ellington's 25th anniversary in the music business. Patricia Music, owned by Morris and Pat Levy, present the Birdland radio show, over WJZ here every a.m., and recently promoted the "Biggest Show of '52" in its one-night stands at Carnegie Hall. Talent for the forthcoming jazz concert includes Duke Ellington's ork, Billie Holiday, Charlie Parker with strings, Stan Getz, Dizzy Gillespie and Ahmad Jamal's quartet.

Pallad'm Experiment Catching Attention

HOLLYWOOD, Oct. 18.—The experimental Palladium booking of singer Guy Mitchell, backed by Dick Fiore's band, starting October 28 for three weeks, has a great many interested onlookers. Since making the announcement of the switch in policy from top name bands to a try with a name singer and a lesser known maestro, Sterling Way, manager of the Sunset Strip dance, told The Billboard that he and the Palladium's owners are hoping that the Mitchell booking will encourage singers and booking offices to cooperate with the dance if the deal goes over as well as expected. Way said that he has heard from certain name warblers or their reps that they are hoping that Mitchell does hefty business, because if the Columbia theater hits more name singers would be willing to follow. Way said that talks with these people have disclosed that top vocalists are seeking more big capacity outlets all over the country.

With the current shortage of vaude houses, singers who have contacted Way, point out that the ballroom is the answer to getting exposure to their many fans who can't make the top nitery minimums or covers. With no steady vauder here, and only an occasional week at the downtown Paramount, singers have only three major hotels and two major niteries which will pay the lot.

Coral Drops Release Sked

NEW YORK, Oct. 18.—To exploit fully the waxings already put out on the market, Coral Records has called a halt to its regular semi-monthly release schedule from now until the end of the year. Only special diskings and "must" cover jobs will be issued by the diskery for the remainder of 1952. Special items will include Christmas material.

The unprecedented move by Coral is made at a time when the firm has 10 recently issued platters riding along at a profitable rate, none of which is thought by the company to have neared the end of its run. Promotion will be concentrated on the 10, with distributors and diskery staffers devoting most of their efforts toward full exploitation. Normally, the company releases 10 to 12 new singles every two weeks.

Concentration

Records Coral will concentrate on, in the order of their current popularity rating, are the new Don Cornell waxing of "I, Pearl Bailey's "Takes Two to Tango," the Ames Brothers' "String Along," the Don Cornell and Teresa Brewer dueting of "You'll Never Get Away," Johnny Desmond's "Stay Where You Are," the Ames Brothers' "My Favorite Song," Art Lund's "Cincinnati Ding," Eileen Barton's "Some Folks Do and Some Folks Don't," Alan Dale's "Laugh, Clown, Laugh," and the Kenny Roberts' Pinetoppers version of "Tennessee Warbler."

England Dates Inked for Ray

HOLLYWOOD Oct. 18.—Following his date at the Palladium March 23, Johnnie Ray is set to do two Sunday concerts in English cities and a week at the Empire Theater, Glasgow, Scotland. Deal was set by GAC thru Lew and Leslie Grade, Ltd. Ray has also been set to do four days in Hawaii for Tots Matsuo, opening December 10.

Ray has been set to work the Shrine Auditorium here November 23, with Irving Epstein, of the Palladium here, and Harry Malzlieb, KFWB proxy, promoting. Sealed at \$1.00, gross could top \$4,000 for a 10-item and evening show. The Ray concert package will include Harry James' band, Big Jay McNeely's combo, the Four Lads, Gary Morton, Pegleg Bates and the Dewey Sisters. Ray is in for \$7,500 against a 60 per cent privilege.

they want. It's known that all four of these night club type outlets are very aware of the shortage of spots that singers can play, and name vocalists here get probably their lowest metropolitan salary in the Los Angeles area.

If the Mitchell experiment proves successful, it will directly hurt name and semi-name band booking, for the Epstein-Small territory is now the only dance location on the Coast using name location bands consistently. If singers start as a standard policy, offices will have even a harder time trying to get leaders to tour the territory west of Omaha. A survey of the major offices this week revealed that orksters today, are adamant about coming west, except if they can be guaranteed a strong location date, around which the tour can be anchored. Since the San Francisco hostelry quit using big names and went to local and semi-name location crews, the Palladium has become the only anchor. MCA is having a difficult time getting bands to journey out here from the East and Midwest because of the current scale guarantee against a 50-50 split offered by the Palladium management. In the past eight months Freddy Martin is the only MCA chatted to grace the Palladium stand.

With the drop in pop bands' activity in the Western States, agencies are hopping onto the country music ork wagon. Clyde Balderson, of McConkey Artists' Corporation, this week inked Tex Williams and his band to a management contract. Williams, who was with GAC about four years ago but has been booking direct for the past three years, will tour the Coast six days per week, returning here Sundays for an hour TV show over KNBH. It's understood that MCA is shopping for another traveling country crew, in that present plans call for Bob Wills and His Texas Playboys to cut down on their traveling, with Wills intending to spend a year of only spasmodic tours within the vicinity of his Sacramento home.

Publishers Map Drive to Modernize Copyright Law

Industry-Wide Meeting Planned for Nov. 12 in N.Y. to Define Aims

By IS HOROWITZ

NEW YORK, Oct. 18.—Publishers of standard music will meet next month to map a concerted industry-wide drive to revise and modernize U. S. copyright law. The meeting, to be held at the Warwick Hotel here November 12, will be attended by top execs of publishing firms affiliated with the Music Publishers' Association. Non-affiliated firms will also be asked to send representatives to the confab. To further enlarge the scope of meeting, MPA will also invite in as participants spokesmen from performing rights societies and licensing agencies.

The skedded meeting highlights the growing concern among publishers of what they feel is a hopelessly outmoded copyright law. This concern, which is not limited to holders of standard copyrights alone, is also shared by creators of musical properties. The Songwriters' Protective Association, for instance, has also set revision of the Copyright Act as an eventual goal.

Elmore White To Open Pub

NEW YORK, Oct. 18.—Veteran musician Elmore (Baron) White will open his own publishing firm in another two weeks. The firm, which will be affiliated with Broadcast Music, Inc., will be called the Elmore White Music Company and share office space in the Brill Building with Porgie Music.

White was recently professional manager for the firms of the late Henry Spitzer. These companies are being dissolved.

ASCAP DISTRIBUTION PLAN

Some Beam, Others Scream, Depending on Size of Check

By BOB ROLONTZ

NEW YORK, Oct. 18.—At press time this week, the phones were still ringing at the austere offices of the American Society of Composers, Authors and Publishers. The plethora of calls was occasioned by the quarterly distribution of the society, the first under the new publisher and writer plans. Reaction to the distribution varied widely, depending on whether the check received was higher or lower than the previous quarter. The whose checks were smaller lost little time in calling ASCAP for an explanation.

On the publisher side, the large firms checked by The Billboard were well satisfied with the payoff under the new "performance-based" plan. Most medium sized music houses also made out better, but apparently many smaller ASCAP publishers suffered a financial shrinkage as against the last quarter, even though the motion was larger this quarter than the one before.

With the new automatic plan of distribution in respect to seniority and availability, most publishers had expected a larger check this time than they had received last July. Many small publishers, however, were disappointed and very vocal. One complained that he received almost 15 per cent less this quarter, and to top it off, that he still couldn't understand the new plan. Another said that "The little publisher is hurt under the new plan. The plan was supposed to build up young publishers in order to help young writers come into ASCAP. Instead it is not doing anything at all, except to give more of the money to the top publishers."

The Other Side

That this was only one side of the picture, however, was illustrated by the reaction of the

large firms. One of the biggest music houses said that "We received a substantial increase, and we are very happy about it. This plan is something we have been striving toward for many years." Another noted that his firm had made out better. "Naturally, we like the new plan; why shouldn't we? We think the plan is a good one. Everything is computed automatically—by IBM machines. Nothing can go wrong with it—if it does, all they have to do is put a new bulb in the machine!"

One big publisher, when asked about the attitude of fellow-publishers to the new distribution, claimed "All the responsible people like it!"

Standard publishers, who were quite concerned about the plan due to its emphasis on performances as against the old concept of availability, did not do as badly as they had feared under the new distribution. One standard house said, "We did not have to lean on the 'ushlon' set up for us, as we were afraid we would. Our check this period was okay, since we had a lot of performances. Another large standard firm said, "We are still studying the plan, and if we feel any inequities, we will do something about it."

One of the large publishing houses explained that they were well satisfied, and that the plan was "very equitable." "It works," said the spokesman, "on a mathematical formula, without any arbitrary availability figure. If you get performances, you get the big distribution. If not, you don't." In regard to this accent on performances under the plan, a publisher exclaimed that it would cause a tremendous payola situation again. "I can just see the boys going around with arrangements and loot for the ork leaders."

This publisher was upset with the plan in that his return had decreased. "If you're in with the top boys, then you're in. If not —! The big guys are not helping the young publishers at all with this new plan, they are discouraging them."

One small publisher argued he could make "eight times more dough with BMI" and that the new plan was "insidious." Another small publisher given half the size of his usual disbursement, shouted "I'll sue."

Cut 13%

Since the writers' checks under the new plan were not mailed out until the end of this week, only a few had received them at presstime. One writer noted that he had been cut about 13 per cent with the new distribution, and that the deficit hurt.

(Continued on page 22)

Martin, Chesses Charged With Infringements

NEW YORK, Oct. 18.—Harry Fox, publishers' agent and trustee, this week filed suit in Chicago against Jimmy Martin, distributor and manufacturer of the Sharp label, and Phil and Leonard Chess, manufacturers of Chess Records.

The infringement suits, charging non-payment of royalties, ask that the defendants be enjoined from infringing the copyrights of the various plaintiffs; that defendants be required to pay damages; that all gains and profits of defendants due to unfair competition and all gains derived by reason of the infringements shall be paid, but not less than \$250 per infringement.

The cases are being handled by Julian Abeles, of Abeles & Bernstein, in conjunction with the Chicago law firm of Arvey, Hodes & Mantynband.

Plaintiffs

The plaintiffs are Paramount Music Corporation, E. H. Morris, Valando Music Corporation, American Academy of Music, Villa Moret and Robbins, Mills Music, Leo Feist, Santly-Joy, Shapiro-Bernstein, Robbins Music Corporation and Bourne, Inc.

Some of the tunes include "Stompin' at the Savoy," "My Foolish Heart," "Happiness Is a Thing Called Joe," "Mona Lisa," "I Can't Give You Anything But Love," "She's Funny That Way," etc.

Negotiations for an out-of-court settlement were prolonged. Defendants must answer within 20 days.

"Records Are Rewarding," But DJ Should've Stayed in Bed

NEW YORK, Oct. 25.—What the record-buying public thinks about disks is a question that puzzles a.&r. men, as well as other members of the record industry.

When the Record Industry Association of America staged a record festival in Hartford a few weeks ago, local deejay Jack Downey, of WONS, Hartford, ran contests for a record industry slogan. An indication of what waxings mean to the public may be gleaned from a few of these proposed mottoes, covering the classical, pop and even the bop record field.

Some of the slogans were quite emotional, such as: "A Laugh, a Tear, a Dream — from Records 'You Play'; "Wear, Tired, Feeling Blue"; "While Records Spin, Dreams Come True." Keeping on the emotional kick, the one a slightly different plane, was this quickie, "Rely on Records for Romance."

One of the mottoes shows a most hopeful attitude, "Every

Record Release a Masterpiece," while another displays a mixed reaction to disks, "Don't Break the Record—Enjoy It!" The fact that records are breakable impressed another slogan-sender, "You Can Break Records, But You Can't Beat 'em."

From one who appears to favor disks over the TV medium came this striking effort, "TV Seenes May Fade Away—But a Record Disk Will Always Play." One contestant looked at the dollars and cents angle with, "A Record Says So Much, Yet Costs So Little."

Some of the other slogans received by Downey for the RIAA Festival contest included, "There's Pleasure Galore at Your Record Store," "Records — Sound Like Million and Millions Like Their Sound," "More People Enjoy More Music and Music More With Records," "Recordings Make the World Go Round," "Classie, Modern, Jazz Recording, Records Always Are Rewarding" and "Build a World of Music—With Records."



DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

NEW RELEASES - SINGLES & ALBUMS

JINGLE BELLS SANTA CLAUS IS COMIN' TO TOWN Guy Lombardo 28408*	TWILIGHT TIME DON'T SAY GOODBYE (Based on Schumann's Concerto) Bill Snyder 28428*	MY GOD IS REAL THE MOCKING BIRD Red Foley 28447*	JINGLE BELLS Valentia's Favorites GUY LOMBARDO and His Royal Canadians A-918-\$4.15 • 9-342-\$3.75 • DL 5430-\$3.00 *Also available in 45 RPM (add prefix "9" to record number)
HIGH NOON OUTSIDE OF HEAVEN Fred Waring 28449*	BRING BACK THE SUNSHINE NORTH COUNTRY Kai Ericson and Gordon Jenkins 28442*	BOW THY HEAD NORTH CHURCH Webb Pierce 28431*	
SLEIGH RIDE SARABAND Leroy Anderson 28429*	I'LL RING YOU UP JIG A JIG JIG Frank Luther 28430*	WINE-O-WOMAN CRAWLIN' KING SNAKE Tony Martin 48288*	

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

COUNTRY

5	I'LL ALWAYS TAKE CARE OF YOU BACK STREET AFFAIR Webb Pierce 28369*
10	FORTUNES IN MEMORIES TO MANY TIMES Ernest Tubb 28310*
16	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME Kitty Wells 28232*
24	THAT HEART BELONGS TO ME So Used To Loving You Webb Pierce 28091*
70	There'll Be PEACE IN THE VALLEY For Me Where Could I Go But To The Lord Red Foley 14573*
4	YOU BELONG TO ME I WENT TO YOUR WEDDING Grady Martin 28388*
1	** Y BOOGIE BEFORE YOU SAY I DO Charlie Adams 28397*
7	WHY TALK TO MY HEART DON'T SEND NO MORE ROSES Geldie Hill 28355*
7	DON'T BELIEVE EVERYTHING YOU HEAR I GOTTA HAVE YOU Red Foley and Roberts Lee 28343*
2	A PRISONER OF WAR TOMORROW MAY BE DIFFERENT Jim Essex 28387*
46	WONDERING NEW SILVER BELLS Webb Pierce 48364*

RHYTHM AND BLUES

1	** TELL HIM YOU SAW ME WHEN I FIRST SOUGHT THE LORD Sister Rosette Thorne 28417*
2	IF I COULD BE WITH YOU (One Hour Tonight) I CAN'T GET STARTED Coleman Hawkins 28386*
2	HOLD ON IT'S WORTH IT Marie Knight 28399*
24	There'll Be PEACE IN THE VALLEY For Me NEAR THE CROSS Sister Rosette Thorne 48279*
13	THE LAST MILE OF THE WAY IN THE GARDEN Sister Rosette Thorne 28282*

*Also available in 45 rpm (add prefix "9" to record number)
**Another Decca "Best Bet" makes the "Best Seller" list this week!

3 SENSATIONAL NEW MOVIE ALBUMS

Just for You

Selections from the Paramount Picture

BING CROSBY
JANE WYMAN
ANDREWS SISTERS

Music by HARRY WARREN
Lyrics by LEO ROBIN



DL 5417 • 9-330

SOMEBODY LOVES ME

Songs featured in the Paramount Picture

Sung by
BLOSSOM SEELEY
and
BENNY FIELDS
with Orchestra directed by
VICTOR YOUNG



DL 5424 • 9-337

Themes and Songs from

THE Quiet Man

A Republic Picture

VICTOR YOUNG
and His Orchestra
and
BING CROSBY



DL 5411 • 9-342

BEST BETS

Stock these fast-moving Decca Records now
... the coming hits as indicated by actual sales.

POSITION THIS WEEK

1.	SOUTH RAMPART STREET PARADE COOL WATER	Bing Crosby and Andrews Sisters	28419*
2.	DEEP BLUES MIDNIGHT	Red Foley	28420*
3.	SETTIN' THE WOODS ON FIRE OUR LOVE ISN'T LEGAL	Mervin Shiner and Grady Martin	28424*
4.	STROLLING IN LOVER'S LANE DREAM BABY	Russ Morgan	28422*
5.	MY FAVORITE SONG WALKIN' BY THE RIVER	Ella Fitzgerald	28433*
6.	CLEMENTINE TRUE LOVE	The Weavers	28434*
7.	A WEDDING RING AGO I HEARD THE JUKE BOX PLAYING	Kitty Wells	28432*
8.	MOONLIGHT MYSTERY YOU ARE HAPPINESS	Bill Kenny of the Ink Spots	28412*
9.	THE RUBY AND THE PEARL FORGIVE AND FORGET	Jeri Southern	28426*
10.	SINCE MY BEST GAL TURNED ME DOWN HERMAN KEPT PLAYIN' AWAY	Frankie Froba	28414*
11.	VERADERO BRIEF INTERLUDE	Music by Camerata	28376*
12.	BLUES IN THE NIGHT Part 1 (Instrumental) Part 2 (Vocal)	Jimmie Lunceford	28441*
13.	DAMP RAG FAT MAMA BLUES	Stomp Gordon	48287*
14.	IT'S SHADOW TIME VELVET MOON	Liberace	28279*
15.	MY ISLE OF GOLDEN DREAMS NALANI	Andrew Sisters and Alfred Apaka	28294*

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

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

POPULAR

5	THE GLOW WORM AFTER ALL Mills Brothers 28384*
1	** JUST SQUEEZE ME HEART AND SOUL Four Aces 28390*
2	SOMEWHERE ALONG THE WAY I WENT TO YOUR WEDDING Guy Lombardo 28411*
3	I LAUGHED AT LOVE TAKES TWO TO TANGO Louis Armstrong 28394*
1	** HIDE-AWAY HARBOR My Heart's In The Ring Guy Lombardo 28385*
13	ZING A LITTLE ZONG Bing Crosby and Jane Wyman The Maiden of Guadalupe Jane Wyman 28288*
14	AUF WIEDERSEHN SWEETHEART HALF AS MUCH Guy Lombardo 28271*
39	BLUE TANGO Belle Of The Ball Leroy Anderson 27875*
5	TRYING My Bonnie Lies Over The Ocean Ella Fitzgerald 28375*
9	TWO-FACED CLOCK JAMBALAYA (On The Bayou) Boyz Allen 28341*
6	CARMEN'S BOOGIE ADIOS Andrews Sisters 28342*
10	HONKY TONK SWEETHEART WISH YOU WERE HERE Guy Lombardo 28308*
14	TILL THE END OF THE WORLD JUST A LITTLE LOVIN' (With Go a Long Way) Bing Crosby and Grady Martin 28263*
1	** RIVER RIVER SANS SOUCI Peggy Lee and Gordon Jenkins 28395*
5	BABY, IT'S COLD OUTSIDE THAT'S MY DESIRE Louis Armstrong and Velma Middleton 28372*
5	MEET MISTER CALLAGHAN Runnin' Wild Boogie Carmen Cavallaro 28373*

*Also available in 45 rpm (add prefix "9" to record number)
**Another Decca "Best Bet" makes the "Best Seller" list this week!



ELLA FITZGERALD



MY FAVORITE SONG WALKIN' BY THE RIVER

Decca 28433 (78 rpm) and 9-28433 (45 rpm)

From the Exciting Group That Brought You
 "GOOD NIGHT, IRENE"; "ON TOP OF OLD SMOKEY"
 and NOW—

CLEMENTINE AND TRUE LOVE

by THE
WEAVERS

Decca 28434 (78 rpm) and 9-28434 (45 rpm)



America's Fastest Selling Records



"I'm so wild about
JOHN ARCESI and his
 Capitol Recording of
'WILD HONEY' that I
 can't wait to see him open at
 The Thunderbird Hotel
 in Las Vegas
 October 30th"



Record No.
 2206



"Miss
Wild Honey"

RECORD PROMOTION: Bob Stern, West Coast; Jerry Simon, East Coast
 PERSONAL MANAGEMENT: Bert Richman, 951 N. La Cienega, Beverly Hills, Calif.
 MANAGEMENT: General Artists Corporation

BIGGEST SHOW

Unit Packs Carnegie Hall With Enthusiastic Hepsters

NEW YORK, Oct. 18. — The "Biggest Show of '52," featuring Nat Cole, Sarah Vaughan and the Stan Kenton ork, plus a group of fine supporting acts, played before two capacity houses at Carnegie Hall here Saturday (11), with standees at both the 8:30 and midnight performances. This is one of the strongest of the one-nighter package units assembled to date. It is more than just a showcase for the featured artists; it is a complete show, featuring knockabout humor and dancing as well as the musical talents of Cole, Kenton and Vaughan. The very enthusiastic audience enjoyed every moment of it.

It would be hazardous to pick out the star of the evening. Cole broke up the house with practically every vocal; Sarah Vaughan was called back again and again; the Kenton ork could have played six more tunes, and Stump and Stumpy had the crowd in stitches.

Hot Cole

Cole, hotter than the proverbial firecracker right now on wax, turned in an outstanding performance, working from the piano and backed by his solid trio and the Kenton ork. He featured his current disk clicks, including "I'm Never Satisfied," "Funn," "Walkin' My Baby Back Home," "Somewhere Along the Way" and "Because You're Mine." From the "oohs" and "ahs" sounded as he went into each tune, it was evident that the crowd was hep record-wise. He finished to a tremendous hand with the oldie "Route 66."

Sarah Vaughan proved again that she is a powerful artist. The thrush sold every item with charm and feeling, especially "Street of Dreams," "Corner to Corner" and her swiny version of "Perdido," with strong help from the Kenton ork. Like Cole, the thrush stayed within her record repertoire, which was what the audience wanted.

Kenton has not strayed at all from his well-known brand of music, and in this show the ork gave out with the progressive stuff on such efforts as "Collaboration," "My Lady" and "Lime Light." That the audience understood it and liked it was apparent from the big mitts the ork received on each selection. The ork's songstress, Kay Brown, turned in

two pop ballads, but her efforts would best be forgotten. Kenton also emceed the show, as well as leading the ork, and his engaging chatter added a warm note to the proceedings.

Stump-Stumpy

The comedy team of Stump and Stumpy fractured 'em. They started strongly with their regular knockabout comedy and cute sight bits, but they really drew solid yocks with their very funny by-play bit with the Stan Kenton ork. Dancer Teddy Hale received an enthusiastic hand for his slick dance routines, but his encore was much too long. Mimic George Kerby was pleasing with his clever and accurate take-offs on Arthur Godfrey, Frankie Laine, Johnnie Ray and others, giving the Ray imitator a bit of the Congoroo's two boys and two girls, opened the show with some wild dance routines.

In addition to providing solid entertainment, the show should also stimulate wax sales of Cole, Vaughan and the Kenton ork. The lobby of Carnegie Hall contained a booth with these artists' records on sale. Bob Rolnitz.

Remington to Issue 45 r.p.m. EP's at 99c

NEW YORK, Oct. 18.—Low-price Remington Records will join the classical 45 r.p.m. extended Play field about the middle of November with an initial release of 35 disks. The Remington EP's will be priced at 99 cents, including tax. RCA Victor, which introduced the system a month ago, and Columbia have pegged their classical prices at \$1.58, including federal tax.

The initial Remington release will concentrate on well-known classical items such as "Finlandia," Chopin Ballades, "Carmen" excerpts, operatic overtures and Strauss waltzes. Featured artists include Simon Barere, Georg Demus and Kurt Woss.

Publishers Drive

• Continued from page 19

The view of the publishers is that the provision is entirely unrealistic in the long-play framework, where a complete symphony may occupy no more than two sides of a 12-inch platter. While a deal for the first waxing is still open to negotiation, and the going practice is to pay above the statutory rate for elaborate works, the present statutory fee is thought to act as a powerful brake on effective bargaining by publishers.

Should the MPA hammer out a potentially effective program toward the removal of the automatic mechanical license, the association may find a strong ally in SPA. The cleffers look on the provision as a legislative device that has concentrated control of the music business among the record companies. Elimination of the provision would return control of their properties to writers and publishers, the cleffers have long insisted.

The November 12 meeting will seek to define the aims of the publishers, with specific means to achieve the goals left, perhaps, for subsequent get-togethers. To point up the broad base of planned conference, Feist said it will give the "fullest consideration to the views of the entire music publishing industry."

Fewer Pop Tunes

• Continued from page 18

Three Suns; Decca will be represented by a new Lombardo album; Mercury by Jan August and Eddy Howard; Coral by Owen Bradley, and MGM with an album which includes seven different artists. Disks from some of these albums will also be available as singles. As in the case of the singles, strong emphasis will be placed on album catalog material.

ASCAP Plan

• Continued from page 19

"I am seriously questioning whether it is better for me to be in ASCAP or Broadcast Music, Inc. In ASCAP we are constantly running into old guys who don't want to give up the big checks, and the little guys always take a beating. Even tho I prefer ASCAP, BMI is a new organization and there are no old guys in it. The trouble with the new writers' plan is the same as with the new publisher plan; the big guys control it all."

In regard to this type of sentiment, a large publisher added, "These guys yell no matter what happens. They screamed about availability, and they are still screaming under the new plan. It all depends," he added philosophically, "whether you get a big or a small piece of the pie."

The song pluggers were not out of this picture. Some of Bob Miller's boys opined that the new distribution plan mirrored a return to the "golden age of song plugging." Others grown weary from the weight of years and countless double crosses, professed to see the doom of song plugging.

ASCAP, BMI

• Continued from page 18

the film production firms and theaters.

Ruby Cowan, who said he once managed the NBC Artists' Booking Bureau, which was kayoed by federal action about 15 years ago, said he felt that BMI and the radio stations was a parallel situation to the network booking office and demanded federal action. He said he knows that BMI instructs its radio station members to minimize ASCAP songs in favor of their own material.

Otto Harbach, ASCAP prexy, explained the proposed by-law change, by which a prexy can serve only three years.

Big News... His 1st Release



Roger Coleman

Singing



'GIVE ME THE RIGHT'

DECCA
28418

EVERYTHING I HAVE IS YOURS

Personal Management:

GABBE, LUTZ & HELLER

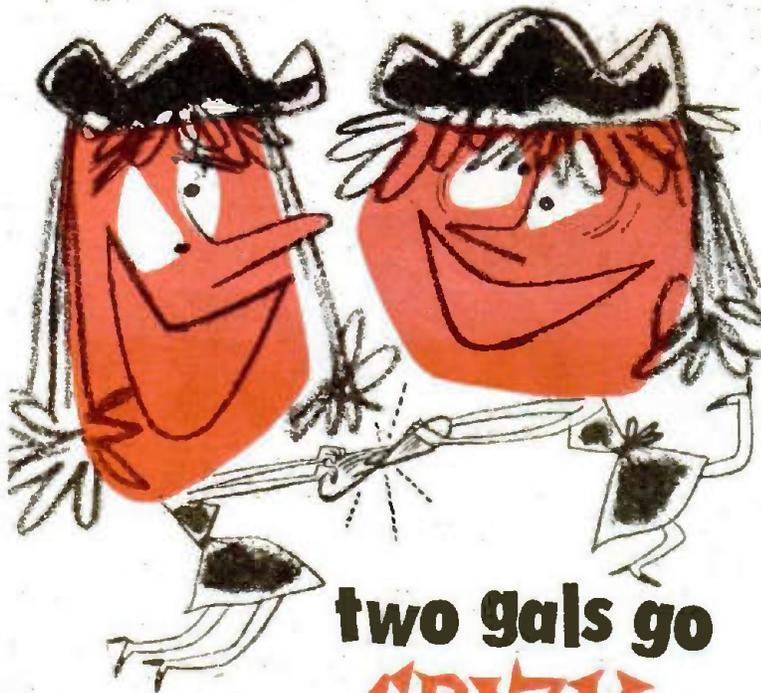
1619 Broadway
New York City

6274 Sunset Blvd.
Hollywood, Calif.

Record Promotion

Morris Diamond





two gals go

CRAZY on

CRAZY WALTZ



HELEN

O'CONNELL



GISELE

MAC KENZIE

...AND EVEN **CRAZIER** ON

**"WATER CAN'T
QUENCH THE FIRE
OF LOVE"**



RECORD NO. 2266

TV-BOOK

Treatment of
40 Standard
Songs Muled

NEW YORK, Oct. 18.—The Chappell Television Book, containing dramatic treatments of 40 standard songs, was shipped to the trade this week. The tome is most impressive—both as a print job and in content. It is also impressive as indicating the extent to which publishers are now aware that song promotion via television requires special techniques.

Broadcast Music, Inc. was the forerunner in this type promotion. The Chappell tome, however, is by far the most outstanding job done by any single publisher—either BMI or American Society of Composers, Authors and Publishers-affiliated.

Chappell's book contains brief, yet detailed dramatic treatments written by Perry Lafferty, TV director who has an enviable record with music shows. Lafferty's suggested dramatic treatments are sharply etched and imaginative. They reveal an understanding of the song material, of the television medium and the different types of talent which can be used in tune presentation. Lafferty's sketches also contain tips for the low-budget station.

A foreword by Hubbell Robinson Jr., vice-president in charge of network programs, Columbia Broadcasting System television, notes that "in the hands of resourceful producers and directors, many of the vignettes... could be effective moments in any TV musical show." Robinson also analyzes the musical requirements of the TV medium, noting its similarities to the theater, motion pictures and radio, and remarking the fact that TV, nevertheless, differs from all three.

A publisher's note is termed just that, and does not use the name of Max Dreyfuss, head of the Chappell interests. In the note Dreyfuss gives a brief, sharp outline of the historical changes in song promotion from the days of Nora Bayes in the present.

The publisher logically sketches the need for books of this type, expresses the hope that producers will be able to present music more effectively on TV and hopes that "various artists who read it will find new ways to project themselves.... As television grows, popular music must grow with it...."

Lafferty's preface points out that television must "strive for the greatest possible ingenuity." Most of his dramatic treatments, he notes, may be done with a minimum of scenery and one, two or three performers.

The logic behind Lafferty's conception of music presentation will be most enlightening to the average reader interested in TV music production. Lafferty explains why each vignette is built around the thoughts of the lyricist; why certain visual devices are used, etc.

There is no doubt that the book will, as Lafferty hopes, help TV directors and producers answer the eternal question: "What are we going to do next week?"

Granz Wins Case
Vs. Colony Label

NEW YORK, Oct. 18.—Norman Granz has won his case against Colony Records for selling three sides from his "Jazz Scene" album on its QT label. The sides involved were "Repetition," with Charlie Parker; "The Bird," also with Parker; and "I Want to Be Happy," with Lester Young, Buddy Rich and Aye Guy.

Colony Records claimed that an employee Joe Marlo had brought the sides to their attention and claimed they had been pressed by a Canadian firm known as the El Torro Records Company. Joseph Calderon, Granz' attorney, showed a letter from Barclay Records that they had made the sides for Lennie Torro, alias Joe Marlo, and that the waxings had been delivered to Marlo at Colony Records. Granz received \$200 from Colony for court charges, and won an injunction preventing the store's sales of records from the "Jazz Scene" album.

DINAH WAXING
SCORES IN CHI

NEW YORK, Oct. 18.—The old saw, "It's breaking in Chicago," is coming true for the new Dinah Shore waxing of "Blues in Advance" on RCA Victor. The Southern thrush's latest platter broke wide open in that city after it was spun by deejay Howie Miller constantly. The disk has sold over 20,000 records in the Windy City, or more than 25 per cent of the nationwide total of 75,000 sold to date.

London Skeds
'Dozen Best'

NEW YORK, Oct. 18.—During the last week of this month, London Records will introduce a "Dozen Best" promotion, to key classical dealers through the country. This push, which is slated to cover 14 weeks, is planned as an information program, according to Lee Hartstone, the diskery's sales topper. It is designed, he added, to increase dealer and sales clerk awareness of the contents of the London catalog.

The program will be broken into seven different phases, each lasting two weeks. Twelve different LP disks will be featured during each two-week period as the "Dozen Best" LPs for high fidelity listening. These will include the best-selling "Three Cornered Hat."

Following this two-week emphasis on FFRR sound, the next period will be devoted to "meat and potato" items, the war-horse classification. Again 12 items will be highlighted.

The succeeding five bi-weekly promotions will spotlight specific musical classifications, covering Latin-American music, ballet, piano, non-operative vocals and light classical music. Special promotion material has been readied for distributor and dealer use.

Standard Sales
Ahead of '51

NEW YORK, Oct. 18.—Publishers of standard music racked up sales for the three-month period ending September 30 at levels 12 to 15 per cent above the same period last year. The rise reflects the cumulative average reported by members to the Music Publishers' Association.

According to the reports, all publishers showed healthy increases in September business, over the same month a year ago, although some suffered moderate declines in July and August.

Eddie Fisher
Thrown Party

NEW YORK, Oct. 18.—A "welcome home" cocktail party honoring Pic. Eddie Fisher was given by his manager, Milton Backstone, at the Vic on Rose on Thursday (18). More than 100 diskery execs, music publishers and other representatives of the music business attended.

Fisher has just returned from several months in Korea. At the party it was announced that he would leave for duty in Germany in November.

Decca Signs
Claudio Arrau

NEW YORK, Oct. 18.—Decca Records has signed Claudio Arrau to a long-term pact. The diskery has set an ambitious recording schedule for the noted pianist, who will be plugged as one of the company's top artists in its Gold Label division.

The move is seen as another step by Decca to bolster its American longhair artist roster. Most classical recordings in the diskery's catalog are of European origin. It can be expected that increasing number of sides will be cut domestically.



THE BILLBOARD

OCTOBER 4, 1952

THE WINNERS

The Billboard's Second Annual
Band Buyers' Survey

Which Do You Consider the
Most Promising Sweet Bands?

(Name three: 3 points for first; 2 for second; 1 for third.
Bands which received less than five points are not listed.)

JIMMY PALMER

... ALMOST TWICE AS MANY POINTS
AS HIS NEAREST CONTENDER

MANAGEMENT ... GENERAL ARTISTS CORPORATION

CURRENT MERCURY RELEASE

"YEARNING"

FLIP SIDE

"SECRETS"

MERCURY 70013-70013X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

Changing E. T. Operations Pose Pub Royalty Problems

Continued from page 5

to stations without first making an agreement with music publishers.

It is expected that within a few days, a statement from publishers will be forthcoming regarding the Standard matter specifically, and to the matter of transcription royalties generally.

New Levies?

It is known that some transcription firms fear the old levy of \$15 per tune per year (or whatever the traffic will bear) is too high a fee, particularly in these days of TV and phono disk competition. They want a cheaper rate. Some argue there is no legal basis for the old fee, that the royalty should be 2 cents per disk, as is the case with records and that it should be payable only once, not every year. It is felt that if the matter is not settled soon via consultation with publishers represented by Fox, the matter will wind up in court.

It is a foregone conclusion that in the next few days a very strong attempt will be made to obtain from King and Bink a settlement for the publishers. For if this is not done, it is known that other transcription firms will immediately begin to question the necessity of paying music publishers at least having them on the present basis.

Where Are the Jobs?

One transcription exec stated that publisher royalties are the second biggest expense in the operation of old-line transcription library firms. The top expense, of course, is the cost of recording. The amount of recording being done once hit a figure of over \$1,800,000 annually. It is now much below that, and indications are it will go even lower. Scale is \$27 per hour, with double for the

leader—the highest scale in the business. It was the intention of the musicians union to make this scale so high as to discourage the manufacture of transcriptions. What has actually happened is that such work as existed in the field is now being cut down to a minimum for reasons including high scale, the competition of disks, etc.

Another problem troubling the transcription firms is that posed by the American Federation of Television and Radio Artists. The current pact expires this month.

Liberty Store Drops '30% Off' Policy on Disks

NEW YORK, Oct. 18.—Liberty Music Store, which last March established a 30 per cent off policy on all records, this week took a step back in the direction of regular prices. The plush music shop is now selling all singles and all LP merchandise priced up to \$2.50 at the manufacturer list. This latter would affect such lines as Remington and the Decca 4,000 series. Still being sold at "30 off" are LP's over \$2.50 and all 45 r.p.m. albums which account for the bulk of the store's business.

The move by Liberty is on the heels of four key Manhattan disk outlets returning to list prices across the board in recent weeks (The Billboard, October 18) and Liberty topper Ben Kaye's recent letter to 1,200 record dealers urging them to throw their weight behind the decontrol of record prices so that a big hurdle in the direction of fair trade can be eliminated.

In commenting on this change in policy, a Liberty spokesman stated that the shift was made because other stores which are considered competitive to Liberty do not sell single disks or low-priced LP's at a discount. It is known, however, that a number of stores, including Macy's, still discount all merchandise. The exec also said that this change should not be interpreted as the first step in a return to across-the-board list prices. On the other hand, he stated that the new low-price LP lines, which RCA Victor and Columbia will soon market, will be sold at a 30 per cent discount as soon as received. The list price of both of these lines—Bluebird and Entre—will be \$2.95.

Plan Report On Festival

NEW YORK, Oct. 18.—The promotion committee of the Record Industry Association of America met here this week to draw up a report on the recent Hartford Record Festival. The committee will prepare a report on the festival to present, with its recommendations, to the board of directors meeting the end of the month.

The RIAA is now working on plans for a TV show to present the history of the recording industry. The association will present an award to radio station WNYC, New York, for its 28-year-old classical record program, the oldest continuous record program on the air.

Kim Torry Signed For Columbia Pops

HOLLYWOOD, Oct. 18.—Mitch Miller, Columbia's pop & r. pundit, last week added Kim Torry, local singer, to the pop stable. Torry previously worked under the name of Felice Shaw in doing e.t.'s with Jerry Fieldings crew. Her first release is due about November 15.

Miller said that he is currently studying a deal to do a duet with Johnnie Ray and an as yet unselected singer.

AFTRA wants a fee for re-use, and this, say e.t. firms, is tougher to take than a hike in scale.

Behind all these moves is the inescapable fact that the crisis has been brought about in large measure by the heavy competition from disk jockey shows using records furnished gratis by disk manufacturers. This, in turn, developed as the validity vanished from such old arguments as that e.t.'s are of better quality than phono disks and that they supply music programming not obtainable on disks. The introduction of LP and the fine quality of modern 78's are all that have taken the punch out of these sales talks.

Meanwhile, there is much ill will on the part of some transcription firms. One accuses another of not paying royalties and threatens to take a similar attitude. Another questions the ethics of Radio Corporation of America's operating a transcription firm while furnishing stations with thousands of dollars worth of free records. But all admit that the old days are gone. It seems it's just not enough to give the stations music.

Songs Pass Second Army Bd. Screening

NEW YORK, Oct. 18.—The search for an official Army song took another step forward with the completion of the second of three planned screening sessions of the Army Song Board on Thursday (16). Thus far over 200 songs have been submitted and reviewed. Some of these, together with songs which have not yet been reviewed, will be gone over at the third meeting which is scheduled for about November 15.

The plan is to boll the number of songs submitted down to the five which appear to have the most promise. These will be promoted thru various Army media. One of these will also be selected for concentrated exploitation by the record companies. It is hoped by the Army that the power of the music industry will be able to create a hit tune which can be adopted as the official Army song. The Army is now the only branch of the services which does not have a representative song.

Philly Pubber Set to Enter Popular Field

PHILADELPHIA, Oct. 18.—Theodore Presser, one of the old-line publishers in the school music and classical music fields, will dip into the popular music field for the first time.

Local publishing firm will enter the pop field via the score of the forthcoming Mask and Wig Club score. Show is penned by Clay Boland and Allison Feiltras for the University of Pennsylvania troupe, and is called "Here's Howe."

Lester-Coral Suit in Court

NEW YORK, Oct. 18.—N. H. Aurelio this week granted Jerry Lester's motion for an examination before trial of Coral Records' proxy in regard to Lester's \$6,000 suit against the diskery. Lester is suing on an October, 1950, agreement, whereby he recorded four songs for Coral. The songs were "Your Sister Kneeks Me Out" with "Bean Bag Song" on the flip side, and "Orange-Colored Sky" with "Time Takes Care of Everything" on the flip side.

In its answer, Coral admitted to the contract but claimed that they'd received a notice from a California court, which had appointed a receiver for Lester's assets in an action he was involved in there, ordering them to withhold monies due him. Coral claims the balance due Lester was \$418.

Music Publishers' Record Scoreboard

Sides in Current Release

Week ending October 18

Because of the lack of consistency with which each of the six record companies under consideration issue new releases individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

PUBLISHER	TUNE	ARTIST AND LABEL
ACUFF-ROSE	Cool, Cold and Colder	Sonny James, Cap (1)
	I Tell My Troubles to Joe	Net Banc, Cap (1)
AMERICAN MUSIC	Preacher, Prayer, Sinful	Lester Flatt, East Screen, Mer (1)
	The Child's Side of Life	Johnnie Horton, Mer (1)
ARMORE GROUP		
—ARMORE	Now	Al Martin, Cap (1)
—BEECHWOOD	The Misses Wouldn't Approve	Net Banc, Cap (1)
	I Tell My Troubles to Joe	Al Martin, Cap (1)
BARTON	I'll Be Home	Al Martin, Cap (1)
JIM BECK	Love Song of the Hills	Riley Croshaw, Col (1)
	If I Had Someone to Call My Very Own	Riley Croshaw, Col (1)
BOURNE	Yearning	Jimmy Palmer, Mer (1)
BRANDON	Why Don't You Believe Me	Gene Valli, RCA (1)
COLLINS	Paul's Baritone	Paul Quinichette, Mer (1)
	Same	Paul Quinichette, Mer (1)
COMMODORE	The Kids Who Play	Molly Ben, Cap (1)
CRESTWOOD	All and Uncommon	Alfred Janita's 3 Strings, Col (1)
	I Can't Love You More	Alfred Janita's 3 Strings, Col (1)
DELMORE	I'd Do It Again	Danusa Lee, RCA (1)
DRAKE	Wear-O-Woman	Tony Martin, Dec (1)
	Crawfish King Sings	Tony Martin, Dec (1)
DREYER GROUP		
—RALEIGH	Sugar Lump	Jimmy McPhail, RCA (1)
REDD EVANS GROUP		
—JEFFERSON	Sincerely Loved Someone	Willie Robertson, Dec (1)
—PARKWAY	Blurred Christmas	Spike Jones-Bill Sisters, RCA (1)
—SUMMERTIME	Summertime	Erroll Garner, Col (1)
GERSHWIN	Don't Rob Another Man's Castle	Guy Mitchell, Col (1)
HILL & RANGE	Later Gator	Freddie Mitchell, Mer (1)
HOLLANDEN	Blue Call	Freddie Mitchell, Mer (1)
	A Shoother to Weep On	Gene Valli, RCA (1)
	Yours	Ray Foley, Mer (1)
E. B. MARKS	My God Is Real	Red Foley, Dec (1)
WARTIN, MORRIS & BIRD		
—WELLIN GROUP		
—ALGONQUIN	I Don't Care	Danusa Lee, RCA (1)
—MELLIN	If I Didn't Love You So	Red Foley, Mer (1)
—HILLS	Shirley Ride	Leroy Anderson, Dec (1)
	Saraband	Leroy Anderson, Dec (1)
	Twenty-One Years	Louise and Pimp Fiddlers, RCA (1)
	Kentucky Babe	Eddy Howard, Mer (1)
	Washin' My Blues Away	The Dramers, Mer (1)
	Please Don't Leave Me	The Dramers, Mer (1)
MUSIC PUBLISHERS' HOLDING GROUP		
—HARRIS	Dancing Tambourine	Fred Looney, Col (1)
	The Heart of Parking	Joe Mally, Mer (1)
—REMICK	A Gal in Calico	Alfred Janita's 3 Strings, Col (1)
—WITMARK	What's New	Erroll Garner, Col (1)
DANKHURST	Sister the Smallest Snowball	Sister Jones-The Bill Sisters, RCA (1)
OLD CHARTER	That's Me Without You	Sonny James, Cap (1)
OSTROW	Headin' for Home	Joe (Fingers) Carr, Cap (1)
PAXTON GROUP		
—ONATSWORTH	Rattlesnake Rag	Joe (Fingers) Carr, Cap (1)
—PAXTON	It's Worth Any Price You Pay	Eddy Howard, Mer (1)
PEER INTERNATIONAL	Yearn Your Heart You List Mine	Lois Miller, Col (1)
	Twilight Time	Bobby Wayne, Mer (1)
PORGIE	Lesser Tense	Wally Cox, Cap (1)
ROSEWAY	Tennessee Tangle	Per Wee King, RCA (1)
	The Crazy Waltz	Per Wee King, RCA (1)
ROBBINS GROUP		
—ROBBINS	How Am I to Know	Red Cox, Mer (1)
—FEIST	I Don't Know Why	Billy Williams Quartet, Mer (1)
RUSH	Buckle My Shoe	Red Rodney Sextet, Col (1)
SANTLY-JOY	Why Should I Go Home?	Guy Mitchell, Col (1)
	Sweet Lullaby	Fred Looney, Col (1)
	Unforgettable Love	Red Rodney Sextet, Col (1)
	Secrets	Jimmy Palmer, Mer (1)
	Don't Say Goodbye	Bill Smiley, Dec (1)
SHERWIN	The Mocking Bird	Red Foley, Dec (1)
LARRY SPIER	It'll Be Who	Merced Brothers, Col (1)
TANNER	It Ain't N. Use	Merced Brothers, Col (1)
	Midnight	Chief Atkins-Berley Singers, RCA (1)
	Vamos, Vamos	Joe Mally, Mer (1)
	Will the Roses Bloom	Lester Flatt-Earl Scruggs, Mer (1)
WHITE WAY		
—WORLD GROUP		
—REPUBLIC	Mad About Cha	Billy Williams Quartet, Mer (1)

Total Number of Sides Released by Each Label

(These totals do not include P.D. tunes)

January 1, 1952, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	458	156	
COLUMBIA	267	177	100
DECCA	519	134	66
MERCURY	261	79	72
MGM	313	107	12
RCA	291	172	129

Total Sides for Week Released by Each Label

(These totals do not include P.D. tunes)

Week ending October 18

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	8	2	
COLUMBIA	6	6	4
DECCA	6	2	2
MERCURY	14	3	4
MGM	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	
RCA	6	4	2

EVOLUTION AND EXPANSION

A Review of the RCA Victor Fall-Winter, 1952 Program

CONTENTS

	Page
A First: Wrap-Up of One Disk Maker's New Program . . .	27
Ryoll's Looks To EP For Disk Boom	28
The Business Philosophy Behind o Solid Merchandising Program	28
Jockeys & Operators Mull EP Utilization	28
6 in 1 Spells Kid Fun & Dealer \$\$\$\$	28
Extended Play—The Evolutionary Heart of RCA's New Disk Program	29
RCA Victor Extended Play "45" Classical Single Records	29
RCA Victor Extended Play "45" Popular 2-Record Packages	29
RCA Victor Extended Play "45" Popular Single Records	29
Typical High-Powered Advertising & Promotion Mark New Program	29
"Best Buys" are Great Standards Which Constitute Biz's Backbone	30
New Instruments — Lifblood of a Healthy, Hearty Record Industry	30
"Magic Bluebird Label May Prove Longhair Star-Maker	30
RCA Victor Bluebird Classics	30
Twelve Initial Albums In RCA 6 in 1 Children's Line	30
RCA Victor Standards "Best Buys"	30

A First: Wrap-Up of One Disk Maker's New Program

By JOE CSIDA

In these pages, for the first time in its fifty-seven year history, The Billboard presents a Special Section built around a seasonal merchandising-selling program of a single manufacturer. This, frankly, is in the nature of an experiment. An experiment dictated by the belief that:

(1) When a major manufacturer in an industry introduces a new line of merchandise, the introduction of that line has a profound effect on the businesses of distributors, dealers, and indeed, competitive manufacturers in the field, and

(2) When that new line embodies evolutionary concepts, both in the merchandise itself, and to a degree, in the price structure of such merchandise every effort to clarify the line, the thinking behind the introduction and selling and merchandising philosophies behind the line is of real value to every intelligent member of the industry.

Thus while the story behind the RCA Victor fall line of records and instruments, and the merchandising and selling programs behind these lines has been detailed to RCA Victor's own distributors, and to hundreds of dealer groups around the country, there are literally thousands of dealers and others in the industry whose knowledge of the line and program derives from second hand, and at least partially unreliable sources.

The Billboard naturally reports, in its regular weekly coverage of the industry, all those elements of any new merchandise or selling program it considers newsworthy. But, except for an editorial special section of the nature of this experimental section even The Billboard, for obvious reasons, does not present "under one roof," the complete story of any new line.

This experimental Special

Section — EVOLUTION AND EXPANSION . . . A review of the RCA Victor Fall Program — is intended, then, to give a fully rounded picture of this major record and instrument manufacturer's latest effort to make its own business and the business of all of its customers more profitable. It is presented with a maximum stress on objectivity, in the hope that it will prove practically useful to The Billboard's readers in the music-record - radio - TV - phonograph industries, and interesting to all readers in whatever phase of show business they may operate.

If it achieves these objectives to a reasonably successful degree, similar special sections may be presented when other new lines and merchandising programs (of a caliber worthy of such "laborate treatment") are introduced by various organizations in the entertainment industry.

The Business Philosophy Behind A Solid Merchandising Program

Showbusiness, no less than any other American industry, has gone thru a series of evolutionary developments. Some of these were of a relatively minor nature, with few dislocations, while others wrought drastic changes. In recent years we have seen one of the most far-reaching evolutionary developments in the entire history of the entertainment industry. This, of course, is television. The introduction of commercial video, indeed, has brought about, and continues to bring about major changes, not only in show business itself, but, as has often been pointed out, in countless other facets of this nation's way of life.

It is generally acknowledged that in the forefront of the development of television, since its earliest days, has been the Radio Corporation of America. It is rather common knowledge that RCA has an investment in TV of more than \$50,000,000, and that the greatest portion of this staggering outlay of cash was poured into the new medium when there were still serious doubts in many quarters as to whether the idea could ever be developed along practical commercial lines. It obviously took vast financial resources, and less obviously, tremendous foresight and courage to continue investing these millions thru the days and years when there was no promise of a return in the immediate or near future.

It took, additionally, a business philosophy, which stated most simply, says that it is the duty of a maker of goods to attempt to continue to bring to the customer new and better products at less and less cost. This philosophy has been followed thruout his business life by RCA's chairman of the board, General David A. Sarnoff, and it has been enlarged upon and carried into every commercial phase of the corporation's oper-

ation by RCA's president, Frank M. Folsom.

This philosophy has been pursued by this team of outstanding industrialists with a full and constant awareness of what every evolutionary step taken by the company might mean, not only to RCA, but to the industries of which RCA is a part, to the corporation's distributors and dealers, as well as to its customers.

This is not to say that in every instance did RCA's leaders accurately gauge the profundity of the problems any given evolutionary development might create. Nor (and they) would be the first to admit this) did they pretend to know the answers to such problems. Thus the introduction and phenomenally rapid development of television (to which RCA has probably made the greatest single contribution) caused, and continues to cause, major changes and dislocations in the motion picture industry, in the radio broadcasting industry, and as a matter of fact in the record industry.

In all three of these industries, as well as in several others, RCA has a substantial stake. And in all three of these industries RCA continues to strive toward the soundest possible solutions to the manifold and complex problems created by the introduction of video (and to be sure, other factors). The point, to return to the business philosophy under discussion, is that RCA realized that it made no sense to withhold a product or development, which promised to fulfill a real public need simply because the introduction of that product would cause a certain amount of dislocation.

The greatest single effect, and one which (strangely enough) seems least frequently discussed, of television is this: It created a great new entertainment medium, which went into direct (and as it grew increasingly stiffer) competition with every known form of human activity. And particularly, leisure activity. And most specifically, activities having to do with entertainment in show business. With the advent of television, a vast and exciting new form of show busi-

ness was born and grew to the point where motion pictures, radio, sporting events, reading, and yes, records had to give the public (and for their money) to successfully compete with the shows offered on the TV tube. It is a remarkable fact that of three of the main show business fields—motion pictures, radio and records—the latter phase of entertainment has taken the boldest stand, and hit back hardest from a competitive standpoint, at television. It is a remarkable fact because motion pictures and radio in the fifteen to twenty years prior to 1948 showed far greater inventiveness, aggressiveness and progressiveness than the record industry. Motion pictures went thru a series of technical improvements, highlighted by the introduction of sound, (the talking picture) color. Radio developed from a squeaking, squawking nuisance to the medium thru which the President of the United States addressed the nation's citizens in a series of fireside chats, and which proved itself indispensable in the world's greatest crises, including floods and disaster, war and peacemaking.

And in the same period, when films and broadcasting were displaying, almost daily, the ingenuity which made them great, the record industry staggered along like a backward child, its fate a matter of sheer accident. To be sure, down thru the years, there were constant improvements in materials used, recording techniques, even some in merchandising and selling attitudes. But the fact remains that from the day Berliner's flat disk won the nod over Edison's cylindrical record until 1948, not a single major and drastic improvement in records as a product was made. Then in late 1948 and early 1949 the new speed records were introduced: The Long Playing 33 $\frac{1}{3}$ r.p.m. record by Columbia and the 45 r.p.m. disk by RCA Victor.

There were many who denounced Columbia for introducing its new speed disk. There were many more who vehemently cursed RCA Victor for following the lead.

These were the descendants of the men who had decried the horseless carriage, who laughed at the leechless ice-box. These were the defenders of the status quo.

It certainly cannot be denied that the introduction of the new speeds caused tremendous and occasionally serious dislocation in the record business on every level. But it can be seen, today, in retrospect, that the conflict created by the introduction of the two new speeds, won for the record industry, public attention and awareness at the very moment when the industry needed it most. It was the moment when the new speed was being introduced, when the new speed was being introduced, when the new speed was being introduced.

It may now be written that the battle of the record speeds was, in effect, an intra-school drill to prepare old Record U. for its roughest seasons, against its long-standing competitors in the Entertainment League, as well as against the formidable new rival, TV. For it cannot be denied that today's tremendous catalogs of fine music on scores of LP labels, today's improved 45 r.p.m. records enable recorded entertainment to compete far more successfully for the customer's entertainment dollar, than the old 78 r.p.m. (Continued on page 52)

Ryall's Looks to EP for Disk Boom

Ryall's, Inc., located in the heart of suburban 69th Street shopping district in Philadelphia, is a two-floor store which also sells television receivers, radios, and home appliances. The record department, consolidated in the basement floor, employs a department manager and three sales assistants.

Despite its medium size—15 feet wide, 75 feet deep—and the active competition offered by a half dozen larger record shops in the immediate vicinity, Ryall's continues to attract more than its share of customers. It accomplishes this by stocking virtually every disk issued by the major record manufacturers, and by promoting the completeness of its self-service library.

This established policy and the store's enthusiasm for promotable new products resulted in Ryall's stepping immediately and strongly into the Extended Play 45 r.p.m. record field when RCA Victor introduced the new disks some weeks ago, Morris Wolfson, owner and operator of Ryall's explained.

"We are convinced that EP-45 is a 'natural' for the record dealer because of its advantages of price, and complete freedom of musical selection," he said. "The photograph is the only medium that gives people the music they want when they want it. However, many 33 $\frac{1}{3}$ r.p.m. disks require the customer to buy music he may not want in order to get a particular selection he does want. In some cases, this has had an unhappy effect on our classical sales. Fortunately, the EP gives hopes of a rebirth of the single-record business because it makes practical the recording, on a single side, of countless classical and popular best-sellers now packaged with three or four other selections on the longer-playing records."

Ryall's confidence in EP has already been confirmed by customer reaction. The new speed during the six weeks the store has been pushing them, Marion McFadden, the store's record manager, declared.

"During that brief period, classical sales have swung upward and are now on the increase," she said. "EP's are helping us move more classical pieces than we have in a long time, and, quite frankly, we were confident that they would. Many of our customers who shied away from the various longer-playing records because of price, and the grouping of selections are enthusiastic about our EP records which offer them the specific

music they want at a price that's easy to pay."

Encouraged by this enthusiasm, Ryall's looks forward to the time when the size of the EP catalog will justify the kind of merchandising job the store still does on standard 45 r.p.m. records.

Mr. Wolfson expects to follow the same merchandising pattern—ads in neighborhood newspapers, in-store displays, direct mail, mass distribution of record catalogs—which enabled him in two years time to push 45 r.p.m. records to a point where they now account for more than 75 per cent of his total record sales.

The store's current EP merchandising program is of an in-store, educational nature, Miss McFadden explained, and is designed to acquaint customers with the advantages of the new records as quickly as possible.

The program begins with a prominent display of RCA Victor's EP record rack which is kept up-to-date with a file copy of each EP disk issued by the company. This display serves to attract the customer's attention, and Miss McFadden or one of her three sales assistants, takes it from there with an explanation of EP's price, technical, and music selection advantages, and a demonstration of the records, she said.

"Our objective is to acquaint our customers with the new records and their advantages as quickly as possible to assure a smooth transition to the new disks," Miss McFadden explained. "We find our customers responsive to this educational approach. They are interested in new record developments, have a surprising amount of technical knowledge, and are eager to try new records out at home. Today's customer is not content with knowing only that EP plays up to eight minutes. He wants to know how and why, and appreciates having his intelligence respected."

Indicative of customer response to this educational approach, she said, the store's most recent classical record order was in the ratio of ten EP's to one 33 $\frac{1}{3}$ r.p.m. disk.

During this period of transition, Mr. Wolfson said, Ryall's will solve its record-stocking problem by exercising tight control over inventory.

"We are convinced that our customers, given their choice of the same selection and the same artist on the various records, will select EP because of its im-

(Continued on page 52)

Jockeys and Operators Mull EP Utilization

More progressive disk jockeys and juke box operators have already begun to consider whether they may adapt the RCA Victor Extended Play records to their own activities. It is, however, far too early to tell whether such adaptation will be possible, or if so, to what degree such adaptation will take place.

Among the earliest ideas being considered are these: A number of smaller radio stations with limited manpower available for putting together recorded music programs are using the four selection EP packages as ready made fifteen minute shows. Programming here, of course, has been created by artist and repertoire experts and always, naturally, have a single theme or feature a single artist. Thus, a quite perfect Eddie Fisher 15 minute segment is available ready-made in the "I'm in the Mood for Love" eight selection EP package, featuring a group of standard love songs. This may be used either as a 15 minute or half hour Eddie Fisher program.

Similarly the various mood EP packages now available make ideal mood program fare for disk jockeys. For example there is "Music for Dining" and "Music for Reading" and "Music for Relaxation" by the Melachro Strings. Both eight selection packages, adaptable to 15 minute or half hour segments. In this same vein there are three "Music for Romance" EP packages of eight selections each. Two of these are by Hugo Winterhalter, and the third by Henri Rene. Both these genres, of course, are RCA Victor artist

and repertoire staffers, who have showed their great skill on innumerable single sides and previous albums.

Three other EP packages offer equally intriguing program material to disk jockeys. These are the "Around the World in Music" sets, one on Italy, another on Spain, and a third on Germany.

The idea most frequently kicked around by juke box operators in connection with EP disks is one which, up to the present at least, has never received too warm a reception among the music machine fraternity. This would be the obvious notion of giving the juke box customer a real bargain for his nickel. Two tunes by a top artist, instead of the customary one. Whether any appreciable number of operators may, in the immediate or near future, decide that one or two bargain offers on their machines makes good business sense is a moot question. There is no doubt that in recent years juke box operators have given more attention to programming their machines than ever in the history of the industry. With the trend toward multi-selection boxes (Rock-Ola recently introduced a 120 selection box, following 100 and up selection boxes by Seeburg and Wurlitzer) it is a certainty that alert operators must continue to explore every programming possibility and twist. In this atmosphere it is conceivable that some operators may find a place for the two-selection on a single side EP. All this, however, remains to be seen.

6 in 1 Spells Kid Fun & Dealer \$\$\$

Possibly more than any other phase of the record business, children's records have required merchandising plusses over and above what's in the grooves. And in its new six in one line of kidisks RCA Victor apparently has built in just about every kind of a plus known to mankind. The six in one tag line, itself, explains that with these \$1 (retail price) packages (65 cents to the dealer) a solid half dozen ways for the moppets to enjoy themselves are incorporated in this new line.

(1) The records themselves are all expertly written and produced, and built around characters and ideas who are long-time friends of millions of children. Thus such movie and comic book favorites as Mickey Mouse, Donald Duck, Pluto and Goofy are featured in the six in one line. And such TV pals of the youngsters as Kukla, Fran and Ollie, and Captain Video are in the package. Plus long-time toppers in kiddie literature as Hansel and Gretel, Aladdin and Robin Hood, and Little Nipper himself. (See accompanying chart for full list of titles.)

(2) Each album contains a complete, illustrated story, heavy on colorful pictures of the events, which transpire on the disks.

(3) Each six in one package has outlined figures of the story

book characters, which the kiddies may color with crayons or paints.

(4) Die-cut figures of the characters and a stage, which the children may punch out, are another merchandising plus.

(5) And instructions as to how the children may put on their own puppet show with these punch-outs are included to give the moppets another little "funthing" to do while listening to the records.

(6) Then six in one customers may join the Little Nipper Club, get membership cards, the club paper and other lodge accoutrements which hold such fascination for the small ones.

It can readily be seen that in the six in one line, RCA Victor has simply latched onto just about every known and tried and proven merchandising gimmick ever featured by the cereal makers or bakers, or sold by the children's toy producers.

The six in one line, at present consists of 12 albums, which are available on either 78 r.p.m. (two records per album) or 45 r.p.m. (one record per set). Playing time on both is identical. The six in one, of course, is merely the spearhead of the RCA Victor children's line for fall-winter, 1952. The many outstanding children's albums and singles in the long-established regular line continue to be available.

COMPLETE LIST OF RCA Victor Extended Play "45" Popular Single Records

NOW SHIPPING

Table listing RCA Victor Extended Play '45' records, including titles like 'WALTZES YOU SAVED FOR ME', 'ARTIE SHAW', 'GUNNY WILSON', etc., with artist names and record numbers.

(Continued on page 31)

COMPLETE LIST OF RCA Victor Extended Play "45" Popular 2-Record Packages

(Note: Country and Western, Latin-American and Other Classifications Included Here)

SHIPPING NOW AND THRU OCTOBER

Table listing RCA Victor Extended Play '45' 2-record packages, including titles like 'TANGOS', 'RUMBAS', 'FILMIE SONGS', etc., with artist names and record numbers.

(Continued on page 32)

COMPLETE LIST OF RCA Victor Extended Play "45" Classical Single Records

Table listing RCA Victor Extended Play '45' Classical single records, including titles like 'FINLANDIA', 'MARCHE SLAVE', 'LIGHT CAVALRY OVERTURE', etc., with conductor names and record numbers.

(Continued on page 33)

Extended Play—the Evolutionary Heart of RCA's New Disk Program

Extended Play, or EP records, as RCA Victor is working to popularize them, actually represent the heart of the company's 1952 fall program. EP's are actually an extension of the record industry evolution, which started with the introduction of the new speeds in '48-'49. They are, furthermore, RCA's all-out attempt to regain a vast portion of the record market, which may have been priced out of the picture in recent years, and lost sight of to a considerable degree during the hectic days of the introduction of the new speed records, and the years which followed.

For example, RCA's own statistics show that prior to the introduction of the new speed record about 65 per cent of all Red Seal (RCA Victor classical) record business was done on single records. Since the introduction of the new speeds about 65 per cent of the business has been done in albums, and LP records. This led the company to the conclusion that a tremendous amount of volume was possibly being missed by record dealers. Volume represented by the classical record buyer who could afford to spend \$1.50 per record for the special selection he desired, but either could not afford, or didn't care to spend two and three times the amount for more extensive works, only a portion of which he really wished to own.

The solution developed was the EP classical record. For an EP record, as most traders know, is simply a standardized, 7-inch, 45 r.p.m. disk, each side of which up to eight minutes of music may be played. Thus on two sides of RCA Victor EP record, WEP-32, the buyer finds Debussy's "Clair de Lune," Liszt's "Liebestraum, No. 3," and the "Polonaise in A Flat," Opus 53, No. 6," by Chopin, performed by Jose Iturbi. Sixteen minutes of pre-selected, sales-proven Iturbi classical hits.

That the company's re-orientation in connection with the EP Classical singles may be dead right is certainly indicated by earliest sales figures on these records. In the one month period between September 10 and October 10, the 50 records in the EP Classical single line (see complete list) have sold slightly over 450,000 records. This figure represents factory shipments to distributors, who, of course, ordered on the basis of dealer demand. It is too early to report reaction to this substantial initial order from dealers indicates that the majority of retailers believe that RCA's idea

of revitalizing the classical singles market is a sound one.

While almost all of the fifty records in the EP Classical singles line are selling "neck and neck" the top ten sellers in the line to date, on the order basis outlined above, are:

- (1) Encores by Jose Iturbi.
(2) "Jalousie" and other favorites by the Boston Pops Symphony Orchestra with Arthur Fiedler conducting.
(3) Marche Slav, Op. 31 by the Boston Pops.
(4) Grand Canyon Suite and two other selections by Arturo Toscanini and the NBC Symphony Orchestra.
(5) The Magic Flute and The Barber of Seville Overtures by Toscanini.
(6) Selections from the Nutcracker Suite with Stokowski conducting.
(7) Bomberg Melodies.
(8) "FPC" Favorites by The First Piano Quartet.
(9) Robert Shaw Chorale in 4 Great Choruses.
(10) Selections from Porgy and Bess with Rise Stevens and Robert Merrill.

(Individual selections on above records may be found in accompanying complete list.)

The popular EP packages, of course, are designed to solve yet another current marketing problem. Here there is no question of the single record sale. The 89-cent (retail) popular 45 r.p.m. record, with a single selection on each side, has steadily increased in sales and popularity. Here the question was simply whether a great many more persons, particularly younger people with limited allowances and budgets for such luxury items as records, wouldn't be inclined to buy popular albums. If such albums were lowered in price, EP offers an ideal opportunity to test this theory. With two selections on each side of a single record, the customer, of course, gets the equivalent of a two record album, when he purchases the single-record popular EP 45. And he gets it for \$1.40, a considerable saving over what he was required to pay for the standard 45 r.p.m. two-record album.

Similarly, for \$2.80 in the two-record popular EP package, the young customer gets eight selections, or the equivalent of the four-record, standard 45 r.p.m. album. And again at a tremendous saving.

Shipments on popular EP's, either the single record (four selection) package, or the two-record (eight selection) package have not yet been made in sufficient quantity to enable The Billboard to make even an early sales report to readers. Obviously much of the success of the popular EP line will depend upon the ability of RCA Victor's popular artist and repertoire department to produce col-

lections of tunes by artists which will meet with popular demand. The new Eddie Fisher album on a two-record EP, called "I'm in the Mood for Love," and containing that song, along with "That Old Feeling," "I've Got You Under My Skin" and five other standards has gone over 15,000 in the few weeks it has been in release. (It must be remembered, that in addition to the popular EP's listed as catalog items, in the accompanying charts, all new RCA Victor popular albums are being released on EP.)

When the new RCA Victor line was originally announced several weeks ago, there was some dealer resistance and reaction to the effect that duplication of many items presently in the catalogs, and indeed, in stock on dealers' shelves would lead to substantial inventory losses. In the short time since the line has been introduced, this initial resistance seems to have disappeared to a substantial extent. Most dealers, it seems, have found that the additional 2 per cent discount RCA is giving them on all merchandise (whatever speed or type) purchased for the 90 days after the introduction of the new line, leaves them with no inventory loss at all, or an insignificantly small loss, if any.

It cannot be denied that the introduction of EP, as did the original introduction of both the new speed records, creates new inventory and stock control problems for the dealer. The best solution of this problem necessarily lies in the hands of each individual dealer himself. It calls for closer stock control, more up-to-the-minute and accurate stock control and inventory records than ever before. It calls for the wisest kind of initial purchasing of the new EP records, purchasing with a full knowledge and understanding of your own customers, their needs and buying habits. These new "problems" are, in fact, part of the price the dealer must pay to expand his market, improve his own business. In short, these problems represent the dealer's share of the investment in evolutionary development and handling of these problems, the dealer will be able to keep his own dislocations resulting from the evolution, at a minimum. By learning all he may, and training his sales personnel to learn everything possible, about the new EP records, the dealer not only minimizes his own degree of dislocation, but makes a substantial contribution toward the general health and progress of the industry of which he is a part.

EP does, in fact, give the customer more music for less money. If the dealer intelligently and aggressively sells that simple truth, he will make more money.

Typical High-Powered Advertising And Promotion Mark New Program

It is generally recognized in the record industry that probably no other company but RCA Victor could have successfully carried forward the battle to establish the 45 r.p.m. speed record and the player, in the early days of 1949 when dealer, consumer, and even some RCA distributor resistance to a third speed was at its peak. Responsible for this successful job, to a large degree, was the extensive RCA Victor advertising and promotion campaign which was put behind the 45. Whatever the nature of his product, whatever new line it introduces, RCA Victor has been known down through the years as one of the nation's most aggressive advertisers.

Given such additional evolutionary projects as the Extended Play disk, and such a task of expanding a market as is represented in the Bluebird Classics (not to mention the other items in the line), the RCA Victor advertising and promotion campaign behind the 1952 Fall-Win-

ter program is in the great RCA tradition. Two major television shows, the RCA Victor show starring Dennis Day, and Burr Fildstrom's Kukla, Fran and Ollie show spearheaded the drive to establish EP, the Bluebird Classics and companion items. This TV promotion is rounded out with a flock of radio shows, headed by the National Broadcasting Company network program starring Phil Harris and Alice Faye, and supported by at least seven separate radio shows carried by up to 230 local stations each. These are slanted to sell specific types of recordings in the line. "The Stars Review the Hits," for example, sells pop merchandise, while "Favorites of the Famous" and "The New Album Review" and "Music You Want" stress classical merchandise, and a show carried by 201 stations, "Storytime" pushes 6 in 1 and other items in the company's kidisk line.

Traders have already seen the Life Magazine double page spread on EP in September, and

the full page in the October issue of this same publication. Time, the Saturday Review of Literature and many other top-level magazines carry the RCA Victor message on regular schedule.

One of the most substantial co-op newspaper campaigns in the industry bulwarks the selling drive at kick-off, and throughout the season, and a multitude of point-of-sale material is made available. There are several types of floor merchandisers for the various kind of merchandise. A "Revolver," which lists at \$49.95, for example, is free to dealers who purchase \$750 worth of EP records. Similarly a Bluebird floor merchandiser goes free to dealers who stock \$180 worth of the new low-priced LP records. Counter supplements, window streamers, window displays and all the other standard promotional items are also available in fresh new form to help establish and sell the records in this new line.

'Magic' Bluebird Label May Prove Longhair Star-Maker

Record veterans remember the old Bluebird label with deep affect as that on which such great bands as Glenn Miller, Artie Shaw, Benny Goodman, Tommy Dorsey and other orksters who reigned in dance band music's heyday, were developed. It is often overlooked that as recently as 1919 when RCA Victor briefly and temporarily revived Bluebird as a 48-cent pop label, it again proved the cradle for two of today's most popular and (for dealers) most profitable recording names. These are, of course, Eddie Fisher and Ralph Flanagan. Bluebird, it would seem, is somewhat of a magic name.

It may be stretching for a point to further remind readers that one of RCA Victor's all-time biggest selling classical single records on Red Seal, was Jan Peerce's "Bluebird of Happiness." But for those who are partial to omens all these signs, clear out of left field or otherwise, may augur well for RCA Victor's new utilization of the old Bluebird name.

And whether you believe in omens or not, the thinking behind the introduction of Bluebird Classics is a further projection of the evolution and expansion philosophy behind the entire RCA Victor 1952 Fall-Winter Program. Recent research has indicated that there is an ever-growing and already vast market for popular priced classical records. The Wall Street Journal in a report, for example, indicated that last year Americans spent five million dollars more to attend performances of so-called serious music than they spend to attend all professional baseball games.

Score: Classical music, \$45,000,000—Baseball, \$40,000,000. Several smaller record companies have been running successful business by supplying this developing mass market with classical records for some time. So RCA Victor decided to present, for this huge market, a new-priced classical disk. Bluebird Classics on 12-inch single long playing records, or their 45 r.p.m. equivalents, carry a suggested sale price to the dealer of \$1.92, and a list to the consumer of \$2.95.

Repertoire, and to a great extent, artists in this field, have been of rather uncertain quality. RCA Victor, on its Bluebird Classic, will present some of the finest classical artists on the stage today, in time and sales-tested repertoire. Orchestrally, for example, the Robin Hood Dell aggregation of Philadelphia under the directorship of Erich Leinsdorf, will do Franck's Symphony in D Minor and Brahms' Symphony No. 1 in C Minor, Opus 68. The Halle Orchestra with Sir John Barbirolli conducting, and the Vienna Philharmonic Orchestra with Karl Böhm directing will offer respectively (on a single Bluebird Classic) Beethoven's Symphony No. 5 in C Minor, Opus 67 and Mozart's Symphony No. 41 in C.

Such instrumental artists as Ida Haendel, violinist and Ania Dorfmann and Byron Janis, pianists will also be included in the Bluebird Classics repertoire. It will be noted that while these are concert artists who have received wide and enthusiastic critical acclaim, they are not, yet, by popular standards, the top names in their fields. Here

again the soundest kind of logic determined the move. Prior to the decision to produce these Bluebird Classics at a retail list of \$2.95, Ania Dorfmann, for example, was in direct competition on the same label, with such top name classical performers as Arthur Rubinstein and Vladimir Horowitz. Now, the classical record buyer who insists on having the works of his selection performed by these top names, pays a higher price for such recordings. And the music lover who is interested in a first rate, artistic performance of a given work (without the super-name value) may purchase same for \$2.95.

It is worth mentioning that if the Bluebird Classics line achieves the mass market success RCA Victor predicts for it, a number of important, yet relatively lesser known artists, such as Miss Dorfmann and Byron Janis will for the first time be able to present their talents to audiences so vast, that no amount of concertizing could achieve the same degree of popularization for them. There is, in fact, a possibility that the Bluebird Classic may yet prove for classical performers, the same star-making factor that the Bluebird pop label proved to be for the Glenn Millers and the Eddie Fishers. This would be an unusually interesting, and happy show business development.

The first Bluebird Classics do not ship until November, so obviously there is no initial sales reaction to be reported. Dealers queried, however, indicate great enthusiasm for the old Bluebird label as the banner for a low-priced classical line.

LIST OF RCA Victor Standards "Best Buys"

SHIPPING THRU OCTOBER

Popular Collectors' Items

	3 1/2" P.P.M.	45 R.P.M.
GLENN MILLER CONCERT—Vol. III . . . Glenn Miller	EPBT 3061	LPT 3061
Dipper Mouth Blues, April in Paris, Rusty Gate, Piano Concerto, Somn, Sleepy Lagoon, Introduction to a Waltz, Intermezzo		
THIS IS GLENN MILLER AND HIS ORCHESTRA		
Glenn Miller	EPBT 3061	LPT 3061
Johnson Rag, My Isle of Golden Dreams, Anvil Chorus, Beautiful Ohio, Pavane, Danny Boy, Adios		
THIS IS ARTIE SHAW AND HIS ORCHESTRA	EPBT 3062	LPT 3062
Artie Shaw		
September Song, Copenhagen, Villa, Lover Come Back to Me, Back Bay Shuffle, Easy to Love, Non-Stop Flight, Soon		
THIS IS BENNY GOODMAN AND HIS QUARTET	EPBT 3064	LPT 3064
Benny Goodman		
Whispering, The Man I Love, Opus One-Half, Sweet Georgia Brown, Dinah, Sweet Sue, Runtin' Wild, Smiles		
THIS IS TOMMY DORSEY AND HIS ORCHESTRA	EPBT 3065	LPT 3065
Tommy Dorsey		
Stiffed, Cuddle Haines, Pied Piper,		
THIS LOVE OF MINE, WITHOUT A SONG, FOR YOU, EMBRACABLE YOU, WHAT IS THIS THING CALLED LOVE, WILL YOU STILL BE MINE, SWEET LITTLE CUTE, OH, LOOK AT ME NOW		
THIS IS OSCAR PETERSON	EPBT 3066	LPT 3066
Oscar Peterson		
Sweet Georgia Brown, China Boy, Humoresque, Poon Butterly, Mooradipet, The Shik of Arab, I Got Rhythm, My Blue Heaven		
THIS IS ARTIE SHAW AND HIS GRAMERCY FIVE	EPBT 3013	LPT 3013
Artie Shaw		
Cross Your Heart, Grabow Grapple, Sad Sack, Blues, My Blue Heaven, When the Quail Comes Back to San Quentin, Doctor Livingston, I Presume, Scuttlebutt, Keepin' Myself to You		
THIS IS RAY NUBLEE	EPBT 3015	LPT 3015
Ray Nublee		
The Very Thought of You, Blue Tangle, Time on My Hands, Sailors on the Robert E. Lee, Love Is the Sweetest Thing, Tiger Rag, Lyone in the Hat, Goodnight, Sweetheart		
THIS IS HAL KEMP	EPBT 3016	LPT 3016
Hal Kemp		
Clotta Date, Wash and Wipe, Whoppers in the Hat, Foggy Day in London Town, You've Got Me Crying Again, Remember Me, Love for Sale, I Don't Know What Time It Was, Lamplight		
THIS IS DUKE ELLINGTON	EPBT 3017	LPT 3017
Duke Ellington		
De Motown Titi You Meet from Mr. Bojangles, Jack the Bear, Harlem Air Shaft, Warm Valley, Choo, Ko-Ko, Across the Track, Blue		

(Continued on page 54)

PARTIAL LIST OF RCA Victor Bluebird Classics

These records will ship during November. Some 14 other items for the low-priced Bluebird classical line are now in preparation. Others will be added to the catalog on a regular basis in the future.

SYMPHONY IN D MINOR (Franck)	Robie Hood (Hil) Drebrera of Philadelphia; Erich Leinsdorf, Conductor.	WBC 1001	LBC 1001
SYMPHONY NO. 3 IN B MINOR, Op. 61 ("PATHETIQUE") (Tchaikovsky)	Philharmonia Orchestra, Nicolai Malko, Conductor.	WBC 1002	LBC 1002
CONCERTO IN D, Op. 61 (Beethoven)	Ida Haendel, Violinist; Philharmonia Orchestra, Robert Irving, Conductor.	WBC 1003	LBC 1003
SYMPHONY NO. 1 IN C MINOR, Op. 68 (Beethoven)	Robie Hood (Hil) Drebrera of Philadelphia; Erich Leinsdorf, Conductor.	WBC 1004	LBC 1004
CAPRICCIO ITALIEN (Tchaikovsky), 1812 OVERTURE (Tchaikovsky)	Nicolai Malko, Conductor; Philharmonia Orchestra.	WBC 1014	LBC 1014
PETER AND THE WOLF (Prokofiev), NUTCRACKER SUITE (Tchaikovsky)	Wilfred Peckie, Narrator; Philharmonia Orchestra.	WBC 1015	LBC 1015
LEOPOLD MALKO, Conductor.			
THE LAKE BAILEY, Op. 29 (Tchaikovsky), FAUST BAILEY MUSIC	Boya Opera House Orchestra, Covent Garden, Hago Rignold, Conductor; Paris Opera Orchestra.	WBC 1016	LBC 1016
PEER GYNT SUITES 1 AND 2 (Grieg), DER ROSENKAVALLER SUITE (Grieg)	The Halle Orchestra, Sir John Barbirolli, Conductor; London Symphony Orchestra, Robert Irving, Conductor.	WBC 1017	LBC 1017
SYMPHONY NO. 3 IN C MINOR, Op. 67 (Beethoven); SYMPHONY NO. 21 ("CLIPPER") IN C, B. 551 (Mozart)	The Halle Orchestra, Sir John Barbirolli, Conductor; Vienna Philharmonic Orchestra, Karl Böhm.	WBC 1018	LBC 1018
SONATA NO. 14 IN C SHARP MINOR, Op. 27, No. 2 ("MOONLIGHT") (Beethoven); SONATA NO. 8 IN C MINOR, Op. 13 ("PATHETIQUE") (Beethoven)	Ania Dorfmann, Pianist.	WBC 1019	LBC 1019
THE DANUBE AND OTHER WALTZES, SELECTIONS FROM CHOPIN AND LISZT	Byron Janis, Pianist.	WBC 1020	LBC 1020

TWELVE INITIAL ALBUMS IN RCA 6 in 1 Children's Line

TRICK OR TREAT	With the original voice of Donald Duck's Magic composed by Norman Leyden.	WY 2000	VY 2000
WALT DISNEY'S MICKEY MOUSE'S CANDY MINE	With the original voice of Mickey Mouse and Goofy; Music composed by Norman Leyden.	WY 2001	VY 2001
WALT DISNEY'S THE WHATEVERS AND THE WHIZZIS	With the original voice of Mickey Mouse and Pluto; Music composed by Norman Leyden.	WY 2002	VY 2002
RUBB BILBATRON'S KUKLA, FRAN AND OLLIE AND THE WISHING WELLS	With Frank Allison; Music composed and conducted by Jack Faciniano.	WY 2003	VY 2003
RUBB BILBATRON'S KUKLA, FRAN AND OLLIE AT THE FAIR	With Frank Allison; Music composed and conducted by Jack Faciniano.	WY 2004	VY 2004
ROBIN HOOD	As told by John Ray; Music composed and conducted by Norman Leyden.	WY 2005	VY 2005
ALADDIN	As told by Ed Herlihy; Music composed and conducted by Norman Leyden.	WY 2006	VY 2006
HANSEL AND GRETEL	As told and sung by Jane Pickens; Music and songs from the original Hansel-and-Gretel opera adapted and conducted by Norman Leyden.	WY 2007	VY 2007
CAPTAIN VIDEO AND THE RANGERS	With the original "Captain Video" of the TV show.	WY 2008	VY 2008
CAPTAIN VIDEO AND THE CAPTIVES OF SATURN	With Al Hodge; the original "Captain Video" of the TV show.	WY 2009	VY 2009
LITTLE NIPPER FIVE CENTS	With Frank Allison as Nipper; Music composed and conducted by Norman Leyden.	WY 2010	VY 2010
LITTLE NIPPER AND THE RAILROAD TRAIN	With Frank Allison as Nipper; Music composed and conducted by Norman Leyden.	WY 2011	VY 2011

New Instruments—Lifeblood of Healthy, Hearty Record Industry

The record industry is fortunate in that one of its major producers, RCA Victor, is also a leading manufacturer of phonographs and radio-phonographs, and TV-radio-phonograph combinations. For it is rather obvious that in every time a new phonograph as such, or as part of a combination is sold a new, or revitalized record customer is created. The music publishing business, for example, would no doubt have experienced a far less elastic and steady drop-off in sheet music sales, if one of the leading publishers had a voice in the manufacture and distribution of pianos down thru these years.

Plain common sense would dictate that RCA Victor, in which the interests and welfare of the record wing of its business, were not taken into consideration, and vice versa. And RCA's planning regarding instruments naturally enough, determines to some extent the new lines introduced by other instrument manufacturers. Thus

when the 45 r.p.m. records were originally introduced by RCA Victor in 1949, this company alone produced and merchandised the thousands of players which had to get into the hands of consumers if the new speed record was to become an industry factor.

As RCA made more and more progress, at considerable initial investment, other manufacturers gradually incorporated 45 r.p.m. playing facilities in their equipment.

The sales figures on phonographs for the years 1949 and 1950 show some interesting trends regarding new speed record sales and the potential for such sales in the future. In '49, the first full year of the new speed, 28 per cent of all phonographs produced were 78 r.p.m. only players. 15 per cent were players which would play all three speeds; 20 per cent were players which would take 45 r.p.m. records only; 20 per cent were players which would spin 33 1/3 r.p.m. records only and 17 per cent were players which

would play 45 r.p.m. and 33 1/3 r.p.m. records only.

In that year, of course, RCA Victor virtually single-handedly reproduced and marketed the 45 r.p.m. only players and attachments that the sale of these players reached the substantial figure of 20 per cent is a tribute to the company's courage in undertaking daring and costly merchandise maneuvers, such as the plan whereby a customer get \$6 worth of records free with every 45 r.p.m. player he purchased. This sale actually represented a net loss to RCA Victor, yet the company continues, he bonus offer to this day, tho it is at present on a "limited time only" basis.

By the end of 1950 the RCA Victor introduced 45 r.p.m. speed had made tremendous progress. In that year 35 per cent of all phonographs and/or attachments sold were 45 r.p.m. only players; 30 per cent of all players featured all three speeds, so that just short of 75 per cent of all the new players sold in that

(Continued on page 54)

'Best Buys' Are Great Standards Which Constitute Biz's Backbone

However evolutionary any element of a merchandising program may be, however vast a potential new market it may be directed toward, the backbone of a record business, whether on the manufacturing, distributor or dealer level is largely the standard catalog. Those recordings of musical works which the public has taken to its heart down thru the years, performed by artists who have carved their own individual niches in music's hall of fame.

A record company catalog may never be stagnant, for stagnancy leads to decay. RCA Victor has been particularly fortunate in building, over the years, classical and popular catalogs, which even the company's

competitors concede to be outstanding. And September, October and November classical and popular releases of what may safely be termed great standards seem to add new items of vast value to RCA's great catalog.

The accompanying charts of Red Seal and Popular albums scheduled to ship in November, and of Popular Collectors' Items which are shipping this month indicate the quality of these latest additions to what RCA Victor terms its "best buys." In the popular field, it will be noted, there are such classic additions as two Glenn Miller albums, an Artie Shaw, a couple of Tommy Dorseys. And in the Red Seal troupe there are new Toscanini

Landowskas, Robert Shaws, and a Heifetz.

What these items may mean to dealers is amply demonstrated by early sales reports on the Toscanini interpretation of Beethoven's Ninth, which went on the market not too many weeks ago. On the first go-around distributors ordered 28,000 of this album, a solid figure for an expensive classical package, and here is reason to believe that recorders for the item will carry it up into the list of all-time best sellers.

These, indeed, are the items which mean bread and butter to the dealer, while he tests the newer products in a line. These are the items smart dealers keep in stock for steady turnover.



How to play records for money

*Strategy hints for winning a bigger "take,"
compiled from some of the most successful dealers
in the game . . . plus 4 new sure-fire plays
from RCA Victor*

Every now and then it pays to take a good, long look at some of the rules which top-profit record dealers have worked out for themselves.

One record dealer, who makes a habit of it, says success is easy once you get used to it. As he puts it: "Success leads to success. It snowballs. You find aggressive buying and selling works for you once, so you try it on something else. Soon it spreads across your whole operation and you find you've made a *habit* of success."

The following pages give only a few of the pointers which almost any experienced dealer would prepare for himself. But right now, coming near the peak season and at a time of exceptional new opportunities, they may be useful and lead to dollars.

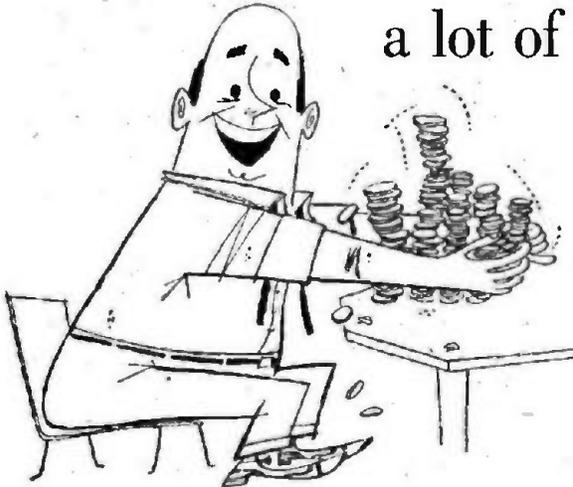
*Make yourself comfortable.
This goes on
for 22 pages.*



RCA VICTOR
... FIRST IN RECORDED MUSIC



...and don't think there isn't a lot of money in the game!



Music is big business and getting bigger all the time. If the people in your neighborhood aren't coming to you with a good slice of their paychecks, you can roll up your sleeves and start digging for more because, believe it or not, records are a gold mine.



More than baseball

Did you know there's more money spent for records than for all the airline tickets sold in America? . . . more for records than all the box-office take of the legitimate theaters, operas and concerts in America?

Did you know the record business last year was twice as big as the gate for professional football, baseball, hockey and race tracks combined?



...more than football

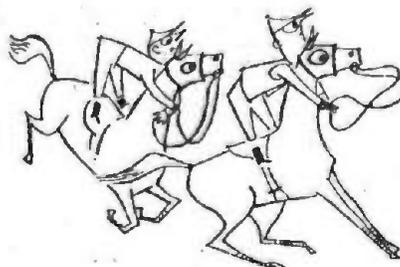
And all the time, your opportunities are growing: your town is growing, phonograph sales are growing, people's appetite for music is growing.

Sensational new RCA Victor developments—new performances, new products, new values—offer the biggest money-making potential record dealers have had in years.

You don't have to dig far . . . for record profits!



...plus hockey and horse racing

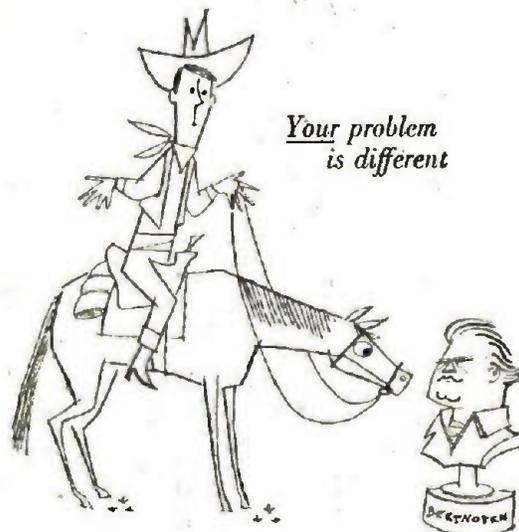


all put together!

Four sure rules for winning

1 Carry a balanced inventory

There are six distinct record markets . . . for pops, classics, children, country and western, rhythm and blues, and international. You have to decide how important each is in your neighborhood and balance your inventory accordingly. Every dealer's problem is different and only you can decide how to invest your inventory in line with the percentage of sales you expect from each category. Most dealers cover the first three, while catching extra money from big popular hits in the others.



2 Play the pop hits hard

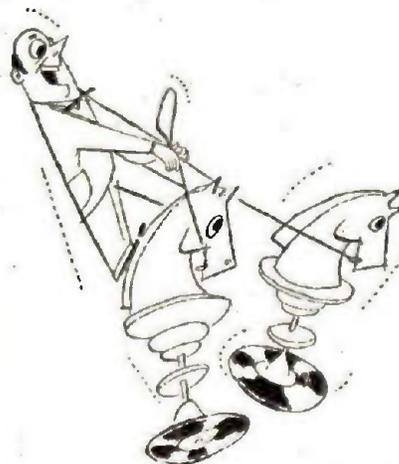
The merchandising of hits is the most profitable and most important single job in the record business. Here's where you have it easy — pushing downhill. Every promotion at your command — windows, advertising, etc. — means tremendous extra volume. Figures show fantastic difference between stores of equal potential: one will think 5 boxes are plenty; another goes 50 or 100. Remember, 90% of sales are the hit version of a top tune. Buy only the big sellers.

3 Use new releases to build traffic

New releases are the sales vitamin—to stimulate salespeople to sell, and customers to buy. In ads, in windows, inside your store, something new is the stopper. Keep a steady flow of the best new releases and spread the news every way you can . . . for a vigorous, growing business.

4 Ride "war horses" for sure money

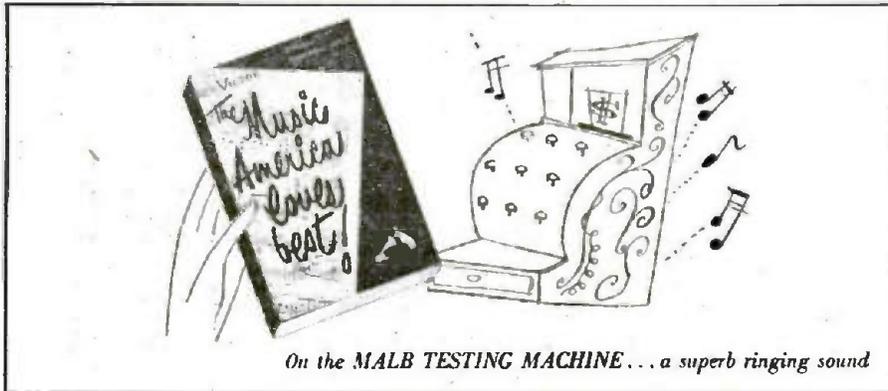
Some recordings have no date. They sell and sell, year after year. Cinderella, Jalousie, Glenn Miller albums will sell next year just like today. Work up your best basic stock of standards with your distributor salesman, and never let them run out. They earn meat and potatoes.



RCA VICTOR
FIRST IN RECORDING MUSIC



Keep these 2 "rent payers" working



On the MALB TESTING MACHINE . . . a superb ringing sound

THE MUSIC AMERICA LOVES BEST . . . proven by the finest testing device ever invented: the nation's cash registers. MALB marks a great forward step in record merchandising—to reduce and simplify inventory . . . to concentrate profits.

"THE 101 BEST SELLERS"—sellers so sure that RCA Victor guarantees sales with a 100% exchange privilege. You can keep supplied well ahead, without risk, and never be out of stock. Sure, steady items you can count on for rent money.

No dealer can maintain an all-inclusive stock. From the thousands of records available, a careful selection would take weeks. The MALB catalog gave the first intelligent answer to this merchandising problem—an RCA Victor "first." Your MALB catalog gives you an inventory of the 1500 *proven* best sellers of *all* the records RCA Victor has made . . . a well-rounded music library and a sound basic stock most dealers can afford to carry 100%—*made up entirely of winners*. And the best of these are the "101 Best Sellers"—another RCA Victor "first." Such sure sellers that RCA Victor gives *100% exchange privilege* to all dealers carrying this complete list at all times. A backbone of inventory you can *stock in depth* without risk!

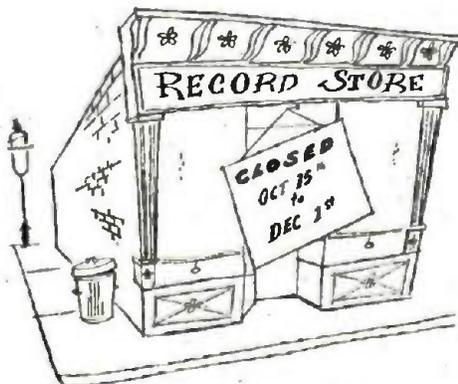
Why it pays to keep score

How many and when to buy are just as important as *what* to buy. Together they create smooth selling, with that comfortable feeling

of having the right amount of the right merchandise at the right time.

Buying from well-kept scorecards of your stock is a simple, gratifying routine. Buying by guesswork is nerve-racking, leads to nail-biting, disappointed customers and *lost sales*. Do you know how much *lost sales* cost you?

Suppose you're out of stock on Best Sellers for 1, 2, 3 or more days in each re-order cycle, through lack of inventory control. This may easily total 25% of your selling time. With 300 selling days per year, *that means 75 days of lost selling opportunities . . . 75 days your shop might as well be closed up.*



Penalties run high

Penalties run high when you're out of stock on Best Sellers. You not only lose the business; you may lose the customer. If you're out of a stampede hit, the customer goes to another store.

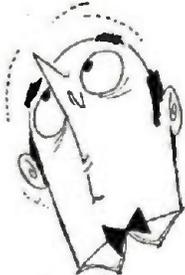
Inventory control can prevent such losses because it shows your *rate of sale . . .* tells you *when* to re-order. The simple Green Stock Envelope System, introduced by RCA Victor, has won by far the widest use through years of good performance. By simply (1) filing to the right, and (2) selling from the right, it indicates when to re-order, *before you're out of stock*. You simply review your rate of sale from time to time as shown on the white tab pasted on the envelope. For albums, most dealers find that an album tally for each clerk and a set of album stock control cards automatically keep a smooth re-order system flowing.

What will work for you is the test of any control system. Yours may be different, but *system*—however it works best for you—*is essential*. More business is lost by not having an automatic "alarm bell" for prompt re-ordering than for any other reason.



The little white card is the secret

If you haven't got it



—get it

If you have it



—get rid of it

It all boils down to maintaining an orderly control system, backed by *aggressive buying and selling . . .* getting the merchandise *in* and *out* of your store with all the punch at your command. Use windows, displays and self-selection units for automatic sales—but your selling device with the greatest potential is the one on 2 legs. First thought, when a customer asks for an item: "*What other items does this suggest?*" If a customer asks for one item, place **FIVE** in his hands. He won't drop them on the floor. Just note, over a period of time, how many of those "FIVE" become sales . . . and how much they add up to! *Phone*, when you see a new item fits certain customers. A good proportion of those calls make sales. *And teen-agers!* Ration their hours in the listening booth, but make them happy—make them want to come in. They bring a big part of their cash to you. They're important customers, with a future!



Love that telephone!



Love those teen-agers!



RCA VICTOR
FIRST IN RECORDED MUSIC



"HIS MASTER'S VOICE" right



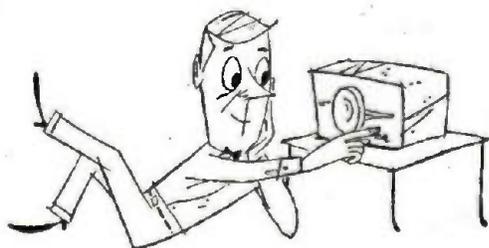
Don't overlook RCA VICTOR "plus" values . . .

Let this part of the label
sell for you, too!

A customer thinks twice before spending \$10 or more for, say, a complete opera recording. When an important sale hangs in the balance, you can often swing it in your favor by using the weight of the RCA Victor name. It's a "plus" value you can bank on.

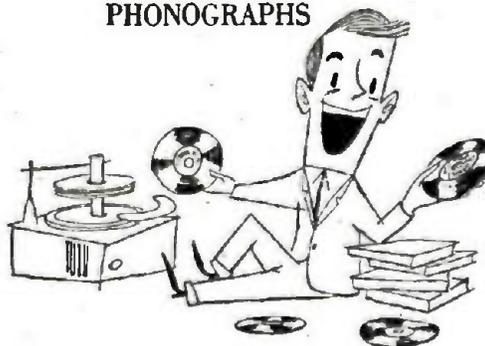


RCA VICTOR
RADIO'S



Over a period of many years, RCA Victor has achieved a unique sort of built-in assurance in your customers' minds

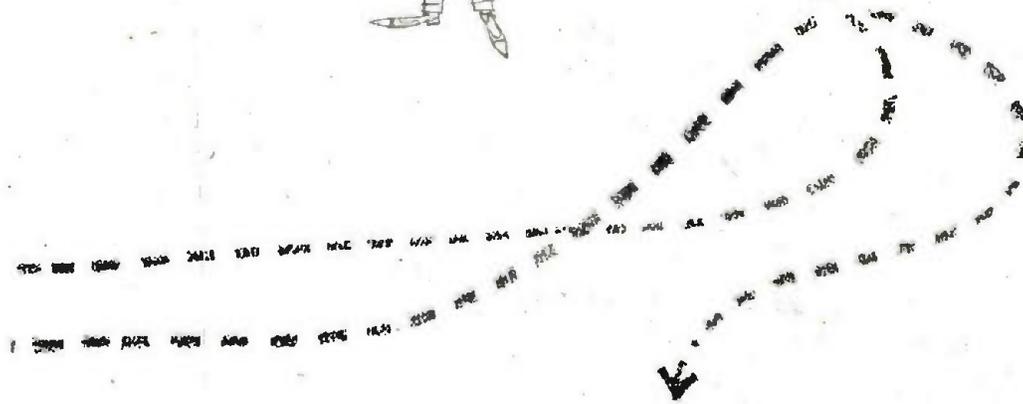
RCA VICTOR
PHONOGRAPHS



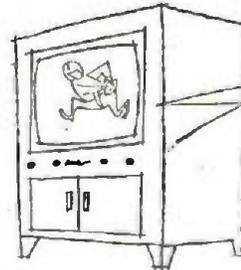
. . . an assurance of satisfaction in any product bearing the number one name in the entire field of home entertainment.



It says "quality" and "leadership" to millions owning



RCA VICTOR TELEVISION



This assurance is one of your tangible, important assets as a merchant . . . a powerful ally which the successful dealer recognizes and relies on to build trust and good will for his own name.



RCA VICTOR FIRST IN RECORDED MUSIC



To get full sales impact
from this
famous label,

remember...



The "TRIPLE DIFFERENCE"

that makes the RCA VICTOR record
a better buy:

Enthusiasm is contagious. If you're sold, your customer will be. And while you cannot personally audition every recording in your store, you can "play the label." When you place an RCA Victor performance in a customer's hands you can be pretty sure you're offering the finest performance available. You can back that assurance by pointing out the "Triple Difference" which sets the RCA Victor performance apart in a class by itself:

1. **THE WORLD'S GREATEST ARTISTS**
Today, as when Caruso first sang into the horn 50 years ago, "the world's greatest artists are on Victor Records."
2. **THE WORLD'S TRUEST SOUND**
RCA Victor, leader in the science of sound, today brings you fullest brilliance of tone, with widest dynamic range.
3. **THE WORLD'S FINEST QUALITY**
Rigid inspections in every step of manufacture, plus a new anti-static compound, assure clear, noise-free surfaces.

Your customers are reading about the "Triple Difference" in current RCA Victor advertising.

"It's in the ads!"





and when you

*"play the label,"
mention this
strong new feature...*

RCA VICTOR'S "New ORTHOPHONIC SOUND"

With this fall's sensational line-up of new RCA Victor masterpieces comes the achievement of the finest reproduced sound ever put on records. If you haven't already done it, sample a side from Toscanini's great new Beethoven's "Ninth Symphony" or Horowitz' "Emperor Concerto" or the complete new "Trovatore." You'll agree you have something every customer should be urged to hear:

1. Complete frequency range—full richness of tone in both the extreme lows and extreme highs.
2. No loss of high frequency response from the outside to the inside of the record—full brilliance from beginning to end.
3. Ideal dynamic range suitable for home listening—life-like and natural, without exaggerated effects.
4. Improved quiet surface, assured by a new anti-static compound and 12 separate audio-visual inspections.



*that "certain label" has pulling power.
Use it!*



RCA VICTOR
FIRST IN RECORDED MUSIC





Now, take a look over your own shoulder at
the **4** big new RCA VICTOR
plays now in full swing

1. Your "Best Buy" program

To help you hit top effectiveness in planning your peak season, RCA Victor has made an early announcement of your "Best Buy" program of all new releases for the rest of the year. A total of 81 albums including the greatest array of new merchandise ever offered by any company—outstanding "stoppers" for every type of customer.

For symphony fans, the most eagerly awaited album in



years: Toscanini's recording of Beethoven's Ninth Symphony. For opera fans: the new, complete "Il Trovatore"—unequaled as a showcase of talent and recording technique. For concerto fans: the greatest of concertos in its greatest performance—Beethoven's "Emperor" Concerto played by Horowitz. For youngsters: two great Disney

... and remember the
**"TRIPLE
DIFFERENCE"**
which makes the
RCA VICTOR record
the best buy!

1. The world's greatest artists
2. The world's finest sound
3. The world's highest quality

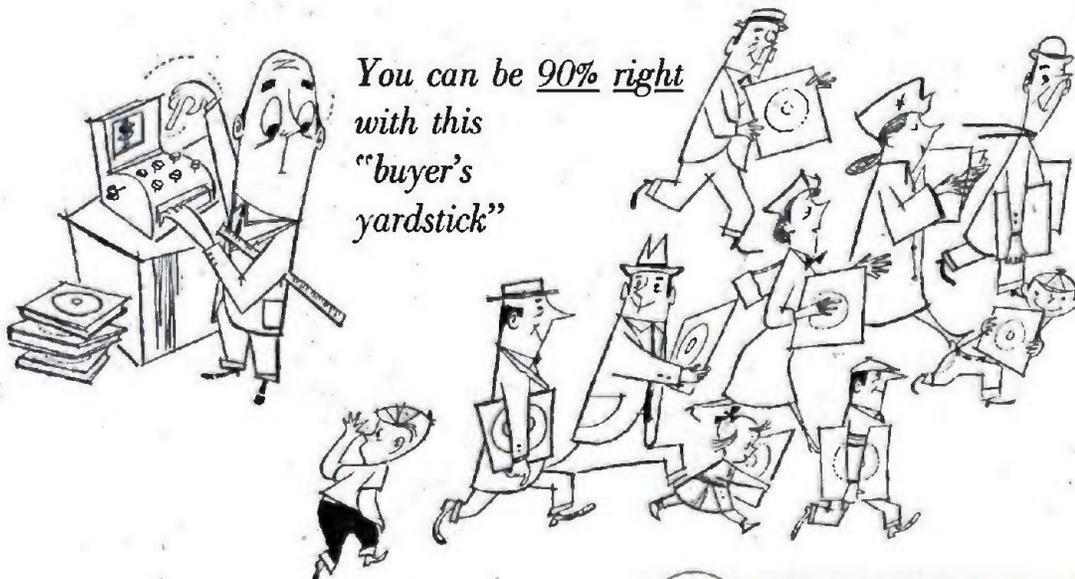


tie-in albums—"Peter Pan" and "Adventures in Melody." For pop fans: a new series of Jazz greats by Ellington, Shaw, Goodnan, Dorsey, etc., plus two never-before-released Glenn Miller albums. And for every mood, a complete matched series of new recordings of Mood Music albums by top orchestras.

With a "buyer's yardstick," you can be 90% right. Everyone knows there's no "rule of thumb" pattern to a recorded hit, but there are salient features common to most hits, and if you know them, you can be right oftener than not:

1. **An Established Classic . . .** The public likes best what it knows best.
2. **A Great Artist . . .** When the right man meets the right master, you've got a masterpiece.
3. **The Right Time . . .** Metropolitan Opera performances, a ballet tour, a Carnegie Hall debut, television, radio, movies, many other sources, contribute to listener response.
4. **Promotion . . .** The number of times the music is heard, what the publisher, recording companies, and others will do to make it heard are essential to its position in the market.

RCA Victor has built its "Best Buy" program on these four major points—the collection of recordings slated for greatest acceptance in the last four months of this year.



You can be 90% right with this "buyer's yardstick"



RCA VICTOR
FIRST IN RECORDED MUSIC



HIS MASTER'S VOICE™

1. They play the record

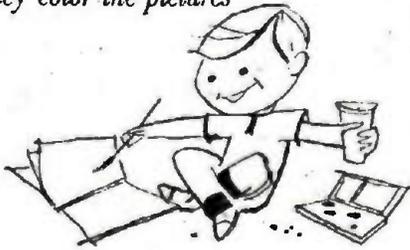


2. They read the story



2. Keep the youngsters happy for hours with the new "6-in-One" Kiddy albums!

3. They color the pictures



To make a fast-growing section of your business bigger than ever, a completely new kind of kiddy album! In addition to the record itself, 5 proven merchandising features:

Cut-outs. A proven success in merchandising cereals and other products to children.

Colorbook . . . in itself a multi-million-dollar industry.

Storybook. Probably the biggest selling of all children's entertainment items.



4. They punch out the puppets

5. They act out a puppet show



Puppets. TV has shown the fascination of puppets for children.

Club membership. A sure-fire attracter for kiddies. Membership in "Little Nipper" Club has snowballed from the start.

Watch one sale lead to another when you introduce this irresistible new Kiddy item—a whale of a buy for a buck!

6. They join the club

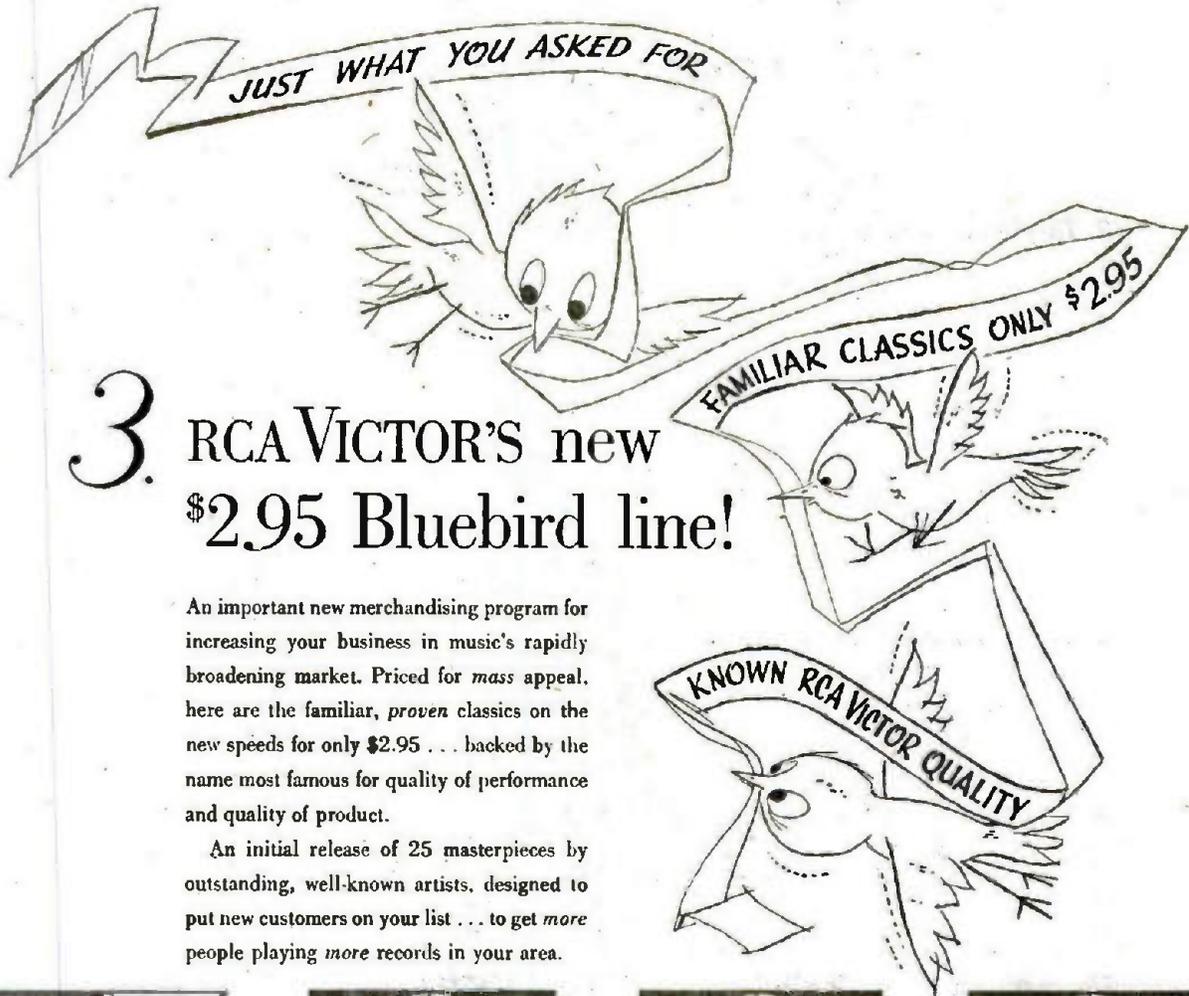
... and all for \$1.00 on "45" and "78"



... and remember the "TRIPLE DIFFERENCE" which makes the RCA VICTOR record the best buy!

- 1. The world's greatest artists
- 2. The world's truest sound
- 3. The world's finest quality





3. RCA VICTOR'S new \$2.95 Bluebird line!

An important new merchandising program for increasing your business in music's rapidly broadening market. Priced for *mass* appeal, here are the familiar, *proven* classics on the new speeds for only \$2.95 . . . backed by the name most famous for quality of performance and quality of product.

An initial release of 25 masterpieces by outstanding, well-known artists, designed to put new customers on your list . . . to get *more* people playing *more* records in your area.



on Long Play and "45"



RCA VICTOR
FIRST IN RECORDED MUSIC



"HIS MASTER'S VOICE"
Mastered for Stereo

4. Now RCA VICTOR introduces "EXTENDED PLAY 45"

16 minutes of music on one RED SEAL RECORD only \$1.50



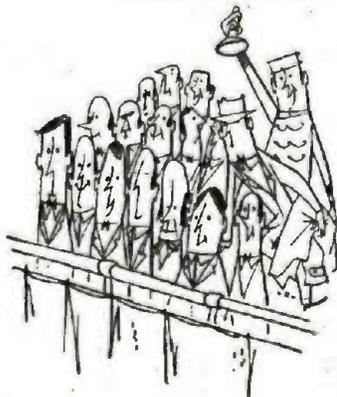
Remember,
for every music lover
with \$5 to spend...

Most important new development since the introduction of the 45 rpm system . . . a 7-inch 45 rpm single-record album playing up to 16 minutes of music per record. Up to twice as much music as on previous 45 rpm records or on 78 rpm records.

At one time, singles accounted for 65% of your Red Seal business. You used to get the customer with a dollar bill. Today you are doing 70% of your business in albums



... there are dozens
with a dollar!



... getting only customers with a five dollar bill. A big part of your Red Seal market has become virtually inactive.

Now, "Extended Play" recovers that mass market for you . . . brings back the customer for Red Seal singles with a better value and a better profit at a retail price of only \$1.50. With a compact, attractive package, "Extended Play" makes possible—for the first time in history—effective display and merchandising of Red Seal singles, by creating an appealing single-record album on "45."

You couldn't strike a happier note:
 "More music for less money,
 by the greatest artists!"



For the first time, great sellers which play over five minutes and less than eight are now on a single side at low cost: "March Slav," "Finlandia," "Hungarian Rhapsody #6," opera overtures, Strauss waltzes, and many others.

Compare the present price of \$2.62 for the same music on 78 rpm, without a package! Compare the same musical selections now offered on competitive 33 1/3 rpm for \$2.85 without the advantage of the great RCA Victor artists!



With arias by great Metropolitan Opera artists figuring at 38¢ an aria . . . with a complete Rossini overture played by Toscanini figuring at only 75¢, you can now harness the great RCA Victor names to your enormous potential mass market. *More music for less money for the customer with a dollar.*

... and remember the
**"TRIPLE
 DIFFERENCE"**
 which makes the
RCA VICTOR record
 the best buy!

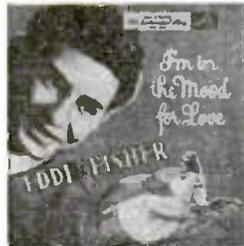
1. The world's greatest artists
2. The world's truest sound
3. The world's finest quality



4. (cont.)

... ALSO, FROM NOW ON, ALL RCA VICTOR POP ALBUMS ON "EXTENDED PLAY 45"!

Only \$2.80 for 8 tunes Only \$1.40 for 4 tunes



Just what the game needs: top merchandise and low price. You couldn't hold a better combination!

... and remember the
"TRIPLE DIFFERENCE"
which makes the
RCA VICTOR record
the best buy!

1. The world's greatest artists
2. The world's truest sound
3. The world's finest quality

With the new popular albums on "Extended Play 45" comes the biggest boost ever given to the biggest part of your business—the pop market. The new albums give your customers the greatest value ever offered in the record industry—in a handy new form at a dandy new price. Customers who've bought only pop singles will now find they save money when they buy albums. A powerful new incentive to convert pop listening 100% to 45 rpm, to simplify and strengthen your pop merchandising.



New 2-record albums

The standard pop album in a completely new form. On each side, two full-length selections playing up to 8 minutes. Eight full selections on 2 records, attractively packaged with a liner and full-color album cover. All for \$2.80 compared with the former price of \$3.75, saving the customer almost a dollar. A brand-new top selection of albums for the kick-off, featuring Fisher, Hutton, Flanagan, Monroe, and others.

New 1-record albums

reduce the price of top pop albums by top stars to the unbelievably low cost of \$1.40. 4 tunes packaged with liner and full-color cover in the most attractive "buy" ever made available to the pop fan with a dollar. The pick of RCA Victor's present 6-tune albums will be modified for this new format. Appetizing new releases are scheduled, leading off with 100 great hits to start the series. A completely new product at a completely new price that's sure to set tremendous new buying pattern for continuing extra sales.

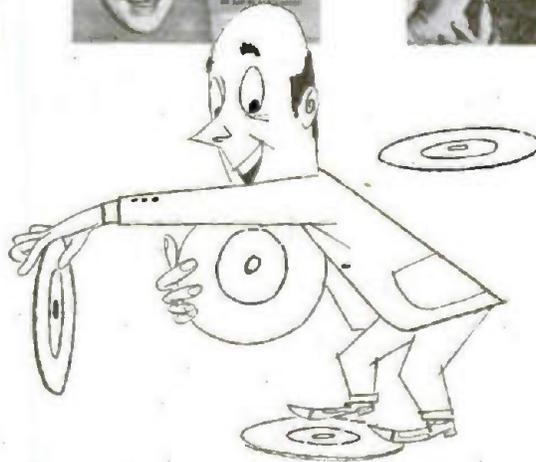


Watch "EP"
lead right to your "Victrola"
3-speed players!



... plus all the MALB pop albums

New impetus for all your standard pop sellers! Conversion to "EP" will be completed by the first part of '53. With your powerful "45" player bonus-offer scheduled to wind up Jan. 1, use these new record values to boost your player sales while the offer lasts!



... and watch 'em pick up that bonus record offer!



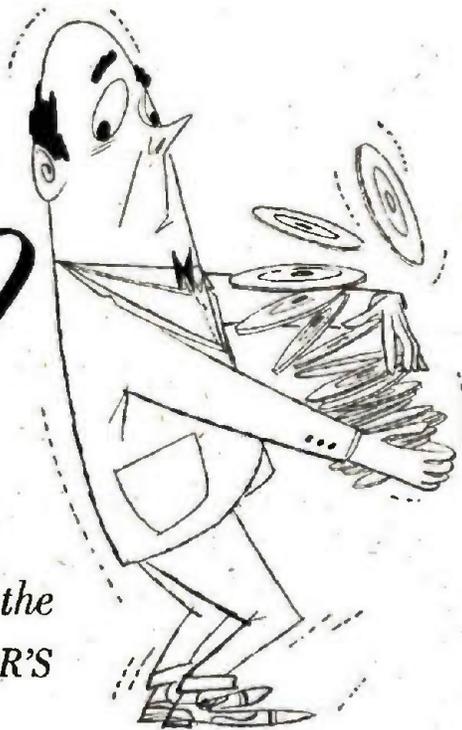
RCA VICTOR
FIRST IN RECORDED MUSIC



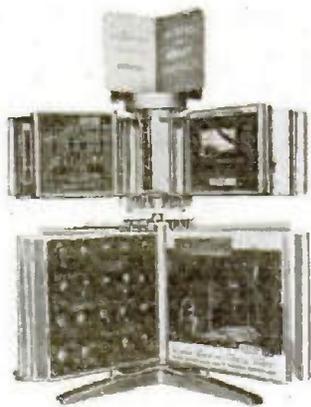
"HIS MASTER'S VOICE"

da copyright

forget anything?



Make sure you're getting all the sales aids behind RCA VICTOR'S big, new 4-point program!



REVOLVER



BLUEBIRD "COUNTER-FITTER"

1. **The Revolver.** Ideal, compelling self-seller for your "Best Buys." A \$50 item, yours at no extra cost with purchase of \$750 "Best Buy" merchandise (which includes the 2 Disney albums and all Pop EP's for September through December).

2. **"6-in-One" Merchandiser** with bins for each of the 12 new albums in the line. Dealers report instant success from this bright, colorful fixture—yours when you buy 10 each of the 12 albums.

3. **Bluebird "Counter-Fitter"** takes less than 12" space on your counter, for a complete revolving selection of your Bluebird line. \$180 Bluebird order brings it.

4. **"EP 45" Merchandiser** holds entire initial release of 50 Red Seal "Extended Plays" in convenient compact form for your counter. Available on request from distributor.



FLOOR MERCHANDISER



"EP 45" MERCHANDISER

...plus window displays, streamers, mailers

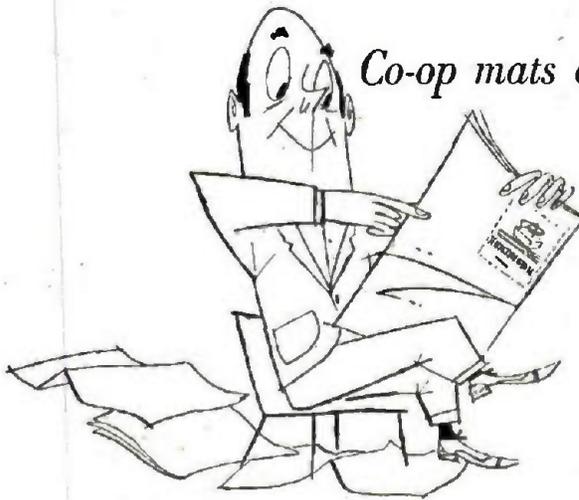
Materiale protetto da copyright

... plus ads in Time, Life, Saturday Review

LIFE splashes the big money-saving news of "Extended Play" in spreads and pages. TIME and SATURDAY REVIEW carry full-page news of your "Best Buys" backed up by RCA Victor's strong "Triple Difference" story. Use display to hitch on to this powerful selling.



Co-op mats over your name



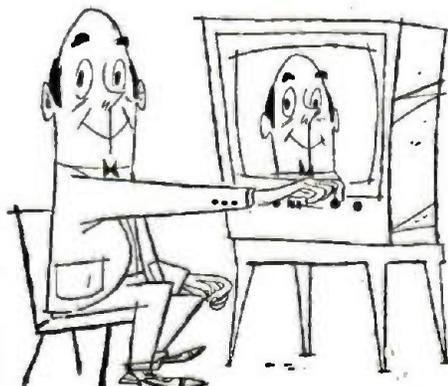
A big selection of ad mats on each of the 4 new RCA Victor programs. Use them to make it known around town that there are some sensational new performances and some sensational new values . . . and that you've got 'em!

You over the air...



RCA Victor's four programs give you news to shout about. Your radio spots can touch highlight after highlight, every one packed with good, strong reasons for coming right to your store.

You on TV...



Show 'em! Put your most appetizing new albums right into the living room while you tell the town what's happening at your store. Adapt your window displays and streamers for promotion on TV spots.



RCA VICTOR
FIRST IN RECORDED MUSIC



"HIS MASTER'S VOICE" copyright



**THE NEW "RCA VICTOR SHOW
STARRING DENNIS DAY"**

Music and rollicking humor with Dennis Day in his funniest role to date. Entire NBC network Friday, 8 to 8:30 PM, New York time.



"KUKLA, FRAN and OLLIE"

The famous, original TV classic that's become an American institution. NBC network, alternate Sundays, 4 to 4:30 PM, New York time.

RCA VICTOR Radio and TV shows
 are selling your "Best Buys" . . .
 "Six-in-Ones" . . . "Bluebirds" . . .
 and "Extended Play 45's"



"THE PHIL HARRIS—ALICE FAYE SHOW"

Fast song and talk and funny situations with a big, loyal Sunday audience. Entire NBC network, Sundays, 8 to 8:30 PM, New York time.

Program services made available by RCA Victor:

"THE STARS REVIEW THE HITS"

Your top-selling "pops," showcased with big-name personalities. 272 stations, one half-hour, weekly.

"MUSIC YOU WANT"

Puts you on the air with sampling and bulletins right from your shelves. 210 stations, 5 half-hours weekly.

New! **"THE ALBUM SHOP"**

The only radio show built exclusively around albums. 272 stations, one half-hour, weekly.

"FAVORITES OF THE FAMOUS"

Another strong-selling show with your Red Seal merchandise getting promotion by top names. 162 stations, one half-hour, weekly.

"RCA VICTOR STORYTIME"

A friendly, happy half-hour with your small-fry customers, full of "Little Nipper" news. 262 stations, one half-hour, weekly.



...AND DON'T FORGET

Music to play on Christmas Day

Set up a friendly Christmas corner where all your neighbors can find all their best-loved favorites to play on the most wonderful day of the year.

(Use this page to order from your local RCA Victor Distributor.)



mark quantity desired

45 RPM	78 RPM	33 1/3 RPM
EPB 3023 \$2.80	P 161 \$4.40	1PM 3023 \$3.00
EPB 3026 2.80	P 176 4.40	Christmas Carols Disk (album), Organist
EPA 250 1.40	P 250 3.55	Christmas Favorites Three Sons
EFA 285 1.40		Your Favorite Hymns Three Sons
EPA 297 1.40	P 297 3.55	Favorite Christmas Songs Dennis Day
EFA 298 1.40	P 298 3.55	Christmas Carols Michael Boychuk
EPA 300 1.40	F 300 3.55	Christmas Carols Phil Spitalny and Chorus
EPA 323 1.40	P 323 3.55	Inspirational Songs Geo. Beverly Shaw
EPB 3056 2.80	P 3065 4.40	Three Sons Christmas Party
EPB 3065 2.80		Christmas with Eddie Fisher

POPULAR ALBUMS

1PM 52 2.50	Merry Christmas Music Perry Como
1PM 58 2.50	Christmas Carols Disk (album), Organist
1PM 12 2.50	Christmas Favorites Three Sons
1PM 58 2.50	Your Favorite Hymns Three Sons
1PM 3056 3.00	Favorite Christmas Songs Dennis Day
1PM 3065 3.00	Christmas Carols Michael Boychuk
1PM 3065 3.00	Christmas Carols Phil Spitalny and Chorus
1PM 3065 3.00	Inspirational Songs Geo. Beverly Shaw
1PM 3065 3.00	Three Sons Christmas Party
1PM 3065 3.00	Christmas with Eddie Fisher

POPULAR SINGLES (cont.)

mark quantity desired

45 RPM	78 RPM
47-3940 1.85	20-3940 1.85
47-4085 .85	20-4085 .85
47-4299 .85	20-4299 .85
47-4300 .85	20-4300 .85
47-4303 .85	20-4303 .85
47-4307 .85	20-4307 .85
47-4314 .85	20-4314 .85
47-4315 .85	20-4315 .85
47-4316 .85	20-4316 .85
47-4321 .85	20-4321 .85
47-4322 .85	20-4322 .85
47-4323 .85	20-4323 .85
47-4347 .85	20-4347 .85
48-0127 .85	21-0124 .85
48-0129 .85	
48-0314 .85	21-0374 .85
48-0390 .85	21-0390 .85
52-0071 .85	28-0436 .85

mark quantity desired

45 RPM	78 RPM	33 1/3 RPM
WDM 1077 \$4.90	DM 1077 \$4.00	DM 1112 \$5.45
WDM 1314 3.80		IM 65 4.45
WDM 1324 3.80		IM 1008 5.45
WDM 1368 3.80		IM 82 4.45
WDM 1478 4.90	DM 1478 6.00	IM 1117 5.45
WDM 1649 4.90	DM 1649 5.90	IM 155 4.45
WDM 1701 4.90		IM 1701 5.45
WDM 1711 4.90	DM 1711 6.50	IM 1711 5.45
WDM 7008 3.80		IM 7008 4.45
WCT 96 \$24.10		ICT 6404 \$21.80
WCT 1121 4.90		ICT 1121 5.45
ESA 58 \$11.40	5.58 3.55	ISM 1 3.00

RED SEAL ALBUMS

IM 1112 \$5.45	Christmas Hymns and Carols Show Chorus
IM 65 4.45	Overland Christian Soldiers Show Chorus
IM 1008 5.45	Ceremony of Canals Show Chorus
IM 82 4.45	Great Religious Songs James Malton
IM 1117 5.45	Great Sacred Choruses Show Chorus
IM 155 4.45	Christmas Songs Maria Lenzo
IM 1701 5.45	Ameli and the Night Visitors NBC TV Cast
IM 1711 5.45	Christmas Hymns and Carols (Vol. 2) Show Chorus
IM 7008 4.45	Christmas Carols Maria Anderson
ICT 6404 \$21.80	Melodion Royal Phil. Orch., Boston, Conn.
ICT 1121 5.45	Christmas Music (Caruso and McCormack)
ISM 1 3.00	(Ingram's) Felice Pastore Pedro Vargen's Orch.

RED SEAL SINGLES

mark quantity desired

49-0136 \$1.10	11-5836 \$1.10
49-0292 1.10	
49-0485 1.10	10-1356 1.10
49-0493 1.10	
49-0514 1.10	10-1484 1.10
49-0563 1.10	10-1487 1.10
49-0819 1.10	12-0304 1.10
49-1330 1.10	10-1592 1.10
49-1341 1.10	
49-1347 1.10	
49-3139 1.10	
49-3228 1.10	10-3228 1.10
49-3639 1.10	10-3639 1.10
49-3640 1.10	10-3640 1.10
49-3641 1.10	10-3641 1.10
49-3642 1.10	10-3642 1.10
	8723 1.10

mark quantity desired

45 RPM	78 RPM
WY 20 \$1.18	Y 20 \$1.25
WY 353 2.00	Y 353 2.20
WY 359 2.00	Y 357 2.20
WY 417 .85	Y 417 .95
WY 419 .85	Y 419 .95
WY 422 .85	Y 422 .95
WY 431 .85	Y 431 .95
WY 440 2.95	Y 441 3.40
WY 441 2.00	Y 441 2.20
WY 443 2.00	Y 442 2.20
WE 85 4.80	E 88 5.40

CHILDREN'S RECORDS

Y 20 \$1.25	Night Before Christmas Milton Cross
Y 353 2.20	Jingle Bells Fantasy RCA Victor Orch.
Y 357 2.20	Rudolph the Red-Nosed Reindeer Paul Wing
Y 417 .95	Why the Christmas Song Ted Malone
Y 419 .95	Christmas Fun with Spike Jones
Y 422 .95	Merry Christmas Songs Iron Allman
Y 431 .95	The First Christmas Perry Como
Y 441 3.40	Favorite Hymns for Children Dennis Day
Y 441 2.20	A Christmas Carol Charles Laughlin
Y 442 2.20	Rudolph's Second Christmas Paul Wing
Y 442 2.20	Howdy Doodly's Christmas Party
E 88 5.40	(Selections) Basic Christmas Album

POPULAR SINGLES

mark quantity desired

47-2767 \$.85	20-1968 1.85	That Christmas Feeling—Winter Wonderland Perry Como
47-2970 .85	20-1969 .85	It's Be Home for Christmas—Santa Claus Is Comin' to Town Perry Como
47-2971 .85	20-1970 .85	Silent Night—White Christmas Perry Como
47-2972 .85	20-1971 .85	O Come, All Ye Faithful—Jingle Bells Perry Como
47-2973 .88		Santa Claus Is Comin' to Town—Jingle Bells T. Dorsey, B. Goodson
47-3006 .85	20-3221 .85	Ave Maria—Merry This House Dennis Day
47-3057 .85	20-3267 .85	Santa Claus Is Comin' to Town—Advent Follies The Three Sons
47-3058 .85	20-3568 .85	White Christmas—Winter Wonderland The Three Sons
47-3059 .85	20-3569 .85	Silent Night—Jingle Bells The Three Sons
47-3071 .85		Here Comes Santa Claus— I Want to Walk with a Merry Christmas Sammy Kaye
47-3839 .85	20-3839 .85	Oh, Holy Night—Good Bombs Dennis Day
47-3860 .88	20-3860 .85	Away in a Manger—God Rest Ye Merry, Gentlemen Dennis Day
47-3861 .85	20-3861 .85	We Three Kings of Orient Are—Silent Night Dennis Day
47-3862 .85	20-3862 .86	O Come, All Ye Faithful—Come Upon a Mid-Winter Evening—Silent Night, Oh Little Town of Bethlehem The Mitchell Boychuk
47-3863 .85	20-3863 .85	Angels We Have Heard on High—Good King Wenceslas—The First Noel—Joy in the World The Mitchell Boychuk
47-3864 .85	20-3864 .85	Mark! The Herald Angels Sing—Wassail Song—Jingle Bells—Deck the Halls with Boughs of Holly The Mitchell Boychuk
47-3873 .85	20-3873 .85	Silent Night—Carol of the Bells—God Rest Ye Merry, Gentlemen Phil Spitalny and his All Girl Orch. and Chorus
47-3874 .85	20-3874 .85	Twelve the Night Before Christmas—Joy to the World—The First Noel Phil Spitalny and his All Girl Orch. and Chorus
47-3877 .85	20-3877 .85	Advent Follies—Mark! The Herald Angels Sing—Oh, Little Town of Bethlehem Phil Spitalny and his All Girl Orch. and Chorus
47-3937 .85	20-3937 .85	Blue Christmas—White Christmas Hope Winterhalter
47-3938 .85	20-3938 .85	The Christmas Tree Angel—Christmas in My Heart Fran Allison

INTERNATIONAL SINGLES

mark quantity desired

49-0136 \$1.10	11-5836 \$1.10
49-0292 1.10	
49-0485 1.10	10-1356 1.10
49-0493 1.10	
49-0514 1.10	10-1484 1.10
49-0563 1.10	10-1487 1.10
49-0819 1.10	12-0304 1.10
49-1330 1.10	10-1592 1.10
49-1341 1.10	
49-1347 1.10	
49-3139 1.10	
49-3228 1.10	10-3228 1.10
49-3639 1.10	10-3639 1.10
49-3640 1.10	10-3640 1.10
49-3641 1.10	10-3641 1.10
49-3642 1.10	10-3642 1.10
	8723 1.10



All prices shown are suggested list prices including Federal excise tax on local sale. Subject to Government Price Ceiling Regulations.

Business Philosophy

Continued from page 28

records ever could. Marked, merchandisable improvements in the quality of the product have been achieved. Costs have been lowered. Spectacular new selling points (convenience of storage, unbreakable, etc.) have been created.

But to prosper, evolution, in an industry, of itself, is not enough. To truly prosper, industrial evolution must be channelled to accommodate ever-expanding markets. Thus when the new speed records were introduced the best available brains and research of Columbia, RCA Victor, Capitol, Decca and all other record companies set about producing the new products at price ranges which would find a maximum number of buyers, within the limits of economically sound production and distribution costs.

For the most part the major record companies found, and leveled off at what proved to be the most popular price ranges in single records and in albums, in popular and classical. But several of the smaller labels, seeking their own niche, explored new levels. Low-priced long playing records were introduced and pushed, notably by Remington and Royale-Varsity.

Market research, additionally, indicated to RCA Victor, that there might be a vast, untapped market of record buyers who might desire a line featuring first rate repertoire, but could not afford it at existing prices. Similarly, research indicated that many potential customers, particularly younger people, would like to buy 45 r.p.m. popular and classical albums, but simply couldn't afford to pay the price. So two new merchandise lines, which constitute the heart of RCA Victor's Fall 1952 Program, were developed and introduced. First, and most important, is the Extended Play 45 r.p.m. record. This, in simplest terms, is an effort to give the entertainment customer, on records, more music for less money. Second, and designed for the same general purpose, is the Bluebird Children's record line, which brings outstanding longhair repertoire by excellent artists to the 33 1/2 r.p.m. customer at a low price.

And no line is ever introduced by a manufacturer, without offering several fresh, new approaches to old well-established products. Thus the RCA Victor Children's record line is refurbished with an intriguing Six-In-One approach. And the well-known "Best Buys," and "Music America Loves Best" catalogs are overhauled and given new vitality with several important new additions. All this, of course, is complemented by a Radio, TV, phonograph and combination record line, which, too, was developed directly from a business philosophy based on the necessity for intelligent evolution and constant expansion.

Individual articles in this section treat with each of the elements in the RCA Victor Fall 1952 line. We hope this background to the introduction of these elements, and the detailed stories of each portion of the line will enable members of the industry, on every level, to harness their own activities most profitably to the new RCA Victor merchandise.

Ryall's Looks

Continued from page 28

portant advantages," he explained. "During that time when in 33 1/2 r.p.m. and 45 r.p.m. records are being duplicated on EP disks, we expect to carry some double inventory, but believe we can hold it to a minimum by keeping on top of sales trends and ordering accordingly. We will have to watch especially the effect of EP-45 sales on comparable longer-playing records which we believe will yield the most sales ground to the new disks. In short, we plan to keep as flexible as possible on inventory to allow our orders to immediately reflect significant changes in our sales pattern."

Mr. Wolfson believes that EP-45 will eventually dominate both the single and album pop field and the single-record classical field, with longer-playing records confined pretty much to longer symphonic and operatic works.

RCA Victor Extended Play "45" Popular 2-Record Packages

Continued from page 29

Table listing various record packages including Top Pops, Eddie Fisher Singers, Country Classics, and others with their respective EPB numbers.

Table listing record packages including My Wild Irish Rose, You and the Night and the Music, and others with their respective EPB numbers.

Table listing record packages including Sacred Songs of George Beverly Shea, Vaughn Monroe Sings a Medley of College Songs, and others with their respective EPB numbers.

Table listing record packages including Selections from 'The Quiet Man', Barbra Streisand, and others with their respective EPB numbers.

Table listing record packages including Bunny Berigan, Benny Goodman and His Orchestra, and others with their respective EPB numbers.

Table listing record packages including Theme Music from Great Motion Pictures, Rumbas, and others with their respective EPB numbers.

Table listing record packages including Smoke Rings, 'Fats' Waller Favorites, and others with their respective EPB numbers.

Table listing record packages including Glenn Miller Concert, Berlioz, and others with their respective EPB numbers.

Table listing record packages including Finlay's Rainbow, The Student Prince, and others with their respective EPB numbers.

Table listing record packages including The Vagabond King, Gems from the Desert Song, and others with their respective EPB numbers.

Table listing record packages including The Student Prince, The Merry Widow, and others with their respective EPB numbers.

Table listing record packages including The Merry Widow, Pery Gordo King, and others with their respective EPB numbers.

Table listing record packages including Vaughn Monroe's Dreamland Special, Duke Ellington Plays the Blues, and others with their respective EPB numbers.

Table listing record packages including Smash Hits from Broadway Shows, Wedding Music, and others with their respective EPB numbers.

Table listing record packages including Andre Previn Plays Harry Warren, The Faber King, and others with their respective EPB numbers.

Table listing record packages including Beatrice Kay, The Weavers of the Green, and others with their respective EPB numbers.

RCA Victor Extended Play "45" Classical Single Records

Continued from page 29

Table listing classical record packages including Op. 46 (Salvatore), Tannhauser, and others with their respective WEPR numbers.

Table listing classical record packages including Nurt Dieser Weisk, Selections from Madame Butterfly, and others with their respective WEPR numbers.

Table listing classical record packages including Selections from La Boheme, AVE MARIA, and others with their respective WEPR numbers.

Table listing classical record packages including Boston Pops Marches, Zampa's Overture, and others with their respective WEPR numbers.

Table listing classical record packages including Danube Waves, Latin Rhythms by the Boston Pops, and others with their respective WEPR numbers.

Table listing classical record packages including Smoke Rings, 'Fats' Waller Favorites, and others with their respective WEPR numbers.

Table listing classical record packages including Glenn Miller Concert, Berlioz, and others with their respective WEPR numbers.

Table listing classical record packages including Finlay's Rainbow, The Student Prince, and others with their respective WEPR numbers.

Table listing classical record packages including The Vagabond King, Gems from the Desert Song, and others with their respective WEPR numbers.

Table listing classical record packages including The Student Prince, The Merry Widow, and others with their respective WEPR numbers.

Table listing classical record packages including The Merry Widow, Pery Gordo King, and others with their respective WEPR numbers.

Table listing classical record packages including Vaughn Monroe's Dreamland Special, Duke Ellington Plays the Blues, and others with their respective WEPR numbers.

(Continued on page 54)

RCA Victor Standards "Best Buys"

Continued from page 30

THIS IS TOMMY DORSEY AND HIS ORCHESTRA . . . EPAT 3018
(Instrumental) . . . Tommy Dorsey
Rcale Street, Scauce River; Stop, Look, Listen; Deep River, Down
Home Row; Swing Low Sweet Chariot; Well, Get It, Then I'll Be Happy

SCHEDULED TO SHIP IN NOVEMBER

Red Seal Albums

SYMPHONY No. 1 IN C MINOR, Op. 68 (Brahms) . . . Arthur Tansvanian and the NBC Symphony Orchestra . . . WDM 1792	LM 1792
BAILEY AND BOZEL—L'ARLENIEN SUITES Nos. 1 and 2, SYMPHONY No. 1, IN C . . . Leopold Stokowski . . . WDM 1704	LM 1704
WELL-TEMPERED CLAVIER, BOOK II (J. S. Bach) . . . WDM 1708	LM 1708
Wanda Landowska . . . WDM 1708	LM 1708
REQUIEM MASS IN D MINOR (Mozart) . . . The Robert Shaw Chorus . . . WDM 1712	LM 1712
SYMPHONY No. IN B-FLAT, Op. 68 (Beethoven), SYMPHONY No. 4 IN D MINOR, Op. 120 (Schumann) . . . San Francisco Symphony Orchestra, Mezzera, Conductor . . . WDM 1710	LM 1710
SONATA IN B MINOR, Op. 58 (Chopin), MAZERKAS . . . WDM 1715	LM 1715
BEETHOVEN SONATAS, Op. 53, Op. 54, Op. 109 . . . WDM 1716	LM 1716
Solomon . . . WDM 1716	LM 1716
PICTURES AT AN EXHIBITION (Moussorgsky), ROMEO AND JULIET OVERTURE (Tchaikovsky) . . . Guido Cantelli conducting the NBC Philharmonic Orchestra . . . WDM 1719	LM 1719
CONCERTO IN D MINOR (Mendelssohn), CONCERTO IN E MINOR, Op. 64 (Mendelssohn) . . . Yehudi Menuhin . . . WDM 1720	LM 1720
FRITZ KREUTER (Orchestra), THE TOMBAU DE COUPPERIN (Ravel), INCIDENTAL MUSIC TO A MIDDWINTER NIGHT'S DREAM (Mendelssohn) . . . Fritz Kretner conducting the Robla Dell'Opera of Philadelphia . . . WDM 1724	LM 1724
HAMEET (Shakespeare) (with reader) . . . John Gleason . . . WDM 6087	LM 6087
WATER MUSIC SUITE (Handel), OVERTURE TO ANDRÉA CHÉRYA (Schumann) AND OVERTURE TO MARRIAGE OF FIGARO (Mozart) . . . Boston Symphony Orchestra, Charles Munch, Conductor . . . WDM 7000	LM 7000
CONCERTO No. 3 IN A, K. 219 (Mozart) (COUPLED WITH BEETHOVEN ROMANCES ON LP) . . . Jascha Heifetz . . . WDM 9014	LM 9014

Red Seal Collector's Album

OLD CURIOSITY SHOP—Bill, I Have to Have You, Topics of the Day, Fin the Last of the Red Hot Mama, Love, Casey at the Bat, Falling in Love Again, Valentine, Hamlet's Soliloquy, My Man, Turn Off Your Light, Mr. Moon Man, Dreams of Long Ago . . . Morgan, Kane, Rogers, Tucker, Swanson, Hopper, Dietrich, Chevalier, John Barrymore, Rayns and Norwott, Brice, Caruso . . . WCT 1112

Popular Albums

FREDDY MARTIN PIANO ECHOES . . . Freddy Martin . . . EPA 1644	LPM 1644
Bumble Boogie, Begonia Boogie, Toy Piano Boogie, Salsa Dance Boogie, Rhymezy in the Night and Day, Shanghai La, Once Upon a Samba	
HANK SNOW SINGS . . . Hank Snow . . . EPA 3070	LPM 3070
(8 Brand New Tunes)	
PEE WEY KING'S WESTERN HITS . . . Pee Wey King . . . EPA 3071	LPM 3071
(8 Brand New Tunes)	
HONKY TONK Vol. II . . . Frankie Carle . . . EPA 3080	LPM 3080
Memories, Who's Sorry Now?, Nobody's Sweetheart, Alexander's Ragtime Band, I Can't Give You Anything But Love, Just a Girl that Men Forget, Somebody Sweetheart, I Wonder Who's Kissing Him Now	

RCA Victor Extended Play "45" Popular Single Records

Continued from page 29

SPIKE JONES FAVORITES . . . Spike Jones . . . EPA 258	EPA 258
The Old Black Bottom, Liebermann, Love in Bloom, My Old Flame	
HANK SNOW FAVORITES . . . Hank Snow . . . EPA 295	EPA 295
You Broke the Chain that Held Our Hearts, No Golden Tomorrow Ahead, Wasted Love, My Two Tami Women	
FRIZZY FRADO FOLIO MAMBO . . . Perez Prado . . . EPA 302	EPA 302
Mambo No. 8, Batabatall, Pachito B-Que, Mambo No. 5	
COCKTAIL TIME WITH FRANKIE CARLE . . . Frankie Carle . . . EPA 304	EPA 304
Marie, Cheek to Cheek, How Deep Is the Ocean, When I Lost You, Nobody Knows, All Alone, What'll I Do, Man!	
HANK SNOW SINGS FAMOUS RAILROADING SONGS . . . Hank Snow . . . EPA 310	EPA 310
The Wreck of the Old 97, Hobo Bill's Last Ride, One More Ride, The Mystery of Number Five	
HONKY TONK PIANO . . . Frankie Carle . . . EPA 327	EPA 327
Clay Bouts for the Prisoner's Song, Frankie Carle Rags, Frankie and Johnnie	
THEME SONGS . . . Various Artists . . . EPAT 1	EPAT 1
Nightmare, Good-Bye, Take the "A" Train, Cherokee	
DANCE BANDS HITS . . . Various Artists . . . EPAT 2	EPAT 2
Boogie Woogie, Mingle, Song of the Voice Boys, Heartbeats	
JIMMIE RODGERS MEMORIAL ALBUM No. 1 . . . Jimmie Rodgers . . . EPAT 21	EPAT 21
Blue Yodel, Away Out on the Mountain, Never No Mo' Blues, Daddy and Home	
JIMMIE RODGERS MEMORIAL ALBUM No. 2 . . . Jimmie Rodgers . . . EPAT 22	EPAT 22
Waiting for a Train, Blue Yodel No. 4, My Old Pal, Desert Blues	
JIMMIE RODGERS MEMORIAL ALBUM No. 3 . . . Jimmie Rodgers . . . EPAT 23	EPAT 23
My Carolina Sunshine Girl, Sleep, Baby, Sleep, Blue Yodel No. 2, Tuck Away My Lonesome Blues	
SELECTIONS FROM ALIGHTY MARIETTA . . . Al Goodman . . . EPA 21	EPA 21
Tramp, Tramp, Tramp; Neath the Southern Moon, I'm Falling in Love With Someone, Italian Street Sings	

SCHEDULED TO SHIP DURING OCTOBER, 1952

MIGHTY LEADING TO GIVE PROPER APPEARANCE . . .	EPA 285
POP CONCERN FAVORITES . . . The Three Suns . . . EPA 293	EPA 293
PERRY COMO SINGS HIS FAVORITE SONGS OF WORSHIP . . . Perry Como . . . EPA 293	EPA 293
DENNIS DAY SINGS FAVORITE CHRISTMAS SONGS . . . Dennis Day . . . EPA 297	EPA 297
CHRISTMAS CAROLS BY THE MICHIELL BOYCHOIR . . . Michiel Boychoir . . . EPA 290	EPA 290
CHRISTMAS CAROLS BY THE HEUER OF CHARM . . . Phil Spittley and the Heuer of Charm Girl Orchestra . . . EPA 300	EPA 300
BARBERSHOP HARMONIES BY THE CITIES SERVICE GREEN AND WHITE QUARTET . . . Cities Service Green and White Quartet . . . EPA 304	EPA 304
PERRY YOUTH PROGRAM . . . Perry YOUTH . . . EPA 304	EPA 304
RALPH FLANAGAN FAVORITES . . . Ralph Flanagan . . . EPA 304	EPA 304
GARDEN OF ROSES . . . Song of the Pioneers . . . EPA 309	EPA 309
THE THREE SUNS IN THREE-QUARTER TIME . . . The Three Suns . . . EPA 313	EPA 313
PERVIN PIANO PROGRAM . . . Andre Previn . . . EPA 314	EPA 314
INFORMATIONAL SONGS . . . George Beverly Shea . . . EPA 321	EPA 321

Alley's Tin Pans Clatter As 'Buck BMI' Pot Boils

Continued from page 1

of war-chest of close to \$300,000, this would hardly be adequate to carry out the aforementioned raiding expedition on BMI publishers. For example, one publisher who is currently receiving a \$75,000 per annum guarantee from BMI, was asked whether he would switch his major efforts to ASCAP for a \$100,000 yearly guarantee spread over five years. This would represent a half million dollar commitment for the period.

Big Money Needed

To grab off other publishers such as the Howie Richmond Enterprises, the Acuff-Rose operations, the Aberbach empire, the Robert Mellin business, etc. it is estimated that the ASCAP raiding party would have to lay its hands on \$5,000,000 in cash. This is hardly conceivable that ASCAP's AA penners would make donations of this size, and even less conceivable that the old-line ASCAP publishers, who currently get the biggest chunk of the annual ASCAP melon, would part with large slices to enrich the younger firms, for whom they

have small affection to begin with. The significance of the new attitude, according to keen trade observers, lies not in its feasibility as an effective plan of operations, but as a possible portent of an ultimate change in ASCAP's fundamental concept of how best to compete with BMI.

Up to now virtually all ASCAP publishers and writers alike, and particularly the old-established members, have taken the single position that BMI is a monopoly, and must be eliminated via anti-trust prosecution in the courts.

Anti-Trust Action

It is believed that the aforementioned \$300,000 bundle was collected on the basis that it would be used to hasten and further prosecution of BMI on anti-trust charges in the courts. The concept that perhaps the anti-trust charges against BMI are weak, and will not stand up in court, is virtually a radical one in ASCAP circles.

The further concept is that perhaps BMI's success is not attributable to the fact that it is owned by broadcasters, but rather to the

HANDS ACROSS THE TABLE . . . The Three Suns . . . EPA 330	EPA 330
SMALL COBOLD HITS . . . Various Artists . . . EPAT 3	EPAT 3
FREDDY MARTIN PLAYS JEROME KERN . . . Freddy Martin . . . EPAT 4	EPAT 4
AN AMERICAN IN PARIS; RHAPSODY IN BLUE . . . George Gershwin, Paul Whiteman . . . EPAT 30	EPAT 30
FELICIOUS PARCASS . . . Pedro Vargas . . . EPA 308	EPA 308
LITURGICAL MASTERPIECES . . . Cantor Leibel Waldman . . . EPA 6000	EPA 6000

SCHEDULED TO SHIP DURING NOVEMBER, 1952

ROY ROGERS ROUNDUP . . . Roy Rogers . . . EPA 253	EPA 253
SQUARE DANCES WITH CALLS . . . Pee Wey King . . . EPA 256	EPA 256
ANDRE PREVIN BY REQUEST . . . Andre Previn . . . EPA 262	EPA 262
VAUGHN MONROE PLAYS VICTOR HERBERT . . . Vaughn Monroe . . . EPA 264	EPA 264
FREDDY MARTIN PLAYS JEROME KERN . . . Freddy Martin . . . EPA 265	EPA 265
SAMMY KAYE PLAYS IRVING BERLIN . . . Sammy Kaye . . . EPA 266	EPA 266
TEA BENEKE PLAYS HOAGY CARMICHAEL . . . Tea Beneke . . . EPA 267	EPA 267
WAYNE KING PLAYS JOHANN STRAUSS . . . Wayne King . . . EPA 274	EPA 274
FRANKIE CARLE PLAYS FRANK LOESSER . . . Frankie Carle . . . EPA 280	EPA 280
POLKA PARTY . . . The Tavern Polka Band . . . EPA 294	EPA 294
HEGO WINTERHALTER PLAYS ISHIAH JONES . . . Hego Winterhalter . . . EPA 296	EPA 296
PRESENTING DIK CONTINO AND HIS ACCORDION . . . Dik Contino . . . EPA 303	EPA 303
RADIO CITY RECITAL . . . Dick Light . . . EPA 310	EPA 310
GREAT TOWN SQUARE . . . Various Artists . . . EPAT 30	EPAT 30
RALPH FLANAGAN PLAYS RIDGES AND HAMMERSTEIN (Vol. II) . . . Ralph Flanagan . . . EPA 312	EPA 312
FREDDY MARTIN PLAYS JEROME KERN (Vol. II) . . . Freddy Martin . . . EPA 321	EPA 321
WAYNE KING PLAYS FRANK LEHAR . . . Wayne King . . . EPA 328	EPA 328
VAUGHN MONROE PLAYS LUDWIG MOZART . . . Vaughn Monroe . . . EPA 329	EPA 329
ALL TIME HITS FROM THE HILLS (Vol. II) . . . Eddy Arnold . . . EPA 334	EPA 334
COLUMBO, CROSBY, SINATRA . . . Russ Columbo, Bing Crosby, Frank Sinatra . . . EPAT 5	EPAT 5
LOUIS ARMSTRONG TOWN HALL CONCERT . . . Louis Armstrong . . . EPAT 9	EPAT 9
GREAT TOWN SQUARE . . . Various Artists . . . EPAT 30	EPAT 30
GREAT TOWN SQUARE ARTISTS . . . Various Artists . . . EPAT 30	EPAT 30
GENES OF THE SYNAGOGUE . . . Cantor Josef Rosenblatt . . . EPAT 6000	EPAT 6000

SCHEDULED TO SHIP DURING DECEMBER, 1952

TO MOTHER . . . Eddy Arnold . . . EPA 239	EPA 239
THE THREE SUNS "SPRINGTIME" . . . The Three Suns . . . EPA 241	EPA 241
WAYNE KING SINGS "LITTLE MOON" . . . Wayne King . . . EPA 246	EPA 246
OH, YOU BEAUTIFUL DOLL . . . Tony Martin . . . EPA 251	EPA 251
IRVING ENDORS . . . Dick Liebert . . . EPA 284	EPA 284
IRVING FIELDS FAVORITES . . . Irving Fields . . . EPA 290	EPA 290
THREE GREAT LIP WORDS . . . Andy Previn . . . EPA 291	EPA 291
WALTZ DANCE AGAIN WITH LARRY MARSH . . . Larry Marsh . . . EPA 311	EPA 311
RODGERS AND HART SONG BOOK . . . Patrick Mannel, Vaughn Monroe . . . EPA 316	EPA 316
YOU R HOROSCOPE IN MUSIC . . . Orchestra and chorus under direction of Dewey Berzamin; Narrator: Eddie Gallager . . . EPA 325	EPA 325
THE HONEY MOON . . . Various Artists . . . EPA 326	EPA 326
TWO TICKETS TO BROADWAY . . . Tony Martin, Dinah Shore . . . EPA 331	EPA 331
BENNY GOODMAN TRIO . . . Benny Goodman Trio . . . EPAT 26	EPAT 26
LIONEL HAMPTON . . . Lionel Hampton . . . EPAT 27	EPAT 27
PAUL HENREID . . . Paul Henreid . . . EPAT 29	EPAT 29
METRONOME ALL-STAR BANDS . . . Metronome All-Star Bands . . . EPAT 30	EPAT 30
THE BEEHIVE . . . Sidney Bechet . . . EPAT 31	EPAT 31
JELE-ROLE MORTON . . . Jelly-Roll Morton . . . EPAT 31	EPAT 31
MCKENNY'S COTTON PICKERS . . . McKenney's Cotton Pickers . . . EPAT 31	EPAT 31
ARLIE SHAW FAVORITES . . . Arlie Shaw . . . EPAT 37	EPAT 37

RCA Victor Extended Play "45" Classical Single Records

Continued from page 53

"THE ROSARY" AND OTHER SONGS . . . The Robert Shaw Chorus, Robert Shaw, Conductor . . . WEPR-43	WEPR-43
The Rosary (Robert Schumann); Good and Low (Giovanni Barbieri); In the Ghamlin (Ottred Hartmann); Through the Years (Heymen-Voumans); Ave Maria (Schubert)	
ROBERT SHAW CHORALE IN FOUR GREAT CHORUSES . . . The Robert Shaw Chorus, Robert Shaw, Conductor . . . WEPR-44	WEPR-44
Messiah: Hallelujah Chorus (Handel); Ave Verum, 6:16 (Mozart); The Crucifixion: God so Loved the World (Stainer); Elijah: He Watching Over Israel (Mendelssohn)	
SELECTIONS FROM BIZET'S "CARMEN" . . . Jan Peerce, Tenor; Robert Shaw, Conductor . . . WEPR-45	WEPR-45
Act I: L'Amour est un oiseau rebelle; Act. I: Pres des remparts de Seville; Act II: Entr'acte; Act II: Vivat! Vivat le torero; Votre toast, je puis vous rendre	
THE NUTCRACKER CONDUCTS SELECTIONS FROM THE NUTCRACKER SUITE . . . Leopold Stokowski and his Symphony Orchestra . . . WEPR-46	WEPR-46
(Op. 71a: Overture (Mendelssohn); March; Dance of the Sugar-Plum Fairy; Waltz of the Flowers (Tchaikovsky); The Snowflake Dance; The Dance of the Reed; Nocturne; Peter's Dance (Debussy) . . . Leopold Stokowski and his Symphony Orchestra . . . WEPR-47	WEPR-47
Clair de Lune (Debussy)	
FIFTEEN SONGS BY GLADYS SWARTHOUT . . . Gladys Swarthout, Harry Belafonte, Conductor . . . WEPR-48	WEPR-48
Oh Promise Me (Scottie-Loren); Bless This House (Taylor-Bisbee); At Dawning (Eberhardt-Adman); The King's Prayer (Malotte)	
LEONARD WARREN SINGS . . . Leonard Warren, Baritone . . . WEPR-49	WEPR-49
On the Road to Mandalay (H.Kings-Speaks); The Lord's Prayer (Malotte)	
WHITEMORE AND LOWE PLAY "TWO GRAND" FAVORITES . . . Arthur Whitemore and Jack Lowe, Duo-Pianists . . . WEPR-50	WEPR-50
Love (Hart-Rodgers); The Song You (Hammerstein II-Kern); The Comedian; (Mendelssohn-Comedy); In the Still of the Night (Compt)	

smart aggressive modern song-hunting and exploitation activities of BMI publisher members, and BMI encouragement of these publishers. This concept was considered by many old line ASCAPers (and still is, by many) ample reason for burning the heretic at the stake.

May Spread

As history has proven, however, in some situations even more important than the fate of popular music, such radical concepts once started, have a way of spreading and becoming accepted fact. In the possibility of the spread of this new concept now held by some ASCAP publisher and writer members, then, lies the significance of the present development.

In the cloak and dagger atmosphere surrounding the entire present situation, it is difficult to ascertain which ASCAP publisher and writer members are actively pushing the revolutionary new attitude.

It is a fact that with some of the nuclear group of writer members who have been considering the problem recently these include Charles Tobias, Edgar Leslie, Abel Baer, Stanley Adams, Paul Cunningham and Arthur Schwartz), as well as other writers who have been called in for consultation, such as Oscar Hammerstein and Frank Loesser, the feeling persists that anti-trust action is the answer to BMI competition.

Sinister Plots

Indeed, some of these members have urged that offices be set up, private eyes be hired to search out alleged spinster plots between BMI and broadcasters, BMI and record company artist and repertoire men, etc. Among some of these writer members "Dancing in the Dark" and "Rock Gets in Your Eyes" seem still to be high up on the hit lists.

Nevertheless, there is some support in history for the new and radical concept. Some six years ago, ASCAP offered Peer a \$175,000 guarantee to swink his operations into the Society. And when the E. B. Marks renewal with BMI came up a few years back, there was much pro-powwling around the sodite ASCAP board room about the advisability of luring Herbert E. back into the fold with large quantities of guaranteed loot.

ASCAP's official position on the entire situation, at the moment, must be that anti-trust charges continue to be the soundest approach, since the Society has been pressing for action on such charges in the Department of Justice. It is understood that some ASCAP leaders view the present proceedings among some of its membership with a certain amount of pique.

New Instruments

Continued from page 30

year could play the 45 r.p.m. speed records.

Figures for 1951 are not yet available, but there is no doubt that these speeds, and particularly 45 r.p.m. players and attachments will show steady increases. 1951 was the first year in which RCA Victor itself manufactured a three speed player, which played all three speed records from the same unit. Previously to that, of course, all three speed players produced by RCA Victor were set up so that 78 r.p.m. and 33 1/3 r.p.m. records could be played from the one unit, while the 45 r.p.m. records were played via a separate unit, RCA simply refused to make the single unit 3-speed player, until it could develop a unit of that type, which it believed would do full justice to the characteristic advantages of the 45 r.p.m.

At any rate, it is generally conceded that the RCA Victor instrument line, embracing phonographs, attachments, radios, TV sets and combinations is one of the most extensive and most profitable in the industry. This year's line features 18 TV receivers ranging from 17-inch table models up to 21-inch consoles. There are three three-way (TV-Radio, (AM & FM), three-speed phonograph combinations in the line, all with 21 inch video tubes. There are nine radios and three radio-phonograph combinations. But the heart of the line from the standpoint of adding lifeblood to the record industry is the phono line itself. This features seven items, ranging from the popular 45 r.p.m. attachment all the way up to the new three-speed table and portable phonographs.

The Gal who started all the fuss on "I Went to Your Wedding"

LOVELY
DAMITA JO



"I'D DO IT AGAIN"
and
"I DON'T CARE"

RCA 20-5022; 47-5022

This week's

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

Release 32-43
Ships Coast to Coast October 26

POPULAR

- SPIKE JONES** and his City Slickers
THE BELL SISTERS
Boogie for Smallest Snowball
Bernyard Christmas 20-5015—(47-5015)*
- JUNE YALLI**
A Shoulder To Weep On
Why Don't You Believe Me 20-5017—(47-5017)*
- DAMITA JO**
I'd Do It Again 20-5022—(47-5022)*
- JOSE MORAND** and his Orch.
Janay
Confesso 20-5018—(47-5018)*
- EDDIE FISHER** with **HUGO WINTERHALTER'S ORCH.**
Silent Night
White Christmas
You're All I Want for Christmas
Christmas Day
That's What Christmas Means To Me
Here Comes Santa Claus
(Right Down Santa Claus Lane)
Jingle Bells
O Come All Ye Faithful
(47-4910)*
(47-4911)*
(47-4912)*
(47-4913)*
(47-4914)*
- GEORGE BEVERLY SHEA**
The Beautiful Garden of Prayer
Bourne
The Holy City
Father Alone
I Walked Today Where Jesus Walked
The Love of God
Take My Hand, Precious Lord
Somebody Cares
(47-4915)*
(47-4916)*
(47-4917)*

COUNTRY — WESTERN

- PEE WEE KING**
The Crazy Waltz
Tennessee Tango 20-5005—(47-5005)*
- CHET ATKINS**
Midnight
Rustic Dance 20-5010—(47-5010)*
- THE LONESOME PINE FIDDLERS**
I'm Left Alone
Twenty-One Years 20-5011—(47-5011)*

RHYTHM-BLUES

- WALTER DAVIS**
Tears Came Rollin' Down
You Make My World So Bright
20-5018—(47-5018)*
- JIMMY McHAIL**
Sugar Lump
I Could Love You More
(Than You've Ever Been Loved Before)
W-461—(WV-461)*

CHILDREN'S

Boogie for Smallest Snowball
Bernyard Christmas W-461—(WV-461)*

ALBUMS

- THREE SONS CHRISTMAS PARTY**
(EPB-3055)*—(LPM-3061)**
- ON THE BEACH AT WALKERS**
(EPB-3060)*—(LPM-3060)**
- SERENADE TO A LADY**
(EPB-3061)*—(LPM-3061)**
- CHRISTMAS WITH EDDIE FISHER**
P-3065 (EPB-3065)*—(LPM-3065)**
- AROUND THE WORLD IN MUSIC—ITALY, VOL. II**
EPB-3069**—LPT-3069**
- BEAUTIFUL GARDEN OF PRAYER**
P-3070 (EPB-3070)*—(LPM-3070)**
- CHET ATKINS' GALLOPIN' GUITAR**
(EPB-3079)*—(LPM-3079)**
- AROUND THE WORLD IN MUSIC—MEXICO**
(EPB-3081)**—(LPM-3081)**

*45 rpm cat. nos.
**33 1/2 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, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

- \$ **My Lady Loves to Dance/To Know You (Is to Love You)**
Perry Como 20-4959—(47-4959)*
- \$ **Lady of Spain/Outside of Heaven**
Eddie Fisher 20-4953—(47-4953)*
- \$ **Blues in Advance/Bella Musica**
Dinah Shore 20-4926—(47-4926)*
- \$ **Wish You Were Here/The Hand of Fate**
Eddie Fisher 20-4830—(47-4830)*
- \$ **Older and Bolder/I'd Trade All of My Tomorrows**
Eddy Arnold 20-4934—(47-4934)*
- \$ **When Hearts Are Young/Midnight Sleighride**
Spencer-Feagan Orchestra 20-4995—(47-4995)*
- \$ **Because You're Mine/The Song the Angels Sing**
Mario Lanza 10-3914—(49-3914)*
- \$ **You Do Something to Me/Lee-Ah-Loo**
Mario Lanza 10-3961—(49-3961)*
- \$ **Dance of Destiny/Sleepy Time Gal**
Tony Martin 20-5008—(47-5008)*
- \$ **Hound Dog/The Man Don't Live Who Can Die Alone**
Vaughn Monroe 20-4911—(47-4911)*
- \$ **I Went to Your Wedding/The Boogie Woogie Flying Cloud**
Hank Snow 20-4909—(47-4909)*
- \$ **Piece a-Puddin'/Hi-Diddle Diddle**
Phil Harris & The Bell Sisters 20-4993—(47-4993)*
- \$ **Fandango/Blue Violins**
Hugo Winterhalter 20-4997—(47-4997)*
- \$ **I Laughed at Love/Father Time**
Sunny Gale 20-4789—(47-4789)*
- \$ **Settin' the Woods on Fire/Headin' for a Weddin'**
Porter Wagoner 20-4996—(47-4996)*

Coming Up...

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

- ★ **I DON'T WANT TO SET THE WORLD ON FIRE**
The Four Tunes... 20-4948—(47-4948)*
Disk Jockeys Pick, Billboard, October 18 issue.
- ★ **TWO-TIMING BLUES**
Johnnie and Jack... 20-4946—(47-4946)*
Country/Western Deejays Pick, Billboard, October 18th issue.

TIPS

A Shoulder to Weep On/Why Don't You Believe Me
June Yalli 20-5017—(47-5017)*

GALE COMING FAST

Prettiest little Gale we've seen in a dog's age is coming up fast in show business. We're talking about Sunny Gale, whose RCA Victor recording of I LAUGHED AT LOVE is currently spinning on the turntables of the nation's leading disc jockeys.

I LAUGHED AT LOVE has a "different" sound as Sunny Gale interprets it. That may account for the exceptional delay reaction. It's quite a job for a disc jockey to decide which record out of the weekly avalanche he receives should get special attention. A record needs a unique quality to break away from the competition and start riding for a hit. We think that the RCA Victor Sunny Gale record of I LAUGHED AT LOVE has this quality. Apparently the disc jockeys of the nation agree.

I SHOULD CARE

by
Ralph Flanagan
and His Orchestra

placed 5th in Billboard's Most Played by Disc Jockeys category. This means that record buyers all over America are familiar with this great RCA Victor recording. We hope all dealers will take advantage of this fact, and complete the selling job on record buyers who are already half-sold on Ralph Flanagan's I SHOULD CARE.

Mr. Dealer, you should care about:

I SHOULD CARE

by
Ralph Flanagan
and His Orchestra

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



Mel TORME

AT HIS GREATEST



Written by
Albert G. McCarthy
and
Richard Freitas

"Casualty"

and
"ANYWHERE I WANDER"
accompanied by
AL PELLEGRINI Orchestra and Vocal Chorus

CAPITOL 2263



THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received October 15, 16, 17.

Last Week | This Week

1. 1. You Belong to Me

By Pee Wee King, B. Stewart and C. Price—Published by Rutegway (BMI)
RECORDS AVAILABLE: G. Auld, Coral; M. Foster and Robert, Recalite 7013; J. Garber, Cap 2198; Ken Griffin, Col 34937; T. Hayes, V 20-4432; Don James, MGM 3229; A. Laurie, Deak 6915; E. McGuffin, Savoy 711; Jubilee 5064; D. Martin, Cap 2185; F. Martin, V 20-4893; G. Martin, Dec 28368; P. Page, Mercury 5899; T. Smith, United 131; J. Stafford-Weston Ork, Col 39811; J. Stanton, Top 340; S. Thompson, Mercury 6407.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.

2. 2. I Went to Your Wedding

By Jesse Robison—Published by St. Louis (BMI)
RECORDS AVAILABLE: K. Bass, Coral 62847; J. Bond-H. Carter, Col 21007; M. Brooks, Deak 6910; S. Glasson and Fred Carr, V 20-4835; S. Kaye, Col 39956; Little Sylvia, Jubilee 5093; G. Lombardo, Dec 28411; G. Martin, Dec 28198; P. Page, Mercury 5694; J. Selph, Rosemary, M. Snow, V 20-4906; P. Starr, Top 339; J. Wasky, Cap 2221; F. Wright, Savoy 868.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theaurus; Earl Sheldon, Associated.

4. 3. Jambalaya

By Hank Williams—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: R. Allen, Dec 28431; Camarillo Ork-S. Lennon, Dec 28367; H. Helff-W. Weyer, Coral 6016; Moon Milligan, King 1106; J. Selph, Rosemary, J. Stafford, Col 39838; J. Stanton, Top 340; T. Turner, Deak 6907; T. Tyle, V 20-4947; Hank Williams, MGM 31283.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth; Dave Terry, Associated.

3. 4. Wish You Were Here

By Harold Rome—Published by Chappell (ASCAP)
RECORDS AVAILABLE: M. Brooks, Top 337; J. Cassidy, V 14-0617; E. Fisher-H. Wincematter, V 20-4830; J. Froman, Cap 2156; Harmonicat, Mercury 5900; G. Lombardo, Dec 28408; F. Warren, MGM 11270.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lemmy Harmon, Lang-Worth; Earl Sheldon, Associated.

5. 5. Meet Mr. Callaghan

By Eric Spear—Published by Lewis (ASCAP)
RECORDS AVAILABLE: G. Aikin, V 20-4836; C. Cassiano, Dec 28373; H. Grove Trk, London 1248; Harmonicat, Mercury 5900; Melafreina Strings, V 20-4891; M. Miller, Col 39453; L. Paul-H. Ford, Cap 2189; V. Scouring Trk, Top 339; P. Todd, MGM 30640; L. Webb, Coral 60829.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sheldon, Associated.

10. 6. Glow Worm

By Paul Locke—Published by E. B. Marks (BMI)
RECORDS AVAILABLE: F. Card, Col 37567; G. Carter, MacGregor 310; Homer & Jethro, King 15203; S. Jones, V 20-1873; H. Lase, Imperial 1049; J. Minton, Cap 2748; Mills Brothers, Dec 28384; Paulella Sisters, Col 39840; M. Slinger, King 15209; C. Ramsey, Old Time Records 8004; C. Reynolds, Cap 1099; E. Sack, Mercury 10009; Three Sons, V 20-3702; H. Winterhalter, Col 38704.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jorgens, Charles Magnanti, Associated; Frankie Carle, Lew White, Al Trace, Milton Charis, Conelude Ork D'Artega, Moses Moore, Lang-Worth.

6. 7. Half as Much

By C. Williams—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: L. Ballard, Coronet 808; R. Cleary, Col 39710; E. Griffin, Col 39805; G. Lombardo, Dec 28271; M. Martel, Top 316; K. Martin, Mercury 6286; D. Washington, Mercury 8294; C. Williams, Col 70879; H. Williams, MGM 11202.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; Leon Payne, Lang-Worth; Earl Sheldon, Associated.

7. 8. High Noon

By Dimitri Tiomkin and Ned Washington—Published by Felix (ASCAP)
RECORDS AVAILABLE: B. Hayes, MGM 11266; B. Keith, King 15194; F. Lamy, Col 39770; Tex Ritter, Cap 2120; L. Ross, London 1232.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Theaurus; Glenn Oser, Associated.

7. 9. Auf Wiederseh'n Sweetheart

By Parson & Storch—Published by Hill & Range (BMI)
RECORDS AVAILABLE: Ames Brothers, Coral 60723; L. Ballard, Greenbel 803; L. Baxter, Cap 2134; Chamo Butler-P. Faith, Col 39776; DeMarco Sisters, MGM 11278; Ben Griffin, Col; E. Howard, Mercury 3571; G. Lombardo, Dec 28221; V. Lynn, London 1227; B. Roman, Top 335; Shirley & Eric, Cap; B. Shepard-H. Winterhalter, V 20-4772; T. Smith, United 131; Stubby and the Butcherbros, Rondo 299.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theaurus; Julian Gould, Lang-Worth; George Sirois, Associated.

9. 10. Somewhere Along the Way

By Sammy Gallop, Kurt Adams—Published by United (ASCAP)
RECORDS AVAILABLE: G. Ammons, Dec 28232; T. Bennett, Col 39695; Nat (King) Cole, Cap 2049; J. Gary, Dec 28243; I. Jaccuet, Mercury 81001; G. Lombardo, Dec 28411; H. Winterhalter, V 20-4691.

ELECTRICAL TRANSCRIPTION LIBRARIES: Gould and Silens, Lang-Worth; Vincent Lopez, Theaurus; Glenn Oser, Associated.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1364 Broadway New York, and permission will be immediately granted.



Buyboard

TOP SELLERS — POPULAR

Based on Actual Capitol Sales Reports

	Record No.
1. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME..... L. Paul & M. Ford	2193
2. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II..... J. Standley	2249
3. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE..... M. Cole	2069
4. THE RUBY AND THE PEARL FAITH CAN MOVE MOUNTAINS..... M. Cole	2230
5. COMES A-LONG A-LOVE THREE LETTERS..... K. Starr	2213
6. BECAUSE YOU'RE MINE I'M NEVER SATISFIED..... M. Cole	2212
7. WALKIN' MY BABY BACK HOME FUNNY..... M. Cole	2130
8. TABOO LONESOME TRAIN..... S. Kenlon	2250
9. YOU BELONG TO ME HOMINY GRITS..... D. Martin	2165
10. BUNNY HOP BLOW, MAN, BLOW!..... R. Anthony	2251
11. FAT MAN MAMBO ORCHIDS IN THE MOONLIGHT..... B. May	2227
12. ADIOS DARLIN', YOU CAN'T LOVE TWO..... G. MacKenzie	2156
13. SECOND CHANCE I KNOW A DREAM WHEN I SEE 'ONE..... D. Martin	2240
14. KAY'S LAMENT FOOL, FOOL, FOOL..... K. Starr	2151
15. THE KIDS WHO PAY TENNESSEE TANGO..... M. Bee	2258

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. WITH A SONG IN MY HEART..... Jane Froman	309
2. BIG BAND BASH!..... Billy May	329
3. A BAND IS BORN..... Billy May	349
4. ROMANCE IN THE AIR..... Voices of Walter Schumann	347
5. PENHOUSE SERENADE..... Nat (King) Cole	332
6. THE JUST JAZZ ALL STARS..... Louis Bellson	348
7. ROUGHHOUSE PIANO..... Joe (Fingers) Carr	345
8. VOICE OF THE STABAY..... Ymo Sumac	244
9. SPOTLIGHT SONGS..... Four Knights	346
10. MUSIC FOR TAP DANCING..... Fred Astaire	338
11. BENNY GOODMAN TRIO..... Benny Goodman	343
12. VOICE OF THE TRADE WINDS..... Harry Owens	333
13. MOODS FOR TWILIGHT..... Francis Scott	331

INTRODUCING
the exciting voice of Capitol's new star
13 year old **MOLLY BEE**
singing
"TENNESSEE TANGO" on Capitol
and Record No.
"THE KIDS WHO PAY" 2258

TOP COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

	Record No.
1. HIGH MOON GO ON! GET OUT!..... T. Riffer	2120
2. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE..... S. McDonald	2216
3. BLACKBERRY BOOGIE TENNESSEE LOCAL..... T. Ernie	2170
4. WAITING IN THE LOBBY OF YOUR HEART DON'T MAKE ME CRY AGAIN..... H. Thompson	2063
5. CRYIN' HOLY UNTO THE LORD FEAR NOT..... M. Carson	2252
6. HOW COLD HEARTED CAN YOU GET IT'S BETTER TO HAVE LOVED A LITTLE..... H. Thompson	2169
7. DON'T BREAK THE SIXTH COMMANDMENT OUR LOVE ISN'T LEGAL..... M. Tuttle & W. Tuttle	2242
8. I AIN'T GOT TIME I SAW YOUR FACE IN THE CROWD..... J. Skinner	2231
9. HOT ROD MAMA NICOTINE FITS..... J. Dolan	2244
10. THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA..... H. Thompson	1942

LATEST CAPITOL RELEASE

No. 341

	Record No.
MY BABY'S COMING HOME LADY OF SPAIN..... L. Paul & M. Ford	2265
A CRAZY WALTZ WATER CAN'T QUENCH THE FIRE OF LOVE..... H. O'Connell & G. MacKenzie	2266
FEET UP, PAT HIM ON THE PIPER YOU BELONG TO ME..... M. Katz	2267
KEEP IT A SECRET I MISS YOU SO..... J. Hutton & A. Stordahl	2268
THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART..... H. Thompson	2269
I'M ALONE BECAUSE I LOVE YOU I PROMISE YOU..... J. Arcesi	2270
KNOWN ONLY TO HIM GATHERING HOME..... W. Tuttle	2271
RAINBOW AT MIDNIGHT WHEN IT'S HARVEST TIME, SWEET ANGELINE..... J. Wakely	2272
FORGET ME NOT EVERYTHING I HAVE IS YOURS..... B. Eberly	2273
GREYHOUND JUMP BACK, HONEY..... E. Mae Morse	2276

LES PAUL AND MARY FORD

New... Bound to be Big
"MY BABY'S COMING HOME"
and **"LADY OF SPAIN"**
ON CAPITOL RECORD NO. 2265
and a New Hit album, too "BYE BYE BLUES"
ALBUM NO. 356

BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. BOZO HAS A PARTY Capitol 78108X-3133; 45/CBKF-3133
2. THE NOISY EATER Capitol 781CAS-3120; 45/CASF-3120
3. ROBIN HOOD Capitol 78108X-3138; 45/CBKF-3138
4. NURSERY RHYMES, VOL. I Capitol 781CAS-3126; 45/CASF-3126
5. TWEET, TWEET, TWEETY Capitol 781CAS-3110; 45/CASF-3110
6. SPARKY'S MAGIC ECHO Capitol 781CAS-3134; 45/CASF-3134
7. WOODY WOODPECKER AND THE SCARECROW Capitol 781CAS-3140; 45/CASF-3140
8. MERRY HAWK'S CHICKEN HUNT Capitol 781CAS-3137; 45/CASF-3137
9. BOZO AT THE CIRCUS Capitol 78108X-3134; 45/CBKF-3030
10. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF Capitol 781CAS-3109; 45/CASF-3109
11. I'M A LITTLE TEAPOT and THE TERRY BEARS' PICNIC Capitol 781CAS-3030; 45/CASF-3030
12. HOPALONG CASSIDY AND THE STORY OF TOPPER Capitol 781CAS-3110; 45/CASF-3110
13. COUNTRY COUSINS Capitol 781CAS-3135; 45/CASF-3135

"HEADIN' FOR HOME"
IS HEADIN' FOR the **TOP!**
OUT OF **JOE fingers CARR's**
WONDERFUL BAG OF TRICKS
FLIPSIDE
"RATTLESNAKE RAG"
NO. 2267
HE'S THE ABSOLUTE MASTER OF HONEY-TONE IN ALBUM NO. 345
"ROUGH-HOUSE PIANO"

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Records Most Played by Disk Jockeys

Based on reports received October 15, 16 and 17

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. Records shown in this chart, other available records or tunes listed here will be found in the 1952 Bill. Music Popularity Charts, Part 1. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last 13 to date/Week/Week	Record	Artist	Label
12	3	1. YOU BELONG TO ME	J. Stafford	Col(78)39811; (45)4-39811—BMI
8	2	2. I WENT TO YOUR WEDDING	P. Page	Mercury(78)5999; (45)5899X45—BMI
14	3	3. WISH YOU WERE HERE	E. Fisher-H. Waterhalter	V(78)20-4830; (45)47-4830—ASCAP
5	7	4. GLOW WORM	Mills Brothers	Dec(78)28384; (45)8-28384—BMI
9	5	5. JAMBALAYA	J. Stafford	Col(78)39838; (45)4-39838—BMI
8	4	6. YOU BELONG TO ME	P. Page	Mercury(78)5999; (45)5899X45—BMI
6	4	7. I SHOULD CARE	B. Finegan	V(78)20-4885; (45)47-4885—ASCAP
11	13	8. HIGH NOON	F. Laive	Col(78)39770; (45)4-39770—ASCAP
3	14	9. IT'S IN THE BOOK	J. Standley	Cap(78)2249; (45)F-2249—BMI
9	8	10. MEET MR. CALLAGHAN	L. Paul	Cap(78)2193; (45)F-2193—ASCAP
4	10	11. LADY OF SPAIN	E. Fisher-H. Waterhalter	V(78)20-4953; (45)47-4953—ASCAP
21	12	12. SOMEWHERE ALONG THE WAY	Not I (leg) Cole	Cap(78)2069; (45)F-2069—ASCAP
25	11	13. HALF AS MUCH	B. Clooney	Col(78)39710; (45)4-39710—BMI
3	9	14. OUTSIDE OF HEAVEN	E. Fisher-H. Waterhalter	V(78)20-4993; (45)47-4993—ASCAP
10	15	15. TRYING	Miltoppers	Dec(78)15018; (45)45-15018—ASCAP
2	16	16. TAKES TWO TO TANGO	P. Bailey	Corah(78)60817; (45)9-60817—ASCAP
4	22	17. YOU'LL NEVER GET AWAY	T. Brewer-D. Cornell	Corah(78)60829; (45)9-60829—ASCAP
3	19	18. COMES A-LONG A-LOVE	K. Starr	Cap(78)2213; (45)F-2213—ASCAP
7	19	19. YOU BELONG TO ME	D. Mortie	Cap(78)2165; (45)F-2165—BMI
2	24	20. MY FAVORITE SONG	Ames Brothers	Corah(78)60846; (45)9-60846—ASCAP
2	26	21. TAKES TWO TO TANGO	I. Armstrong	Dec(78)29304; (45)9-29304—ASCAP
3	24	22. BLUES IN ADVANCE	D. Shore	V(78)20-4926; (45)47-4926—BMI
2	—	23. TRYING	E. Fitzgerald	Dec(78)28379; (45)9-28379—ASCAP
18	—	24. AUF WIEDERSEHN, SWEETHEART	V. Lynn	London(78)1227; (45)45-1227—BMI
1	—	25. EARLY AUTUMN	J. Stafford	Col(78)39838; (45)4-39838—ASCAP
1	—	25. NO TWO PEOPLE	Doris Day-D. O'Connell	Col(78)39863; (45)4-39863—ASCAP
1	—	25. MY FAVORITE SONG	G. Gibbs	Mercury(78)5912; (45)912X45—ASCAP
10	18	28. DOODLETOWN FIFERS	Scater-Finegan	V(78)20-4866; (45)47-4866—ASCAP
1	—	28. VERADERO	Comarata	Dec(78)28376; (45)9-28376—ASCAP
1	—	30. GLOW WORM	J. Marcor	Cap(78)2249; (45)F-2249—BMI

VOX JOX

By GENE PLOTNIK

Chatter

Upcoming comes in the disk spinning ranks have another opportunity to get themselves a gag file free. Art Paul, head of Laughs Unlimited, promises he will immediately send same to any jock writing him at 166 West 45th Street, New York.

Paul Bartell, of WFOJ, Milwaukee, recently interviewed Rosemary and Betty Clooney, Lucky Len Ross, of KRUX, Phoenix, Ariz., taped an interview of Mickey Katz, who was playing a benefit with his ork there. Katz told him he recorded a tune called "Happy Pay-Off Day" two years ago, the melody of which, he says, parallels "Blacksmith Blues." Ross suggests that jox who have the Katz disk will find a before-and-after comparison interesting. The husband-wife team of Bill and Audrey Roberts is taking over the five-and-a-half-hour, nightly show on CKLW, Detroit, formerly handled by Symphony Sid Garrison. Ed McKenzie, featured jock on WXYZ, Detroit, is spinning them with his left hand only these days, having fractured his right arm in two places a couple of weeks ago.

YESTERYEAR'S TOPS

The nation's top tunes on records as reported in The Billboard

OCTOBER 24, 1942

1. Kalamazoo
2. White Christmas
3. Praise the Lord and Pass the Ammunition
4. Serenade in Blue
5. My Devotion
6. De Feuchers' Face
7. Strip Polka
8. Amen

OCTOBER 25, 1947

1. Near You
2. I Wish I Didn't Love You So
3. I Wonder Who's Kissing Her Now
4. Feudin' and Fightin'
5. You Do
6. An Apple Blossom Wedding
7. The Lady From 29 Palms
8. Peg O' My Heart
9. When You Were Sweet Sixteen
10. I Have But One Heart

Bill Dawson recently ran a "Recruiting in the Dark" for the Marine Corps via his "Dawson in the Dark" show over WGKV, Charleston, W. Va. Recruiting headquarters there were kept open until 2 a.m. that night, and got 21 calls as a result.

Art Laboe, West Coast freelancer, is planning a third daily stanza, in addition to his daytime show on KGFT and his nightly show on KXLA.

Roger Nash, WJMR, New Orleans, had Margaret Whiting there recently. She also recently played the Tulsa (Okla.) State Fair, during which she guested Dave Davis "Tulsa Ballroom" via KRMG. Tex Benke and his crew are in Tulsa now, and Billy May is coming up next month.

Yeas and Nays

Bob King, WMBD, Peoria, Ill., thinks there's no point in pluggers' simply saying, "It's great... play it," since jox give at least one listen to every disk that comes in anyhow. "A little background on new artists and tunes and that stuff called material would be more helpful and save paper and stamps," says King.

Delores Hawkins, Oklah. vocalist, was down Atlanta way week or so ago. Jon Farmer, WAGA, had her up for an interview. Bob Watson, WSB, reports exceptional reaction there to her "Each Time" with Four Lads backing. Chuck Dalane, WGAY, Silver Spring, Md., has received more listener reaction to Al Goodman's recording of "Themes from 'Gone With the Wind'" than anything else in the past several months. Chuck thinks that jockeys are missing a good bet by not programming this disk more often.

Best Selling Sheet Music

Based on reports received October 15, 16 and 17

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music publishers. 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 13 to date/Week/Week	Tune	Artist
9	1	1. YOU BELONG TO ME (R)	Ridgeway
7	2	2. I WENT TO YOUR WEDDING (R)	St. Louis
19	4	3. HALF AS MUCH (R)	Acuff-Rose
17	7	4. WISH YOU WERE HERE (R) (F)	Chappell
13	3	5. AUF WIEDERSEHN, SWEETHEART (R)	Hill & Range
6	6	6. JAMBALAYA (R)	Acuff-Rose
16	8	7. SOMEWHERE ALONG THE WAY (R)	United
6	5	8. MEET MR. CALLAGHAN (R)	Leeds
4	9	9. BECAUSE YOU'RE MINE (R) (F)	Feist
9	12	10. HIGH NOON (R) (F)	Feist
18	10	11. WALKIN' MY BABY BACK HOME (R)	DeSilva, Brown & Henderson
2	15	12. TRYING (R)	Randy Smith
6	11	13. WALKIN' TO MISSOURI (R)	Hawthorne
6	14	13. ZING A LITTLE ZONG (R) (F)	Burvan
1	—	15. GLOW WORM (R)	E. B. Marks

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 10 tunes in the case of each town alphabetically. This music checked is approximately 40 per cent all-in.

(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.

This feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcast utilizing this information may be aired. Infringement will be prosecuted.

1.	Auf Wiederseh'n, Sweetheart (R)	Hill & Range—BMI
2.	Because You're Mine (R)	Feist—ASCAP
3.	Down by the Old-Mo' (R)	Forster—ASCAP
4.	Glow Worm (R)	E. B. Marks—BMI
5.	Half as Much (R)	Acuff-Rose—BMI
6.	I Went to Your Wedding (R)	St. Louis—BMI
7.	I'm Never Satisfied (R)	George S. Papp—ASCAP
8.	Jambalaya (R)	Acuff-Rose—BMI
9.	Lady of Spain (R)	Sam Top—ASCAP
10.	Like an Eagle (R)	Burvan—ASCAP
11.	Meet Mr. Callaghan (R)	Leeds—ASCAP
12.	My Love and Devotion (R)	Shapiro-Bernstein—ASCAP
13.	No Two People (R)	Frank—ASCAP
14.	Once in a While (R)	Wilder—ASCAP
15.	Outside of Heaven (R)	Strayhorn, Voce & Conn—ASCAP
16.	Ruby and the Pearl (R)	Famous—ASCAP
17.	Should I? (R)	Robbins—ASCAP
18.	Somebody Loves Me (R)	Harmon—ASCAP
19.	Somewhere Along the Way (R)	United—ASCAP
20.	There's a Ship Coming In (R)	Amusement—BMI
21.	Till the End of the World (R)	Southern—ASCAP
22.	Trying (R)	Randy Smith—ASCAP
23.	Walkin' My Baby Back Home (R)	DeSilva, Brown & Henderson—ASCAP
24.	Walking to Missouri (R)	Hawthorne—ASCAP
25.	When I Fall in Love (R)	V. Young—ASCAP
26.	Whispering Serenade (R)	Chappell—ASCAP
27.	Wish You Were Here (R)	Chappell—ASCAP
28.	You Bring to Me (R)	Harmon—BMI
29.	You'll Never Get Away (R)	Boone—ASCAP
30.	Zing a Little Zong (R)	Burvan—ASCAP

Top 10 in Television

1.	Auf Wiederseh'n, Sweetheart (R)	Hill & Range—BMI
2.	Belle of the Ball (R)	Mills—ASCAP
3.	It's a Wonderful Life (R)	Disney—ASCAP
4.	Jambalaya (R)	Acuff-Rose—BMI
5.	Should I? (R)	Robbins—ASCAP
6.	Somewhere Along the Way (R)	United—ASCAP
7.	Walkin' My Baby Back Home (R)	DeSilva, Brown & Henderson—ASCAP
8.	Walking to Missouri (R)	Hawthorne—ASCAP
9.	Wish You Were Here (R)	Chappell—ASCAP
10.	Zing a Little Zong (R)	Burvan—ASCAP

England's Top Twenty

POSITION	Weeks Last 13 to date/Week/Week	Tune	English	American
16	1	1. HOMING WALTZ	Reine	Miller
6	3	2. HERE IN MY HEART	Rubi, Mellin, Ltd.	Mellin
14	2	3. HIGH NOON	Robbins	Feist
11	5	4. AUF WIEDERSEHN, SWEETHEART	Maurice	Hill & Range
18	4	5. BLUE TANGO	Mills	Mills
15	7	6. I'M YOURS	Mellin	Algonquin
9	7	7. MEET MR. CALLAGHAN	Toff	Leeds
3	11	8. HALF AS MUCH	Robbins, Ltd.	Acuff-Rose
9	8	9. SOMEWHERE ALONG THE WAY	Maga	United
16	6	10. WALKIN' MY BABY BACK HOME	Victoria	DeSilva, Brown & Henderson
5	14	1. ISLE OF INNISFREE	Peter Maurice	Leeds
6	13	12. SUGAR BUSH	Chappell	G. Schirmer
11	13	13. ROCK OF GIBALTAR	Connely	Montclair
11	14	14. DAY OF JUBILO	Connely	Montclair
4	14	14. BOTEN-A-ME	Kassner	Holla
13	15	16. TREAT IN ME	Lawrence Wright	Advanced
8	17	17. WHEN YOUR IN LOVE	Connely	Alano
17	18	18. KISS OF FIRE	Connely	Duchess
1	—	19. FEET UP (Pat Hill on the Po-Po)	Claepphonic	Hawthorne
18	19	20. FROM THE TIME YOU SAY GOODBYE (The Parson Noell)	Pickwick	Pickwick

COLUMBIA COUNTER-POINTS



The Pitch
From Mitch

Doing a little bit of shouting for another department this week—the album group. If you'll notice, there's a new Benny Goodman concert on tap, and it's crazy. Last time around we uncovered those precious recordings of Benny's history-making bash in Carnegie Hall in 1938, and the results made swing sit up and take notice again, and also brushed a little dust off the cash registers.

Well, the same old group is together for this one, a series of really remarkable waxings. For one thing, the sound is better; those were taken from old-records from dance halls, where the microphones were balanced by radio engineers. A long series of late evening broadcasts by the Benny Goodman Orchestra back in 1937 and 1938 were lifted, and the absolute cream is presented in this concert. There's some bustle from the crowd, some good sound, and some of the greatest swing playing ever.

Sometimes there were six or seven versions of the same tune to choose from, so that the absolute best could be included in this set. Also, there are fifteen selections that Benny has never been identified with on records before, and some that were recorded in quite different form (such as by sextet or orchestra where here you might hear the quartet or trio). Anyhow, it's a whale of an album, really great. All the big names are there: James Hampton, Krupa, Wilson Elman, Stacy, Griffin—all of them. Plus the ever-brilliant Goodman clarinet. Check into this—it brings back the pre-war years as you never could have imagined!



Getting Bigger Every Day!

SARAH VAUGHAN

MY TORMENTED HEART
SAY YOU'LL WAIT FOR ME
78 rpm 39839 • 45 rpm 4-39839

Folk Music

LOU MILLET
WORRIED, LONESOME AND IN LOVE
YOUR OWN HEART YOU MUST MEND
78 rpm 21029 • 45 rpm 4-21029

RILEY CRABTREE
LOVE SONG OF THE HILLS
IF I HAD SOMEONE TO CALL MY VERY OWN
78 rpm 21030 • 45 rpm 4-21030

THE MERCER BROTHERS
TELL ME WHO
IT AIN'T NO USE
78 rpm 21031 • 45 rpm 4-21031

Okeh Releases

AHMAD JAMAL'S THREE STRINGS
A GAL IN CALICO
AKI AND UKTHAY
78 rpm 6921 • 45 rpm 4-6921

RED RODNEY SEXTET
HONEYSUCKLE ROSE
BUCKLE MY SHOE
78 rpm 6922 • 45 rpm 4-6922

BROTHER RODNEY
JESUS, LOVER OF MY SOUL
ROCK OF AGES
78 rpm 6923 • 45 rpm 4-6923

Popular Releases

GUY MITCHELL and MITCH MILLER
WHY SHOULD I GO HOME?
DONT ROB ANOTHER MAN'S CASTLE
78 rpm 39886 • 45 rpm 4-39886

ERROL GARNER
WHAT'S NEW?
SUMMERTIME
78 rpm 39888 • 45 rpm 4-39888

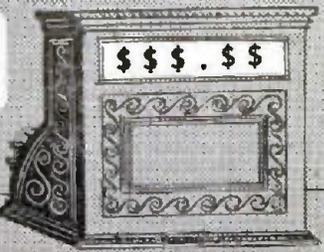
FRANKIE YANKOVIC
TORNA A SURRIENTO
BE HAPPY
78 rpm 39884 • 45 rpm 4-39884

FRED LOWERY
DANCING TAMBOURINE
SWEET LEILANI
78 rpm 39887 • 45 rpm 4-39887

TRIO LOS PANCHOS
OLIVIDA LO PASADO
YO QUIERO A ESA MUJER
78 rpm 39885 • 45 rpm 4-39885

Children's Record

GENE AUTRY
MERRY TEXAS CHRISTMAS, YOU ALL!
THE NIGHT BEFORE CHRISTMAS (IN TEXAS, THAT IS)
78 Set MIV-150 • 45 Set MIV 4-150



New Popular Albums

BENNY GOODMAN 1937-'38 JAZZ CONCERT
Number Two

Let's Dance • Ridin' High • Nice Work If You Can Get It • Vibraphone Blues • The Sheik of Araby • Peckin' • Sunny Disposition • Nagasaki • St. Louis Blues • Sugar Foot Stomp • Moon Glow • I'm a Ding Dong Daddy • I Hadn't Anyone Till You • Always • Down South Camp Meeting • Sweet Leilani • Sometimes I'm Mappy • Roll 'Em • King Porter Stomp • Have You Met Miss Jones • Shine • Minnie the Moocher's Wedding Day • Bun-nin' Wild • You Turned the Tables on Me • At the Darktown Strutters Ball • My Gal Sal • Bugle Call Rag • Clarinet Marmalade • Time on My Hands • Stardust • Benny Sent Me • Everybody Loves My Baby • Josephine • Killer Diller • Sameday, Sweetheart • Caravan • Goodbye.

Lp Set SL-180 (two 12-inch records)
Vol. 1—ML 4590 • Vol. 2—ML 4591

CHRISTMAS 'ROUND THE WORLD

• Never Was a Child So Lovely • Bagpiper's Carol • The Angels and the Shepherds • Starlight Carol • I Wash My Face in a Golden Vase • Go Tell It on the Mountain • La, How a Rose E'er Blooming • Rise Up, Shepherd, and Follow • Bring a Torch • Jesus, Jesus, Rest Your Head • The Pilgrims.

THE MARINERS
Lp CL 6227 • 45 Ser 8-321

Best Sellers
Based on actual sales reports for week ending October 18

O STAFFORD JAMBALAYA EARLY AUTUMN 78 rpm 39838 • 45 rpm 4-39838	ROSEMARY CLOONEY HALF AS MUCH POOR WHIP-POOR-WILL 78 rpm 39710 • 45 rpm 4-39710	CARL SMITH OUR HONEYMOON SING HER A LOVE SONG 78 rpm 21008 • 45 rpm 4-21008
FRANKIE LAINE HIGH NOON ROCK OF GIBRALTAR 78 rpm 39770 • 45 rpm 4-39770	SAMMY KAYE WALKIN' TO MISSOURI ONE FOR THE WONDER 78 rpm 39769 • 45 rpm 4-39769	GUY MITCHELL FEET UP JENNY KISSED ME 78 rpm 39822 • 45 rpm 4-39822
JO STAFFORD YOU BELONG TO ME PRETTY BOY 78 rpm 39811 • 45 rpm 4-39811	ROSEMARY CLOONEY BOTCH-A-ME ON THE FIRST WARM DAY 78 rpm 39767 • 45 rpm 4-39767	ROSEMARY CLOONEY BLUES IN THE NIGHT WHO KISSED ME LAST NIGHT? 78 rpm 39813 • 45 rpm 4-39813
JO STAFFORD and FRANKIE LAINE SETTIN' THE WOODS ON FIRE PIECE A-PUDDIN' 78 rpm 39867 • 45 rpm 4-39867	PERCY FAITH FUNNY FELLOW AMORADA 78 rpm 39874 • 45 rpm 4-39874	MINDY CARSON and GUY MITCHELL THAT'S A-WHY TRAIN OF LOVE 78 rpm 39879 • 45 rpm 4-39879

COLUMBIA RECORDS

Columbia, "Masterworks", "Blues", and "Trade Mark Reg. U. S. Pat. Off. Name Requested

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Best Selling Pop Singles

Based on reports received October 15, 16 and 17

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 1,500 largest dealers, representing every important market area. Survey returns are weighted according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

Weeks to date	LAST Week	POSITION This Week	ARTIST	TITLE	Label
9	1	1	P. Page	I WENT TO YOUR WEDDING	Mercury
12	2	2	J. Stafford	YOU BELONG TO ME	Columbia
9	3	3	J. Stafford	JAMBALAYA	Columbia
15	4	4	E. Fisher-H. Winterhalter	WISH YOU WERE HERE	Capitol
4	7	5	J. Standley	IT'S IN THE BOOK PARTS I & II	Capitol
5	9	6	Mills Brothers	GLOW WORM	Doot
9	5	7	L. Paul	MEET MR. CALLAGHAN	Capitol
9	10	8	Hilltoppers	TRYING	Doot
16	8	9	P. Laune	HIGH NOON	Columbia
8	11	10	P. Page	YOU BELONG TO ME	Mercury
23	6	11	R. Clooney	HALF AS MUCH	Columbia
4	14	12	E. Fisher-H. Winterhalter	OUTSIDE OF HEAVEN	Vocalion
5	13	13	E. Fisher-H. Winterhalter	LADY OF SPAIN	Vocalion
7	18	14	M. Louisa	BECAUSE YOU'RE MINE	Vocalion
21	15	15	Not (King) Cole	SOMEWHERE ALONG THE WAY	Capitol
5	20	16	P. Bailey	TAKES TWO TO TANGO	Coral
2	21	17	J. James	WHY DON'T YOU BELIEVE ME?	MGM
1	—	18	V. Lynn	YOUR LOVE OF MY LIFE	London
6	13	19	Tex Ritter	HIGH NOON	Capitol
14	17	19	Slim Whitman	INDIAN LOVE CALL	Imperial
19	12	21	V. Lynn	AUF WIEDERSEHN SWEETHEART	London
11	22	22	S. Kaye	WALKIN' TO MISSOURI	Columbia
1	—	22	Peer Aces	HEART AND SOUL	Doot
1	—	22	K. Chandler	HOLD ME, THRILL ME, KISS ME	Coral
3	24	25	Not (King) Cole	FAITH CAN MOVE MOUNTAINS	Capitol
6	19	26	D. Morlin	YOU BELONG TO ME	Columbia
4	—	27	T. Brower-D. Carnell	YOU'LL NEVER GET AWAY	Coral
2	24	28	J. Stafford-F. Laune	SETTIN' THE WOODS ON FIRE	Columbia
3	—	29	Ames Brothers	SYRING ALONG	Columbia
1	—	29	L. Armstrong	TAKES TWO TO TANGO	Doot

Best Selling Classical Albums

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

Weeks to date	LAST Week	ARTIST	TITLE	Label
3	—	Beethoven Symphony No. 9; E. Farrell, M. Merriman, J. Ferrer, N. Scott, R. Shaw, Choral	NBC Symphony Orchestra, A. Toscanini, conductor	V (33) LM-6009
1	2	Berlioz, Harold in Italy; M. Primm, Royal Philharmonic Orchestra, Sir Thomas Beecham, conductor	Dol (33) WL-4542	
4	2	Rimsky-Korsakov, Scheherazade; San Francisco Symphony Orchestra, P. Monteux, conductor	V (33) LW-1002	
2	4	Rachmaninoff Concerto for Piano and Orchestra, No. 2; A. Rehnstein, piano, NBC Symphony Orchestra, V. Goldschmidt, conductor	V (33) LW-1005	
—	3	Shaw: Don Juan in Hell	Col (33) SL-166	

Best Selling 45 R.P.M.

Weeks to date	LAST Week	ARTIST	TITLE	Label
1	1	Tchaikovsky: Nutcracker Suite; Philadelphia Orchestra, E. Brnoyevy, conductor	V (45) WDM-1020	
2	2	Rachmaninoff: Concerto for Piano No. 2; NBC Symphony Orchestra, A. Rehnstein, conductor	V (45) WDM-1075	
—	3	Offenbach: Carte Blanche; Boston Pops Orchestra, A. Fiedler, conductor	V (45) WDM-1140	
4	4	Rimsky-Korsakov: Scheherazade; San Francisco Symphony Orchestra, P. Monteux, conductor	V (45) WDM-1140	
3	3	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Orchestra, V. Goldschmidt, conductor	V (45) WDM-1028	

DEALER DOINGS

By BOB FRANCIS

Share the Ideas

With the Christmas season practically upon us and everybody's eye fixed hopefully on holiday biz, it would seem a particularly good time to share promotional ideas. This department will be happy to receive and publish any good suggestions for boosting overall retail record sales. Some of you are right smart at thinking up individual gimmicks and approaches to hype the cash drawer. Why not let others in on a good thing? A good sales angle in California can snag the same kind of customers in Maine, and vice versa. This goes for all Christmas dress-up ideas. Let's hear from you.

Here and There

Manager A. MacGregor of Cavers Bros., St. Catharines, Ontario, Canada, offers the suggestion that distributors put the numbers of records on the sleeves, along with manufacturer's name, etc. He believes this would save dealers a lot of time by not having to paste a sticker on each item and write a number on it.

Bob Spence, of Spence Music Shop, Whitingville, Mass., has his own method of cleaning out real dead stock for a few plus dollars. Every so often he makes up counter grab bags containing six records for a buck. One recent week-end, he moved 75 bags to clean out most of independent dead record stock and took in \$75 to boot. Bob also reports good results on phonograph promotion, started a couple of weeks ago. Store gives customer choice of free records with purchase of every player. A \$24.95 buy calls for \$5 worth and \$20 worth goes with an \$83 player. Aaron Appelbaum, of Bergenfield Music, Bergenfield, N. J., notes that he follows The Billboard's "Record Scoreboard" every week, and wishes some of the record companies would do likewise. "The three labels which have the greatest percentage of hits, Columbia, Mercury and Victor, have the least amount of pop releases." He would welcome the elimination of the practice of "cover" records. "Few of them ever amount to anything in sales and clutter shelves with unwanted inventories."

O. C.'s get another job from Hilda Bauer, of Stewart Electric Company, Redding, Calif. "They are a nuisance," says Miss Bauer. "How I dread stopping to punch or cut them out during the Christmas rush." Park Radio Company, Baltimore, Md., has a doughnut beef. Outlet says 45's have turned out a poor investment and it is trying to get rid of them by selling three singles for the price of two. Even with a discount up to 40 per cent on albums, we only sell \$50-\$80 a month compared with \$250-\$300 at the first of the year, as we are strictly a classics store. Customers who did buy 45 players in the mistaken idea that they would have a wide selection of good music have realized their error and converted to 33's.

Best Selling Children's Records

Based on reports received October 15, 16 and 17

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.

Weeks to date	LAST Week	POSITION This Week	ARTIST	TITLE	Label
11	1	1	Robin Hood (2)	ROBIN HOOD	Capitol
141	2	2	Cinderella (2)	CINDERELLA	Vocalion
7	4	3	Bozo Has a Party (2)	BOZO HAS A PARTY	Capitol
72	3	4	Lone Ranger, Vol. 1 (He Becomes the Lone Ranger) (1)	LONE RANGER, VOL. 1	Doot
6	11	5	Noisy Eater (1)	NOISY EATER	Capitol
94	5	6	Twety Pie (1)	TWETY PIE	Capitol
73	8	7	Peter and the Wolf (2)	PETER AND THE WOLF	Vocalion
5	8	8	Tweet, Tweet, Tweety (1)	TWEET, TWEET, TWEETY	Capitol
78	7	9	Little Engine That Could (2)	LITTLE ENGINE THAT COULD	Vocalion
41	—	10	Alice in Wonderland (1)	ALICE IN WONDERLAND	Vocalion
58	5	11	Snow White and the Seven Dwarfs	SNOW WHITE AND THE SEVEN DWARFS	Vocalion
49	14	11	Bozo on the Farm (2)	BOZO ON THE FARM	Capitol
42	—	13	Bozo and the Birds (2)	BOZO AND THE BIRDS	Capitol
1	—	13	Smokey the Bear	SMOKEY THE BEAR	Columbia
28	—	13	Teddy Bear's Picnic (1)	TEDDY BEAR'S PICNIC	Capitol

Best Selling Pop Albums

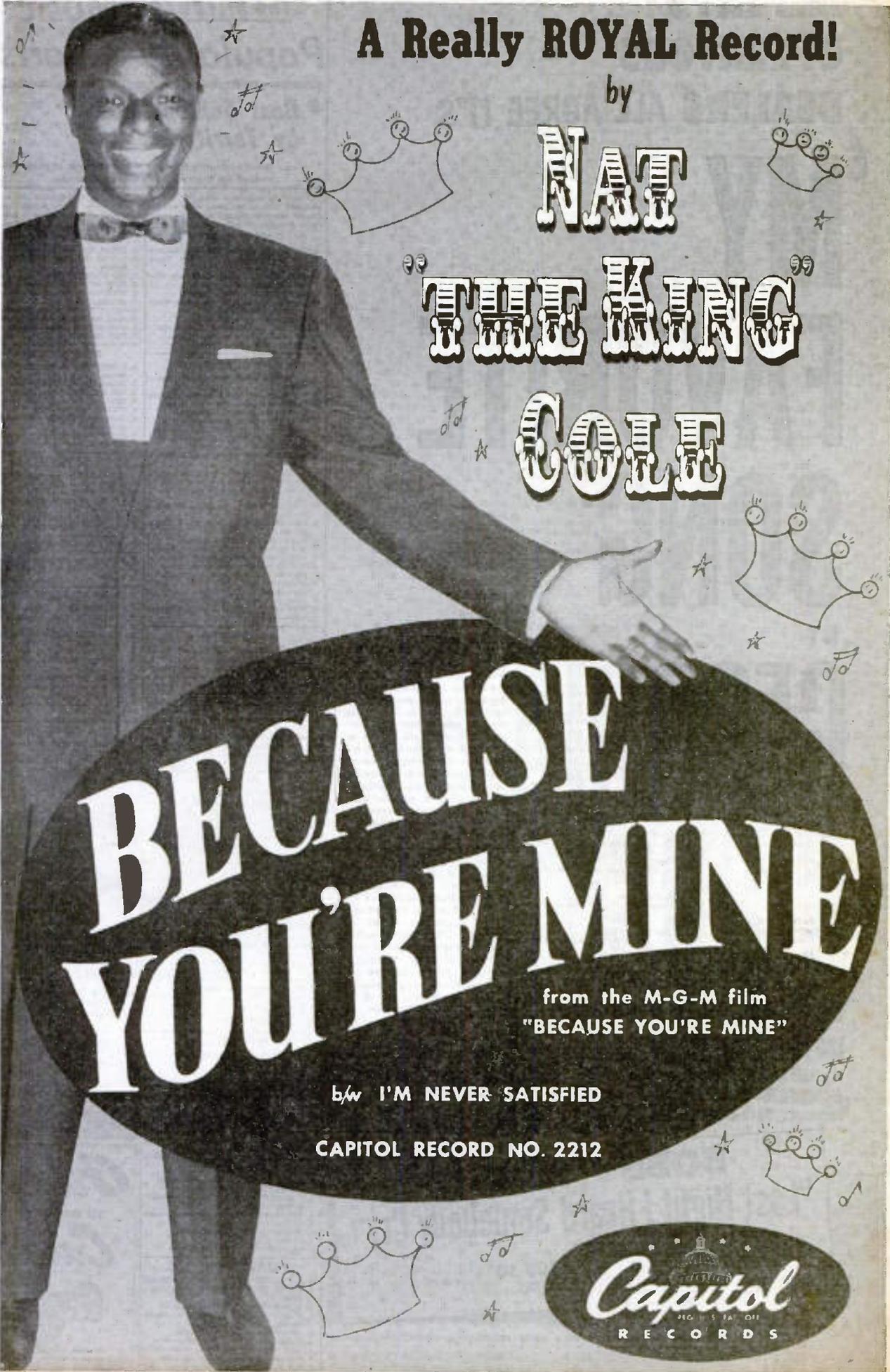
Because all labels are not issued on all speeds it is difficult to conduct a one volume survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out the Billboard's one chart questionnaire for a comparison may be drawn between their 35 pop album sales and their 45 pop album sales. Therefore, the Billboard is no longer attempting to show comparative sales volume between 45 and 35 pop albums.

Weeks to date	LAST Week	POSITION This Week	ARTIST	TITLE	Label
1	—	1	Merry Widow	MERRY WIDOW	MGM
3	2	2	With a Song in My Heart	WITH A SONG IN MY HEART	Capitol
3	3	3	Liberace at the Piano	LIBERACE AT THE PIANO	Columbia
5	4	4	Lovely to Look At	LOVELY TO LOOK AT	MGM
7	5	5	Wish You Were Here	WISH YOU WERE HERE	Vocalion
3	6	6	Big Band Bash	BIG BAND BASH	Capitol
4	7	7	King and I	KING AND I	Doot
4	8	8	Eddie Fisher Sings	EDDIE FISHER SINGS	Vocalion
9	9	9	Romance in the Air	ROMANCE IN THE AIR	Capitol
9	10	10	An American in Paris	AN AMERICAN IN PARIS	MGM
—	10	10	Penthouse Serenade	PENTHOUSE SERENADE	Capitol

Weeks to date	LAST Week	POSITION This Week	ARTIST	TITLE	Label
2	1	1	Liberace at the Piano (4)	LIBERACE AT THE PIANO	Columbia
7	2	2	I'm in the Mood for Love (4)	I'M IN THE MOOD FOR LOVE	Vocalion
1	3	3	With a Song in My Heart (4)	WITH A SONG IN MY HEART	Capitol
4	4	4	Lovely to Look At (4)	LOVELY TO LOOK AT	MGM
6	4	4	Big Band Bash (3)	BIG BAND BASH	Capitol
3	6	6	Merry Widow (4)	MERRY WIDOW	MGM
5	7	7	Eddie Fisher Sings (4)	EDDIE FISHER SINGS	Vocalion
8	8	8	Top Pops, Vol. II (4)	TOP POPS, VOL. II	Vocalion
9	9	9	Saturday at Pasadena, Vol. I (3)	SATURDAY AT PASADENA	Doot
—	10	10	Glenn Miller (4)	GLENN MILLER	Vocalion
—	19	19	Shaw Boat (4)	SHAW BOAT	MGM

Classical Reviews

ALBUM REVIEW — CLASSICAL — Rating 73
POPULAR BALLET MUSIC FROM GREAT OPERAS—Royal Opera House Orchestra, Covent Garden, London—Warwick Brattle, conductor. (12-12)
MGM (45) E-3003
Along with the normal sales value of an album of this kind, this could easily be merchandised for additional sales to ballet students.



A Really ROYAL Record!

by

NAT

THE KING

COLE

BECAUSE YOU'RE MINE

from the M-G-M film
"BECAUSE YOU'RE MINE"

b/w I'M NEVER SATISFIED

CAPITOL RECORD NO. 2212



**DEE JAYS
OPERATORS
DEALERS ALL AGREE IT'S**

**'MY
FAVORITE
SONG'
BY
GEORGIA
GIBBS**

**THE AAA VERSION OF AN
UP AND COMING HIT!**

FLIP SIDE
SINNER OR SAINT
MERCURY 5912-5912X45

HOT TIP
BOBBY WAYNE
"Last Night I Heard Somebody Cry"

FLIP SIDE
IF I DIDN'T LOVE YOU SO
MERCURY 70011-7001X45



MERCURY RECORDS, CHICAGO, ILL. * 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 cooperation with Western Union, secures last minute sales reports from key 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. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. JAMBALAYA—J. Stafford—Columbia
5. BECAUSE YOU'RE MINE—M. Lane—Victor
6. YOURS—V. Lynn—London
7. TRYING—Hilltoppers—Dot
8. MEET MR. CALLAGHAN—L. Paul—Capitol
9. AUF WIEDERSEHN—V. Lynn—London
10. HIGH NOON—F. LaRue—Columbia

SEATTLE

1. IT'S IN THE BOOK—J. Standley—Capitol
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. YOU BELONG TO ME—D. Martin—Capitol
4. GLOW WORM—Mills Brothers—Decca
5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
6. YOU BELONG TO ME—J. Stafford—Capitol
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. HIGH NOON—T. Rister—Capitol
9. FEET UP—G. Mitchell—M. Miller—Columbia

CHICAGO

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. TRYING—Hilltoppers—Dot
4. JAMBALAYA—J. Stafford—Columbia
5. GLOW WORM—Mills Brothers—Decca
6. MEET MR. CALLAGHAN—L. Paul—Capitol
7. TAKES TWO TO TANGO—P. Bailey—Coral
8. HIGH NOON—F. LaRue—Columbia
9. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
10. TAKES TWO TO TANGO—L. Armstrong—Decca

NEW ORLEANS

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. JAMBALAYA—J. Stafford—Columbia
3. YOU BELONG TO ME—J. Stafford—Columbia
4. MEET MR. CALLAGHAN—L. Paul—Capitol
5. TRYING—Hilltoppers—Dot
6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
7. IT'S IN THE BOOK—J. Standley—Capitol
8. YOURS—V. Lynn—London

LOS ANGELES

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. HOLD ME, THRILL ME, KISS ME—K. Chandler—Coral
3. JAMBALAYA—J. Stafford—Columbia
4. YOU BELONG TO ME—J. Stafford—Columbia
5. HIGH NOON—T. Rister—Capitol
6. YOU BELONG TO ME—P. Page—Mercury
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
9. HALF AS MUCH—R. Clooney—Columbia
10. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor

ATLANTA

1. YOU BELONG TO ME—J. Stafford—Columbia
2. JAMBALAYA—J. Stafford—Columbia
3. IT'S IN THE BOOK—J. Standley—Capitol
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. MEET MR. CALLAGHAN—L. Paul—Capitol
6. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
7. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
8. BECAUSE YOU'RE MINE—M. Lane—Victor
9. RUBY AND THE PEARL—Nat (King) Cole—Capitol

PHILADELPHIA

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. WHY DON'T YOU BELIEVE ME—J. James—MGM
4. JAMBALAYA—J. Stafford—Columbia
5. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
7. HALF AS MUCH—R. Clooney—Columbia
8. HIGH NOON—F. LaRue—Columbia
9. TRYING—Hilltoppers—Dot
10. GLOW WORM—Mills Brothers—Decca

DALLAS-FORT WORTH

1. IT'S IN THE BOOK—J. Standley—Capitol
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. YOU BELONG TO ME—J. Stafford—Columbia
5. FAITH CAN MOVE MOUNTAINS—Nat (King) Cole—Capitol
6. YOU BELONG TO ME—P. Page—Mercury
7. YOU WIN AGAIN—T. Edwards—MGM
8. GLOW WORM—Mills Brothers—Decca
9. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor

DETROIT

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. IT'S IN THE BOOK—J. Standley—Capitol
4. GLOW WORM—Mills Brothers—Decca
5. JAMBALAYA—J. Stafford—Columbia
6. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. HEART AND SOUL—Flue Aces—Decca
9. PIECE A PUDDING—J. Stafford—F. LaRue—Columbia

DENVER

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. MEET MR. CALLAGHAN—L. Paul—Capitol
4. IT'S IN THE BOOK—J. Standley—Capitol
5. JAMBALAYA—J. Stafford—Columbia
6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor

BOSTON

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. WHY DON'T YOU BELIEVE ME—J. James—MGM
4. GLOW WORM—Mills Brothers—Capitol
5. TRYING—Hilltoppers—Dot
6. JAMBALAYA—J. Stafford—Columbia
7. HIGH NOON—F. LaRue—Capitol
8. HALF AS MUCH—R. Clooney—Columbia
9. IT'S IN THE BOOK—J. Standley—Capitol
10. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol

CINCINNATI

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. HALF AS MUCH—R. Clooney—Columbia
4. GLOW WORM—Mills Brothers—Decca
5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
6. JAMBALAYA—J. Stafford—Columbia
7. HIGH NOON—F. LaRue—Columbia
8. MEET MR. CALLAGHAN—L. Paul—Capitol
9. IT'S IN THE BOOK—J. Standley—Capitol

PITTSBURGH

1. YOU BELONG TO ME—J. Stafford—Columbia
2. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
3. GLOW WORM—Mills Brothers—Decca
4. TRYING—Hilltoppers—Dot
5. I WENT TO YOUR WEDDING—P. Page—Mercury
6. JAMBALAYA—J. Stafford—Columbia
7. IT'S IN THE BOOK—J. Standley—Capitol
8. MEET MR. CALLAGHAN—L. Paul—Capitol
9. INDIAN LOVE CALL—Slim Whitman—Imperial
10. HALF AS MUCH—R. Clooney—Columbia

ST. LOUIS

1. IT'S IN THE BOOK—J. Standley—Capitol
2. GLOW WORM—Mills Brothers—Decca
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. YOU BELONG TO ME—J. Stafford—Columbia
5. TRYING—Hilltoppers—Dot
6. JAMBALAYA—J. Stafford—Columbia
7. YOURS—V. Lynn—London
8. HEART AND SOUL—Flue Aces—Decca

WASHINGTON, D. C.

1. YOU BELONG TO ME—J. Stafford—Columbia
2. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor
3. GLOW WORM—Mills Brothers—Decca
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. JAMBALAYA—J. Stafford—Columbia
6. TAKES TWO TO TANGO—P. Bailey—Coral
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. HALF AS MUCH—R. Clooney—Columbia
9. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London

Watch for
**ELFIE
THE
ELF**
"Your
Xmas
Buddy"

Copyright 1952

COUNTRY MUSIC
20 E. Jackson Chicago Ill.

Give
TO CONQUER
Cancer

AMERICAN CANCER SOCIETY

MARKS REGISTERS WITH *MORE* HITS

Vote for Your Favorites

THE GLOW-WORM

The People's Choice!

New **JOHNNY MERCER** Version
Recorded by

MILLS BROTHERS
Decca 28384

JOHNNY MERCER
Capitol 2248

PAULETTE SISTERS
Columbia 39840

YOURS

*Unanimously Elected
to follow her
"Auf Wiederseh'n"*

VERA LYNN

*Watch for forthcoming records by Vaughn
Monroe, Jimmy Dorsey, Xavier Cugat (with
Ray Cural) and Les Baxter*

London 1261

MY LITTLE NEST OF HEAVENLY BLUE

Another Lehar Landslide!

CONNIE BOSWELL
and

ARTIE SHAW
Decca 28377

MARIA MY OWN

*Hop on the
Lecuwona Band-Wagon!*

JAN PEERCE
with

HUGO WINTERHALTER'S Orchestra
Victor 20-4960

EDWARD B. MARKS MUSIC CORPORATION

RCA BUILDING • RADIO CITY • NEW YORK

HARRY LINK, Gen. Pro. Mgr.

A SMASH!
A BEAUTIFULLY SMOOTH BALLAD

by
Frankie CARLE



SECRET KISSES

b/w
STROLLING IN LOVERS' LANE
 RCA VICTOR 20-4999
 RCA VICTOR 47-4999

RCA VICTOR RECORDS

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Most Played Juke Box Records

Based on reports received October 15, 16 and 17

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 same listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION	WEEKS LAST IN THIS DATE	WEEKS IN THIS DATE	RECORD	ARTIST	COMPANY
9	1	1	1. I WENT TO YOUR WEDDING, P. Page	Mercury 7815899; (45)5899X45—BMI	
11	2	2	2. YOU BELONG TO ME	J. Stafford Col(78)39811; (45)4-39811—BMI	
9	3	3	3. JAMBALAYA	J. Stafford Col(78)39818; (45)4-39818—BMI	
12	4	4	4. WISH YOU WERE HERE	E. Fisher-M. Winterhalter V(78)20-480; (45)47-4830—ASCAP	
3	15	4	4. GLOW WORM	Mills Brothers Decc(78)28384; (45)9-28384—BMI	
7	5	6	6. A ET MR. CALLAGHAN	L. Paul Cap(78)2193; (45)F-2193—ASCAP	
7	6	6	6. YOU BELONG TO ME	P. Page Mercury 7815899; (45)5899X45—BMI	
3	8	8	8. LADY OF SPAIN	E. Fisher-M. Winterhalter V(78)20-4955; (45)47-4955—ASCAP	
22	7	9	9. HALF AS MUCH	R. Clooney Col(78)39710; (45)4-39710—BMI	
9	14	10	10. HIGH NOON	F. Laing Col(78)39770; (45)4-39770—ASCAP	
3	16	11	11. OUTSIDE OF HEAVEN	E. Fisher-M. Winterhalter V(78)20-4053; (45)47-4053—ASCAP (M. Whiting, Capitol 2217)	
9	11	12	12. TRYING	Miltoppers Decc(78)15018; (45)45-15018—ASCAP (Ella Fitzgerald-Bobby Orron's Team-Accs. Decca 28375; Johnny Desmond, Coral 40823; Told Rhodes Ork, King 4556; J. Palmer Ork, Mercury 5904)	
1	—	13	13. WHY DON'T YOU BELIEVE ME	J. James MGM(78)11333; (45)K-11333—ASCAP (R. Clooney P. Falk Ork, Columbia 39831)	
10	9	14	14. INDIAN LOVE CALL	Slim Whitman Imperial(78)1156; (45)45-8156—ASCAP (R. Merril-R. Pries, Victor 10-3786; L. Armstrong-G. Jenkins Ork, Decca 38076)	
4	12	15	15. COMES A-LONG A-LOVE	K. Starr Cap(78)2218; (45)F-2218—ASCAP	
3	16	15	15. I LAUGHED AT LOVE	S. Gale V(78)20-3788; (45)47-4788—ASCAP (L. Armstrong, Decca 28394; B. Farrell, MGM 11343; R. Allen, Victor 20-4987)	
9	12	17	17. WALKIN' TO MISSOURI	S. Hays Col(78)39760; (45)4-39760—ASCAP (Russ Morgan Ork Decca 28358; K. Griffin, Columbia 39857)	
2	19	18	18. TAKES TWO TO TANGO	P. Bailey Coral(78)60817; (45)F-60817—ASCAP (R. Martin Ork, Mercury 5903; F. Warren, MGM 11334; L. Armstrong, Decca 28394; J. Gayle, Capitol 2222)	
2	26	19	19. BECAUSE YOU'RE MINE	Not (King) Cole Cap(78)2212; (45)F-2212—ASCAP (B. Wayne, Mercury 5897; J. Raitt, Decca 28337; B. Eckstine, MGM 11303)	
3	20	20	20. JAMBALAYA	Mont Williams MGM(78)11283; (45)K-11283—BMI	
1	—	20	20. YOURS	V. Lynn London(78)1261; (45)45-1261—ASCAP	
2	23	22	22. BLUES IN ADVANCE	D. Shere V(78)20-4936; (45)47-4926—BMI (W. Herman Ork, Marn 100)	
1	—	22	22. SETTIN' THE WOODS ON FIRE	J. Stafford-F. Laing Col(78)39867; (45)4-39867—BMI (F. Warren, MGM 11334; M. Shiner-G. Martin Ork, Decca 28424; P. Wagoner, Victor 20-4996; H. Williams, MGM 11318)	
2	—	22	22. THREE LETTERS	K. Starr Cap(78)2213; (45)F-2213—BMI (R. Brown, Atlantic 978)	
18	10	25	25. AUF WIEDERSEH'N, SWEETHEART	V. Lynn London(78)1227; (45)45-1227—BMI	
2	29	25	25. BECAUSE YOU'RE MINE	M. Lense V(78)10-3914; (45)49-3914—ASCAP	
1	—	25	25. MY FAVORITE SONG	G. Gibbs Mercury 783912; (45)5912X45—ASCAP (J. Garber Ork, Capitol 2264; E. Fitzgerald, Decca 28433; G. Mackenzie, Capitol 2256; C. Lord, MGM 11350; Ames Bros-R. Block Ork, Coral 60846; E. McGuff, Jubilee 6019; Lily Ann Carol, Victor 20-4985; M. Caruso, Decca 1001)	
14	18	26	26. BOTCH-A-ME	R. Clooney Col(78)39767; (45)4-39767—BMI	
12	23	28	28. SOMEWHERE ALONG THE WAY	Not (King) Cole Cap(78)2069; (45)F-2069—ASCAP	
1	—	28	28. MEET MR. CALLAGHAN	C. Callaghan Decc(78)21373; (45)F-21373—ASCAP	
1	—	28	28. BLUES IN THE NIGHT	R. Clooney Col(78)39813; (45)4-39813—ASCAP (J. Lunceford Ork, Decca 2844; C. Hammiton, London 1210; E. Larkins, Decca 27982)	

America's No.

Piano Artist!

Johnny Maddox

Smashing Thru
with his
Biggest Yet!

SIoux CITY SUE *and* Johnny Maddox Special

DOT #15021
45-15021

Over
50,000
the first
4 days

AND STILL RIDING
THE HIT PATH...

"LITTLE GRASS SHACK"
and
"COCOANUT GROVE"

Dot #15020 45-15020

RETAILERS • OPERATORS • DISK JOCKEYS

Here is the complete

Dot JOHNNY MADDOX Catalog

Crazy Bone Rag St. Louis Tickle 1005-45-1005	Listen to the Mocking Bird Molly Darling 15015-45-15015
Mule Blues I Got the Blues When It Rains 1012-45-1012	Cocoanut Grove Little Grass Shack 15020-45-15020
Memphis Blues Alabama Jubilee 1023-45-1023	Sioux City Sue J. M. Special 15021-45-15021
Sweet Georgia Brown Dill Pickles 1057-45-1057	AUTHENTIC RAGTIME DF-102 430F-102 LP-102
San Antonio Rose Bully of the Town 15001-45-15001	At a Georgia Camp Meeting Elite Syncopation 15026-45-15026
My Merry Under the Double Eagle 15004-45-15004	Sunflower Slow Drag Percypine Rag 15027-45-15027
Piano Polka Stardust 15006-45-15006	Sleepy Sidney African Pans 15028-45-15028
Johnny Maddox Boogie Near You 15008-45-15008	Smokey Makes Tickled to Death 15029-45-15029

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received October 15, 16 and 17

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on reports from weekly survey among a select list of over 500 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last	This	Title	Artist	Label
11	1	1	JAMBALAYA	Hank Williams	MGM(78)11283; (45)K-11283-BMI
3	4	2	BACK STREET AFFAIR	W. Pierce	Dec(78)28369; (45)P-28369-BMI
15	2	3	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Dec(78)28232; (45)P-28232-BMI
18	3	3	FULL TIME JOB	E. Arnold	V(78)20-4787; (78)7-4787-BMI
12	5	5	INDIAN LOVE CALL	Slim Whitman	Imperial(78)1156; (45)45X8156-ASCAP
5	6	4	DON'T LET THE STARS GET IN YOUR EYES	S. Willet	Four Star 1614-BMI
4	7	7	I WENT TO YOUR WEDDING	Hank Snow	V(78)20-4909; (45)47-4909-BMI
7	8	7	FORTUNES IN MEMORIES	E. Tubb	Dec(78)28310; (45)P-28310-BMI
1	-	9	SETTIN' THE WOODS ON FIRE	Hank Williams	MGM(78)11318; (45)K-11318-ASCAP
1	-	10	DON'T LET THE STARS GET IN YOUR EYES	S. McDonald	Cap(78)2216; (45)P-2216-BMI

FOLK TALENT AND TUNES

Communications in care The Billboard, 6000 Sunset Blvd., Hollywood 28.

By Johnny Nippel

Artists' Activities

Tex Williams and his Western Caravan have inked a booking contract with Clyde Baldachun of McConkey Artists Corporation. The office will handle them for personal only. Deuce Spriggens has left the Williams band to go out with his own group. Spade Cooley has sold his yacht. Toc busy with his many bookings out of town and preparing his No. 1 rated TV-er here. Gene Autry mulling a larger number of personal appearances. Autry buying into another radio station, KMPC here. Skeets McDonald (Capitol) is playing a month of Texas night clubs for Steve Stebbins, of

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:

DEEP BLUES
Red Foley Dec(78)28267

Americana Corporation. Maggie and Scotty Swan, WEAU, Eau Claire, Wis., report that they played at the big farm festival in Minnesota recently, at which both General Eisenhower and Governor

(Continued on page 87)

Best Selling Retail Folk (Country & Western) Records

Based on reports received October 15, 16 and 17

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

POSITION	Weeks Last	This	Title	Artist	Label
10	1	1	JAMBALAYA	Hank Williams	MGM(78)11283; (45)K-11283-BMI
4	4	2	BACK STREET AFFAIR	W. Pierce	Dec(78)28369; (45)P-28369-BMI
13	2	3	INDIAN LOVE CALL	Slim Whitman	Imperial(78)1156; (45)45X8156-ASCAP
14	3	4	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Dec(78)28232; (45)P-28232-BMI
5	5	5	I WENT TO YOUR WEDDING	Hank Snow	V(78)20-4909; (45)47-4909-BMI
3	6	4	SETTIN' THE WOODS ON FIRE	Hank Williams	MGM(78)11318; (45)K-11318-ASCAP
1	-	7	OUR HONEYMOON	Carl Smith	Cap(78)21008; (45)4-21008-BMI
5	6	8	FOREVER	Lefty Frizzell	Loesome While Waiting for Me Cap(78)20997; (45)4-20997-BMI
1	-	9	DON'T LET THE STARS GET IN YOUR EYES	Slim Willet	Four Star(78)1614; (45)4-1614-BMI
9	8	10	WILD SIDE OF LIFE	Hank Thompson	Cap(78)1942; (45)F-1942-BMI
1	-	10	OLDER AND BOLDER	E. Arnold	V(78)20-4954; (45)47-4954-ASCAP

Most Played Juke Box Folk (Country & Western) Records

Based on reports received October 15, 16 and 17

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

POSITION	Weeks Last	This	Title	Artist	Label
9	1	1	JAMBALAYA	H. Williams	MGM(78)11283; (45)K-11283-BMI
10	3	2	INDIAN LOVE CALL	Slim Whitman	Imperial(78)1156; (45)45X8156-ASCAP
4	5	3	BACK STREET AFFAIR	W. Pierce	Dec(78)28369; (45)P-28369-BMI
12	2	4	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Dec(78)28232; (45)P-28232-BMI
1	-	5	SETTIN' THE WOODS ON FIRE	Hank Williams	MGM(78)11318; (45)K-11318-ASCAP
1	-	6	OUR HONEYMOON	Carl Smith	Cap(78)21008; (45)4-21008-BMI
5	4	7	I WENT TO YOUR WEDDING	Hank Snow	V(78)20-4909; (45)47-4909-BMI
5	8	7	FORTUNES IN MEMORIES	E. Tubb	Dec(78)28310; (45)P-28310-BMI
6	9	9	BLACKBERRY BOOGIE	Tennessee Ernie	Cap(78)2170; (45)F-2170-BMI
4	10	9	WILD SIDE OF LIFE	B. Ives	Dec(78)28055; (45)P-28055-BMI
1	-	9	OLDER AND BOLDER	E. Arnold	V(78)20-4954; (45)47-4954-ASCAP

Country & Western (Folk) Record Reviews

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

How Ratings Are Determined Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which each new release is rated.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; promotion (ground-promotion firm effort and other "pull" aids), 10; manufacturer's distribution power, 10; manufacturer's efficiency, 5.

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

RAMBLIN' TOMMY SCOTT
 Ain't Love Grand...77
 KING 1179—Scott warbles brightly about the joys of love. It has a nice beat and solid string support. Should do okay.
 What Do You Know—
 I Love Her...76
 Gay booney number is sold solidly by Scott with a lot of guitar picking in the background.

MARIE BELL-JIMMY HAYNE
 Bid Belle
 (You've Got Please Come Home)...76
 BIG WHEEL 100—Here's a bright, rhythmic instrumental wailing of the fiddle, featuring a wistful piano and bass. Side jumps and it could grab hold in the tavern in both the c.d.w. and pop field.
 Blue Ridge Jump...73
 Same comment.

KENNY ROBERTS
 Hillbilly Style...77
 CORAL 6614—Roberts has a clever country item here, and he blends the novelty a bright performance full of spirit and humor. Should catch a lot of juke joints in rural areas.
 The Voodoo Polka...72
 A spirited polka receives a happy, yodel-filled reading from the singer over a rhythmic and wild oak backing.

SLUE THOMPSON
 Red Hot Henrietta Brown...76
 MERCURY 6418—Slue Thompson turns in a lively reading of the ditty about a gal that burns up the competition. Honky-tonk backing and gag lyrics make this disc a likely juke plate.
 Last Night
 I Heard Somebody Cry...73
 Country weeper finds Miss Thompson in a calmer mood. She hands the ditty a neatly-phrased reading. A good side.
 (Continued on page 68)

IT'S HOT!

It's A HIT!
It's NOT IMAGINATION!
It's COMING YOUR WAY!

FLYIN' SAUCER BOOGIE



EDDIE CLETRO

and his
ROUND-UP BOYS

b/w
FIRST CLASS SECOND HAND WOMAN

on LARIAT RECORD #1202
(78 & 45)

For Further Information
Write, Wire or Phone

LARIAT RECORDS

6631 Sunset Blvd.

Phone: HOLLYWOOD 9-0231

Hollywood 28, Calif.

FOLK TALENT AND TUNES

Continued from page 66

Stevenson spoke. They are set for a number of personals this fall. . . . The Hank Garland welcomed their second child, born recently at Mrs. Garland's home in Milwaukee. Sugarfoot is still with the Eddy Arnold troupe. . . . Texas Bill Strength (Coral) has released his second song folio and may guest at the national CIO convention in Los Angeles in mid-November. . . . Sonny James (Capitol) has left KWKH, Shreveport, La., where he worked with Slim Whitman, to join WFAA, Dallas, where he'll join Bobby Williamson's Victor dishing band. . . . Earl Songer (Coral) reports that he has just returned from a Canadian tour and will tour the South for two weeks and then play a Detroit nitery for a month. . . . Artists Publications, Cincinnati, is preparing a new book on the top country music stars for release this fall. The firm put out two books two years ago and these first two sold well thru d.j.'s on country stations. . . . The Pee Wee King band is set for a Midwestern one-nighter tour thru Iowa, Minnesota and Wisconsin, starting October 24. . . . Claude Perdue, manager of Hank Williams, reports that the MGM ace is working thru Oklahoma and Kansas with a show made up of KWKH artists. . . . Billy Railey, owner of Railey's Record Shop, Richmond, Va., reports that he has played his first big h.b. promotion at the Mosque Auditorium there September 21. He put on two shows, with tickets from \$1.40 to \$1.90. He reports that d.j.'s in his area, including Cousin John, WLEE, Richmond; George Popkin, WXGI, Richmond; Ray Frazier, WHAP, Hopewell, Va.; Bill Still, Jody Rainwater and Don Greene, WSVS, Crewe, Va.; John Calhoun, WJLD, Farmville, Va., and Slim Pickens, WBYU, Newport News, Va., co-operated to put it over. He also bought outdoor advertising. He plans to put on one all-star show per month, starting in January. . . . The Maddox Brothers and Rose report that Columbia has picked up their option and will cut another session soon. They are currently making a two-month tour of Texas and the Coast around Christmas and then head into the Midwest. . . . Tex Daniels, veteran at various Baltimore outlets, married Frances Kessinger recently. Daniels is now doing two TV shows weekly on WAAM and is doing a daily hour d.j. show at WSID. He and his wife are appearing nightly at Harry's Corral, Baltimore's only country nitery, with their band. . . . Faber Robinson, manager of Johnny Horton (Mercury), reports that Horton did 1,800 October 4 at the Big D Jamboree, Dallas. Wade Ray is now doing a daily d.j. seg over KXLA, Pasadena. . . . Buddy Livingston and his all-girl band, with Mary Frances Livingston, bass; Buddy Livingston, steel; Christine Livingston,

fiddle, and Willina Livingston, electric, are set for a King recording pact. The family act is managed by Dave Livingston, their father. . . . Carl Sissy (Mercury) has moved from WCYS, Bristol, Va., to WAYZ, Charlotte. Claude Casey has moved from WBT, Charlotte, N. C., to WGAC, Augusta, Ga.

Disk Jockey Doings

Ray Read, last at KULP, El Campo, Tex., has joined WMGR, Bainbridge, Ga., where he is doing pop and country shows. . . . Cora Cole Willie, WHJC, Matewan, W. Va., has added a new dramatic seg for General Mills. . . . Hank Scott, KICA, Clovis, N. M., reports that Dean Self is the station's leading country d.j., appearing nightly on personals with Clyde Miller and his Sunshine Valley Boys. Scott is the pop d.j. there. . . . Phil Alarie has returned to the country d.j. field, doing a daily show over WPAW, Pawtucket, R. I. He needs record releases. . . . Sammy Blood, WCEC, Rocky Mount, N. C., reports that Tal Pollard, fellow d.j. at the station, is now booking the Bailey Brothers, WVA, Wheeling, W. Va., unit. . . . H.P. Poekels, KSEL, Lubbock, Tex., reports that he and his Texas Hot Shots are busy touring the vicinity with record names, including Skeets McDonald, Hank Williams and Slim Whitman. . . . Don Owens is leaving WEAM, Arlington, Va., to go on the road with his new band, the Dixie Mountain Boys, who include Jack Clement, Ralph Jones and Bus Busbis. . . . Doc Embree, KRVN, Lexington, Neb., reports that he and other staffers are appearing at a meeting of the State rural radio org to discuss radio in general. . . . Delmas Franklin, WLAQ, Rome, Ga., has added a half-hour noon show. . . . A. D. Downer, KDET, Center, Tex., runs a two-hour live gospel show Sundays from different parts of the station's coverage. . . . Mickie Evans, WTTM, Trenton, N. J., appeared at the State fair, Trenton, N. J. . . . Bob Lawson is now doing a d.j. shot over WHAS, Louisville, according to Carl Shook, WKVW, Louisville. Smokey Miller, KAWT, Douglas, Ariz., is teaching radio operation to Civil Air Patrol groups in his area. . . . Joe Powers, WNAV, Annapolis, Md., is doing shows over four stations in the area for a used-car dealer. He is doing 28 hours weekly and needs records. . . . Smokey Smith worked the KRNT, Des Moines, radio theater with Hank Snow and Faron Young September 25 to big turnout. Red Healen, WRFC, Athens, Ga., reports the station has many duplicate and old disks which they'd like to donate to some worthy cause. PeeWee and Peggy have returned to the station after a stint in the Army by PeeWee.

AT HIS COUNTRY BEST

CARL SMITH



SINGING...

"OUR HONEYMOON"

and

"SING HER A LOVE SONG"

Columbia 21008

Exclusive on...

The Country and Western Disk Jockeys Pick



- 1. OUR HONEYMOON Carl Smith Columbia 21008
- 2. SING HER A LOVE SONG Carl Smith Columbia 21008

HAVING
RECORD TROUBLES?
 GET THE HITS NOW
 USE
ONE STOP SERVICE

OPERATORS & DEALERS

Buy From One Source—Save Freight Charges.
 We Ship Same Day Order Is Received.
 Special Requests Promptly Handled.

COMPLETE STOCKS
 VICTOR — DECCA — COLUMBIA — CAPITOL
 AND ALL OTHER LABELS.
 78's & 45's

RECORDS 5¢ Over Regular Wholesale

Albums—LP's, Etc.—10% Over

Write or Telephone for Further Information

ONE STOP RECORD SERVICE

2626 Olive, St. Louis, Mo. (Phone: LUcas 4172)
 Order From Billboard Hit Parades

Sure To Be a Hit!
LIL' SON JACKSON
 #5204—
 "ROCKIN' AND ROLLIN"—No. 2
 "JOURNEY BACK HOME"
IMPERIAL RECORDS
 6425 Hollywood Blvd.
 Hollywood 28, Calif.

A BRAND New HIT!
 #5202—**T-BONE WALKER**
 45-5202
 "BLUES IS A WOMAN"
 "STREET WALKING WOMAN"
IMPERIAL RECORDS
 6425 Hollywood Blvd
 Hollywood 28, Calif.

Atlantic
 Has the **HITS!!**

HEY, MISS FANNIE
 The Clovers #977

THREE LETTERS
 Ruth Brown #978

THE MIDNIGHT HOUR
 Roy Charles #976

ESTRELITA
 Willis Jackson #975

DADDY, DADDY
 Ruth Brown #973

TING-A-LING
 The Clovers #969

ONE MINT JULEP
 The Clovers #963

ATLANTIC RECORDING CORP.
 234 WEST 56th St. NEW YORK 19, N.Y.

HOT ACROSS THE NATION!
CHECK YOUR STOCK

5095—**VIOLA WATKINS**
 "Really Real"
 "Paint a Sky for Me"

092—**THE ORIOLES**
 "See See Ride"
 "Don't Cry, Baby"

5093—**LITTLE SYLVIA**
 "I Want to Your Wedding"
 "Drive, Daddy, Drive"

5094—**BUDDY LUCAS**
 "You Belong to Me"
 "Big Bertha"

6019—**EDNA McGRIFF**
 "My Baby's Comin' Home"
 "My Favorite Song"

Just Released and catching out!
 5098—**THE RAY-O-VACS**
 "Start Lovin' Me"

5099—**EDNA McGRIFF & SONNY FILL**
 "Pick-A-Dilly"
 "Good"

UBILEE RECORD CO., Inc.
 315 W. 47th St., N. Y., N. Y.

KEN GRIFFIN

"YOU BELONG TO ME"
 Columbia 37857

RIDGEWAY MUSIC, INC.
 Charlie Adams
 6087 Sunset Blvd., Hollywood 28, Calif.
 Sole Selling Agent, KEYS MUSIC, INC.
 146 W. 54th St. New York, N. Y.

IT'S NEW!
 IT'S A HIT!
 IT'S DIFFERENT!

Savoy #847
"RIVER BOAT"
 by Mickey Baker

SAVOY RECORD CO., INC.
 50 Market St., Newark, N.J.

THE BILLBOARD
Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

Best Selling Retail Rhythm & Blues Records

Based on reports received October 15, 14 and 17

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

Weeks (Last This to date/Week/Week)	POSITION	1. MY SONG	J. Ace	Duke 102—RMI
7	1	2. YOU KNOW I LOVE YOU	B. B. King	RPM 363—BMI
5	3	3. JUKE	Little Walter	Checker 758—BMI
4	4	4. FIVE LONG YEARS	E. Boyd	Job 1007—BMI
8	5	5. DADDY, DADDY	Ruth Brown	Atlantic 973—BMI
22	6	6. LAWDY, MISS CLAWDY	Lloyd Price	Specialty 428—BMI
14	7	7. TING-A-LING	The Clovers	Atlantic 969—BMI
15	8	8. JARY JO	Four Blazers	United 114—BMI
1	9	9. MY STORY	Chuck Willis	Okeh 783905; (45)9-6905—BMT
3	10	10. GOODBYE, BABY	Little Caesar	Recorded in Hollywood 235—BMT

Most Played Juke Box Rhythm & Blues Records

Based on reports received October 15, 16 and 17

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 localities represent Country and Western records.

Weeks (Last This to date/Week/Week)	POSITION	1. JUKE <td>Little Walter</td> <td>Checker 758—BMT</td>	Little Walter	Checker 758—BMT
4	2	2. MY SONG	J. Ace	Duke 102—BMT
3	4	3. FIVE LONG YEARS	E. Boyd	Job 1007—BMT
4	5	4. YOU KNOW I LOVE YOU	B. B. King	RPM 363—BMT
4	3	5. I'M GONNA PLAY THE HONEY TONES	M. Adams	Parade 1583—BMT
4	10	6. ROCK ME ALL NIGHT LONG	Rovena	Mercury 780291; (45)8291X43—BMT
7	8	7. DADDY, DADDY	Ruth Brown	Atlantic 973—BMT
2	7	8. OOH, OOH, OOH	Lloyd Price	Specialty 440—BMT
1	9	9. EVERYDAY I HAVE THE BLUES	J. Williams	Checker 762
1	9	9. PORT OF RICO	J. Jacques	Mercury 783901; (45)9001X45—ASCA P

Rhythm & Blues Record Reviews

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

How Ratings Are Determined Each rating is on the basis of nine key categories. Each category is assigned a minimum number of points which which each new record is rated.

The Categories Following are the minimum scores that may be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretation, 15; Arrangement, 15; Name value, 15; Record quality (format, etc.), 5; Master publisher's art performance potential, 10; Reproduction (recording—no motion film legit and other "plug" aids); 10; Manufacturer's distribution power, 10; Manufacturer's efficiency, 5.

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

THE 5 CROWNS
 "You're My Inspiration" 88
RAINBOW 179—New group on the label makes a strong debut with a powerful wailing of an attractive new ballad, displaying an effective, bluesy style and a solid beat. Disk is potent and could grab root.
 A Star...73
 Boys hand this moody effort a warm rendering, but the excitement is on the flip side.

SAMMY COTTON
 Saturday Evening Blues 88
DERBY 811—Sammy makes a public exhibition of his professional prowess over the walkout by his gal. It's full of weeping by the chanter, but it will probably keep ears glued to the speaker. An unusual dueling that may create some attention.
 Here Comes the Rain...70
 On this side a routine blues is shouted to fair effect by Cotton.

LUCKY MILLINDER ORK
 Please Be Careful 79
KING 4571—Blues-type tune finds Pinstrip Peterson telling his gal to be good while he goes off to the wars. The Millinder ork backs solidly. This could get off the ground.
 Backslider's Ball...75
 Instrumental is given a melancholy play by Millinder. The full sound of the Millinder ork comes thru plus some very fine individual work. It's a good disk.

LLOYD GLENN
 Roustie Wounded on St. Louis Blues...79
SWING TIME 311—This one is a potent wailing for the bores. It's a slick, commercial boogie treatment of the blues standard, with the pianist going out with a solid beat, while the rhythm combo supports him strongly. Could grab root.
 High...70
 Glenn and the combo take off on a back-dance effort, but it falls apart halfway thru.

JAY McSHANN
 Jerusalem 78
SWING TIME 314—McShann and the crew break it up on a spirited jump item in the old Basie-styled groove. Boys get a chance to show their stuff and the best is solid. Riff item really moves. Jazz fans will like.
 Mellow Daze...74
 Glenn and the combo take off on a back-dance effort, but it falls apart halfway thru.

JOHN LEE HOOKER
 Bluebird Blues 77
MODERN 886—Hooker comes thru with a haunting item that will appeal to many who like the more primitive blues. A good side.
 Key to the Highway...72
 Spiritual-style blues is sung with conviction by Hooker to strumming guitar backing. This was well done in the Deep South.

RHYTHM AND BLUES NOTES

By ROE ROLONTZ

Bette McLaurin goes into Birdland, New York, the end of October for two weeks. The thrush's latest disk is "My Heart Belongs to Only You," on the Derby label.

Dave Dreyer's Raleigh Music has a number of new r.&b. tunes coming out next week, including "Proud of You," with Inez Jones on RCA Victor; "Singing My Blues," with Larry Darsell on Okeh; "Anything You Say," with Joan Shaw on Coral; "Wanna Go Home," with Benny Carter on RCA Victor; "Salty Tears," with Chuck Willis on Okeh, and "I Ain't Got It Bad No More," with Annie Laurie on Okeh.

Mahalia Jackson left for Europe via the S. S. United States Friday (17). The Dominoes broke a single day's record at the Lyric Theater, Louisville, on September 20, and at the W. C. Handy Theater in Memphis they cracked the three-day record. The Dominoes have assured us that they have no connection with The Checkers on the King label.

Big Wheel Records, new indie label, has signed Ethel Davenport to a term contract. The thrush was formerly on the Coral and Imperial label. Deejay Mitchell Hearn, of WOKZ, Alton, Ill., would appreciate receiving some

R&B Records to Watch

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

ROLLIN' LIKE A PEBBLE IN THE SAND
 Charles Brown
 Atlantic 921

A new package of Joe Morris' ork, Little Laurie Tate, Lowell Fulson and The Five Keys will go down on a one-night trek starting November 28 thru December 11. The group will play theaters. The Eddie Heywood Trio is at the Blackhawk, San Francisco, for a month. The Milt Buckner Trio opens at Lawson's Place, Harrisburg, Pa., October 27. Art Tatum starts at the Blue Note in Philadelphia October 27.

The Four Tunes, RCA Victor artists, open at Uncle Tom's in Detroit with the Joe Holliday ork on October 24. Rose Murphy starts at Angelo's Club, Omaha, October 31. Hot Lips Page is now playing at Cafe Society, New York. The Billy Eckstine package opens at the Schubert in Philadelphia on November 23. Ruth Brown and Willis Jackson start at the Riviera Club, St. Louis, on November 20. Marjorie Day, of the Griffin Brothers, will cut a few sides for Handy Wood's Dot Records next week.

LARRY DARNELL
 No Time at All 77
 Okeh 6916—Darnell has a strong entry in this latest duty by Rudy Toombs, and he hands it an exciting performance, backed solidly by the ork. Side is a good one.
 Single: "My Blues" 67
 The warbler is blue and lonely, but the disk is unimpressive.

MAXWELL DAVIS
 Little White Lies 75
SWING TIME 313—Davis on tenor, and Marshall Royal on alto do a good job with the okeh, backed by a nice beat from the rhythm combo. Fans of the sax duo will enjoy this one, the neither one is inspired here.
 Don't Worry About Me...73
 Tenorman Davis turns in some neatness, pretty sax wailing on the appealing okeh, over close ork work. Good after-hours stuff.

PETE (GUITAR) LEWIS
 Serenachian 75
FEDERAL 82105—Here's a wild unshuffled side that could keep the juke box needles hot. Early-morning deejays with a funny bone might like it, but they better let listeners have their coffee first. There's no melodic, but things happen.
 Ooh, Midnight...68
 Lewis switches from the harmonica to the guitar for an effort that might serve as background music for a two-bit nightclub. Jokers might want it to kick off Halloween.
 (Continued on page 108)



ON THE CHARTS! CLIMBING FAST!

"GOODBYE BABY"
 by **LITTLE CAESAR**
 RHM 235 45-235

WATCH... Latest and Greatest RELEASE!

"Lying Woman" "Move Me"
 RHM 236

ALSO...
 "Put a Nickel in the Juke Box"
 "Sartonia Ida B. Brown"
 RHM #162
 by **The FIVE HOLLYWOOD BLUE JAYS**

"I'm Always Be a Fool"
 "She's Got Something and I'm Going After It"
 by **The HOLLYWOOD FOUR FLAMES**
 RHM 164

RECORDED IN HOLLYWOOD
 4822 So. Avalon Blvd.
 Los Angeles 11, Calif.
 Phone: ADams 1-4221

On All Hit Charts!
RESTLESS HEART
OOOH-OOOH-OOOH
 by **LLOYD PRICE**
 #440 #440-45

Specialty

8508 Sunset Blvd. Hollywood 46, Calif.

TOP ARTISTS! TOP BANDS!
 LP's — 10" — 41¢
 LP's — 12" — 80¢
 45 RPM (3 record sets) 90¢

WRITE FOR FREE 12 PAGE CATALOG LISTING OF RECORDS AND ALBUMS ON ALL SPEEDS AT BARGAIN PRICES.

Over 1,000 Satisfied Customers

VEDEX COMPANY
 874 10th Ave., New York 19, N. Y.
 Circle 7-3494
 Complete Inventories Bought

WATCH THIS RECORD!
"SPARROW'S FLIGHT NO. 2"
 and **"BOUDOIR BOOGIE"**
 by **JOHNNY SPARROW**
 and his Bows & Arrows

GOTHAM
 G 284

GIVE TO THE RUNYON CANCER FUND

WOW!

DOES THIS RECORD MOVE!



BILLY WILLIAMS

His Quartet And Orchestral Accompaniment

'MAD ABOUT 'CHA'

AND "I DON'T KNOW WHY"

MERCURY 70012-70012X45



MERCURY RECORDS, CHICAGO, ILL. ★ MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Record Reviews

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

How Ratings Are Determined Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which each new release is rated.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publishing, 10; air performance potential, 10; exploitation (record-promotion firm work and other "plugs") and 10; manufacturer's distribution power, 10; manufacturer's efficiency, 5.

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

POPULAR

- DON CORNELL**
CORAL 6060—Cornell sells this one in his best manner, which means a top-notch disk effort that can hardly fail to hit. The chatters have set a good lyric over a well-known melody and the combo, as delivered here, should result in solid platter sales, deejay and juke spins.
Be Fair...
Pretentious ballad is given the best Cornell treatment, but the excitement is on the other side.
- LES PAUL-MARY FORD**
Lady of Spain...
CAPITOL 2268—Les Paul probably has another in his long line of disk hits with this bright, exciting arrangement of the lively oldie. Via the standard Les Paul use of "dub-ins," the guitarist makes his instrument sound like a full orchestra. He performs the tune in sparkling fashion, and the disk should be a real crowd-grabber.
My Baby's Cooles Home...
Mary Ford turns in a mellow, smooth, warm reading of the light, melodic ballad, while Les Paul backs her delightfully. Disk should be a big one for the thrush and receive plenty of spins.
- HUGO WINTERHALTER**
Fandango...
V 20-4997—The Spanish rhythms of this instrumental item provide the infectious base over which the ork sings out the catchy melody. Here's an itching that could move out fast.
Blue Violins...
The Winterhalter ork has a strong open here in the blues idiom. And they perform it with a swinging rhythm and plenty of that lush Winterhalter sound. A fine slice of instrumental wax.
- THE WEAVERS**
True Love...
DECCA 2844—Folk duty about the hillside's need to win romantic favor is projected with great appeal by the Weavers. A bit and unusual side many will enjoy.
Cremelloe...
Reading given the old favorite is in the distinctive Weavers' manner. Another effort that will bring pleasure to most listeners.
- SAMMY KAYE ORK**
I'll Be Home in the Ochie...
COLUMBIA 39883—A rousing song about the river is sung brightly by Jeff Clay with song choral support. There's a lot of life in this one which can easily be translated into sales.
Forget Me Not...
A sentimental ditty is rendered harmoniously by the Kaye Choir while the ork backs melodically.
- ROGER COLEMAN**
Give Me the Right...
DECCA 28418—Decca's newest disk find hands this big ballad a most impressive rendition, showing off a powerful and expressive set of genes. Ork backing is strong and sweeping. Warbler could bust thru and the disk is one to watch.
Everything I Have Is Yours...
On this side too, Coleman turns in a very persuasive warbler, selling the evergreen with both mood and excitement. The ork show-cases the singer with a lovely arrangement. Both sides are potent wax entities.
- AL MARTINO-NELSON RIDDLE ORK**
New...
CAPITOL 2260—All stops are pulled out by the singer for this one. It's a demanding tune but Martino is with it all the way. Ork support again is good. This one could break thru.
In All This World...
Martino lets ring at another of the growing number of classical re-creations. His vocal is ably abetted by an exciting string-filled backing by the Nelson Riddle ork. Bears watching.
- RICHARD HAYMAN**
Skiing Alone...
MERCURY 70003—Richard Hayman, ork leader and composer, and Mercury's answer to Leroy Anderson, has a lively melodic item here and the ork gives it a sparkling performance, skipping along blithely with the tune.
Side could easily bust out if exposed, and deejays no doubt will expose it.
Mistaken...
Instrumental on this side was also penned by Hayman. It's a somberly attractive mood piece, that should receive some late-night deejay spins. Ork arrangement and performance are good. Tune is appealing enough for a lyric.
- JACK RICHARDS-THE NIGHTWINGS**
Moonlight Mystery...
CORAL 60857—Warbler, with the close support of a vocal group, awards the moody ballad a stylish reading. There's plenty of excitement on this side and it might step out if promoted.
North Wind...
Richards takes an energetic cut at an elaborate, outdoor-type ballad, backed nicely by the chorus.
- BING CROSBY-ANDREWS SISTERS**
Sweet Harvest Street Parade...
DECCA 28419—The disland oldie, with a fresh set of lyrics, is soaked thru powerfully by Crosby and the fem combo. They generate plenty of aural excitement and the plot could well become a winner. Deejays, especially, will appreciate.
Cool Water...
The line evergreen is given a most persuasive performance by Bing and the Andrews Sisters. Tune and beat are haunting and the side could easily step out.
- BILLY ECKSTINE**
Come to the Mardi Gras...
MGM 11351—The ork sets a rapid Latin beat for a light hearted rendition of the oldie by Mr. B.
Be Fair...
Eckstine turns his rich pipes loose on this ballad with pleasing results.
- JIMMIE LUNCFORD ORK**
Blues in the Night (Parts 1 & 2)...
DECCA 28441—The old Lunceford waxing, a classic of its kind, has been dusted off and re-issued by the diskery. It's a move that will be welcomed by collectors and most everyone else. Top side is instrumental. Flip has a vocal combo turning in a swinging performance of the Harold Arlen-Johany Mercer evergreen. Tops for programming.
- DANNY SUTTON-DEWEY BERGMAN ORK**
I Promise You...
KING 15204—The beautiful and familiar melody of this romantic ditty is handsily shown case here by Sutton and the lush ork and choral backing furnished by Dewey Bergman. A good side that may move if exposed.
Midnight in Paris...
Another good warbler by the chanter to an elaborate accompaniment by the Bergman forces.
- FRAN WARREN**
Anytime I Wander...
MGM 11352—Tune from the new "Hans Christian Anderson" film is given a production-type interpretation that is sparked by Fran Warren's vocal. She's ably supported by chorus and ork under Ralph Burns.
I Worry 'Bout You...
Miss Warren gives a sensitive reading to this sentimental ballad while the ork accompanies skillfully.
- JAN GARTER ORK**
My Favorite Song...
CAPITOL 2264—A standard Jan Garter-styled arrangement of the upcoming new ballad, with a vocal by Roy Cordell and the trio. It is slickly performed and Garter fans will like it. The Things I Might Have Been...
Roy Cordell hands this big effort a warm performance, over a smooth, danceable arrangement by the Garber ork.
- PAUL MONTGOMERY**
Silver Bell...
BIG WHEEL 102—Trio multi-dub Montgomery makes like three pianos in this bouncy rendition of the traditional ditty.
Mocking Bird...
Most of the same by the one-man piano trio on another familiar oldie. Jukes in many spots might find both sides active nickel grabbers.

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Record Reviews

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

POPULAR

DOROTHY LOUDON

Witch and Dime Man.....78
V 20-4996—This wailing could have been the thrush's best to date. The Bob Merrill tune is bright, with clever lyrics, and the arrangement is excellent. Only trouble is that the thrush sings it in a so-so Spanish accent, instead of handling it a straight vocal. Platter may still receive spins, but it misses its potentialities.

Sinatra Again.....73
Appealing item receives a warm performance from the chanteuse, and the arrangement is good indeed. Jocks can use.

GEORGE SHEARING ORK

When Lights Are Low.....74
MGM 11354—Some very pleasant and restful instrumentation by the Shearing ork which his many fans should love.

Lullaby of Birdland.....72
More of the same on a ditty dedicated to the well-known New York jazz spot.

FRANKIE CARLE ORK

Swirling in Leaves' Lane.....74
V 20-999—Item is styled in the show-tune manner and it's awarded a pleasant rendition over a strong beat. Vocal is by the Skylarks.

Secret River.....72
Slow foot-trot beat races this sweet reading of the tuneful ditty. The Skylarks do nicely on the vocal refrain. A good dance platter.

MAUREEN CANNON

Yes, Lord.....74
DEFRY 800—Maureen Cannon turns in a bright performance as she booms on the Derby label with a swinging rendition of the Willard Robinson gospel-styled riddle, backed in fair style by the chorus and ork.

THE HOLIDAYS-TOM ELDRIDGE

Happy Birthday Polka.....73
KING 15202—Timid polka has lyrics suited to the festive occasion suggested by the title. Group gives it a poppy ride.

Happy Wedding Anniversary Polka.....73
Same goes on this side. Platter should do well as a special program item.

TONY ALAMO

If I Had Wings.....73
MGM 11353—Ballad of romantic yearning is given a big reading, that alternates from the intense to the tender, for a good effort by the chanter.

After Your Love.....69
Another big-type ballad is song here by Alamo with partial success. Flip shapes as the stronger entry.

THE FURNESS BROTHERS

Paul Ravers.....72
MGM 11356—The Furness Brothers hand this rhythm ditty a smooth performance telling of the rite by the Bivins silverbirds. The boys back themselves brightly.

I'm in the Mood for Love.....69
Lead singer gives the riddle a so-so reading over a humming backing by the brothers. Group's material is okay for night-spots, but they need stronger arrangements for disks.

LES HELSDON, LYN AVALON, DICK TAYLOR ORK

Movin' Your Knees.....73
SKYLARK 547—Warmer and songstress do nicely in a slight ballad about remembering love.

Why Did I Let You Slip Through My Fingers.....67
Boy and girl ditty, done in bantering style by the rascals, shapes as a listenable effort.

FODIE BERGMAN ORK

I Kiss Your Hand Madame.....72
MacOREGOR 1012—Eddie Bergman and His Coconut Grove Ork give the riddle a tender reading with strings standing out. Vocal by Larry Nell is a good one. Could do okay on the Coast.

Motambo No. 1.....65
This side gets off to a whistling start but lacks enough substance to hold together all the way thru.

DICK BALDWIN

It's a Long, Long Way to Indiana.....69
SKYLARK 546—March-tempo ballad is about a G.I.'s thoughts of home. It's done in inspirational style here by the chanter with strong choral and ork support.

I'm the Fool.....65
Baldwin contributes an okay reading of a new ballad on this side. Effort is in the "grand" manner.

EDWARD KAY ENSEMBLE

Hold Me.....69
TEMPO 1236—This is billed as "music for the tired business man." The familiar evergreen is played in discarded-cuckoo-lounge style by the Kay

group while Frances Farrell smooths away the furrowed brows with her come-hither presentation.

American Patrol.....65
The spritely military item is played with finesse by the combo, but what this has to do with the titled business man is a bit questionable.

THE FAT BOY

The Fat Boy's Bouncer.....60
CARNIVAL 7003—This novelty ditty may appeal to those who have to diet. The Fat Boy sings and jokes about his poundage with help from a chorus.

The Fat Boy's Lament.....55
Same comment.

BOB HART-WALTER SCOTT ORK

How Long Can I Go on Dreaming.....60
CRESCENDO 120—Hart's voice is a good one but he projects rather weakly. Ork support is fine.

Mush, Mush, Mush.....53
This is a capsule history of Alaska which Hart renders in epic style. His voice is somewhat buried by the ork.

ALF JANIS

According to You, According to Me.....59
HOKUSCOPE 1004—Al Janis is in a mediocre performance on this slight new tune, over a listless rhythm backing.

A Melody of Love.....45
A poor reading by the singer of a new ballad, with very little help from the ork.

HOT JAZZ

CHARLIE PARKER

Learn.....78
MERCURY 11068—The riddle is spun again with the spark being added by Parker's mellifluous sax. Strang behind him sets off his effort nicely.

Dancing in the Dark.....76
More of the same on this beautiful old standard.

BOB SCOBEE'S ORK

Good Time Jazz.....78
Chicago
GOOD TIME JAZZ 71—The old-timer is dusted off with a sparkling reading by the Scobey ork with Clancy Hayes chiming in his usual fine vocal. Scobey fans will like to add this one.

Sailing Down Chesapeake Bay.....77
More top-notch playing by all hands with Hayes contributing a bright vocal. There's a swell section in the middle with the trombone, trumpet and clarinet combining for some fine music.

KID ORY'S ORK

Crescent Song.....78
GOOD TIME JAZZ 72—The ork has a lot of fun on this home-grown item. There's a lot of bounce to it and the instrumentation has home-Cajun vocal is well done. A real rouser.

South.....78
The ory group jams away at the old jazz favorite without too much exciting happening.

MEL HENKE

Little Rock Getaway.....74
TEMPO 1212—Interesting rhythms and some ace 88'ing are the attraction here. Support by guitar is only fragmentary. Recording sound is top.

In a Mid.....72
Unusual style of pianist Mel Henke comes across on wax with good effect in this quiet reading of the moody opus.

GERRY MULLIGAN QUARTET

Lullaby of the Leaves.....70
PACIFIC JAZZ 601—The group has etched a quiet and tasteful reading of the ballad, in a subdued but steady beat. Mulligan blows the baritone, Chet Baker the trumpet, with Chico Hamilton on drums, and Bob Whitlock on bass.

Bennie's Tune.....48
Here, the combo bounces along in a free-wheeling interpretation, with each member taking over for a piece of solo work. Jazz fans should like both sides of this platter.

SPIRITUAL

YOUNG GOSPEL SINGERS

My Timber Up to Heaven.....70
V 20-4966—Sparked by a driving female lead, the Young Gospel Singers inject a lot of spirit into this buoyant item. A strong wax item.

Nothing Between.....70
This side features some close harmony suns with a beat by the gospel group.

JACKSON GOSPEL SINGERS

Lord Take Care of Me.....77
OKEH 6018—This is a wild disk, with the female lead giving her all via a shout vocal, and the Jackson Singers aiding her with rhythmic chanting. Good disk for the field.

I Know the Lord.....69
Unbilled through leads the group with a sincere reading of a routine spiritual. (Continued on page 72)

The "BIG VOICE" with More Big Sales!



AL MARTINO

Sings
2 BEAUTIFUL NEW SONGS

"NOW"

COUPLED WITH

"IN ALL THIS

WORLD"

P. S.
DEEJAYS & OPERATORS!
NOW
is the time to hear
"In All This World"



RECORD No. 2260



CORAL RECORDS

SAMBAS
SUD
and
MERRY
WIDOW
WALTZ

RAY BLOCH

Coral 60852 (78 rpm) and 9-60852 (45 rpm)

CORAL RECORDS
America's Fastest Growing Record Company

IN CANADA: Metro-Goldwyn, Montreal — Apex Records Ltd., Toronto — Johnston Applebaum Ltd., Vancouver — T. H. Peacock Ltd., Calgary — Far Manitoba & Saskatchewan Comp. Ltd., Leduc, P. E.

THE BILLBOARD

Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

Album and LP Reviews

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

Record Reviews

Continued from page 71

POPULAR

DESIGNED FOR DANCING — Tommy 78
Lion (33) E7000

Wish You Were Here, Waiter! My Baby Back Home, You Bring Me Joy, Jamboogie, Somewhere Along the Way, Maybe I Went to Your Wedding, Meet Mister Callaghan.
This disc marks the debut of the MGM low price pop LP line. It's a collection of eight of the current top pop hits—all played instrumentally and arranged for dancing. The quality of the disc compares well with regularly priced pop LP's. The music by the Tommy Tucker orchestra is very smooth. It's a good buy for the dancer.

PENTHOUSE SERENADE — Nat (King) 77
Capitol (178) CCM 332

Learn, Somebody Loves Me (If I Should Lose You; Penthouse Serenade; Polka Dots and Moonbeams; Down by the Old Mill Stream.
Although almost everyone is acquainted with Nat Cole at the keyboard, backed by a small rhythm combo, he does a fine job with the lovely standards included in this package, showing off some tasty piano stylings, mainly in the tender, moody vein, at all times he flashes sparkling jazz solos. Those who enjoy Cole the singer should be interested in his piano work, and it should also appeal to those who like smooth interpretations of favorite standards. "Lara" and "Penthouse Serenade" are bright sides.

SOMEBODY LOVES ME—Blossom Seeley, 75
Berry Fields, Victor Young Orchestra (10-10)
Decca (33) DL 5424

Somebody Loves Me; Way Down Under in New Orleans; I Cried for You; Toodleling the Teddy; Jealous; Love Him, Love Him; Blue Dream.
The new Victor "Somebody Loves Me" is based on the lives of Blossom Seeley and Berry Fields. And the songs in the collection, sung by the aforementioned pair, are featured in the movie. To say that Miss Seeley and Fields sing them well would be superfluous, they have been singing the tunes brightly for years, and the many who remember the pair on stage or in night clubs will be pleased with this new set. The two put the old ones over with an infectious vitality and a charm that pervades every tune. Fields times the tunes together on this set with some smooth dialog. Her sides are the little tune, "Toodleling the Teddy," "Blue Book," "Jealous," but all the others are fire hot. Disk should get display spots, and much interest from the older set.

RODGERS AND HAMMERSTEIN: THE KING AND I (Highlights)—Elizabeth 73
Humphries and Lucille Graham Piano.
Chandosfield and Orchestra (10-10)
Remington (33) LAR-25

This Broadway hit is still playing in capacity houses after a year and a half. One of the reasons for its popularity is the melodic and beautiful Rodgers and Hammerstein music. The original-cast album on Decca has been a seller. For customers who want the tunes but don't want to pay the price of the original cast album, Remington offers this low price disc at eight times from the

show. They're well-sung by Elizabeth Humphries and Lucille Graham and fittingly played by the Frank Chacksfield orchestra. Miss Humphries and Miss Graham are set as principals in the London show.

MITCH MILLER ORK (with Horns and 74
Drums) (10-10)
Columbia (33) CL 6222

This new Columbia set features the Mitch Miller orchestra, with french horns and a chorus. It sides previously released as singles. Collection includes such specialties as "Autumn Leaves," "Green Slipper," "Gallopation to Timpani," and "Tea, Tea, Tea." The Plauette Sisters are the singers on "Karamazov." Burt Taylor takes a vocal on one of the songs and Peter Hanley performs another. Miller, who is considered one of the country's top arrangers, takes an a-side solo in "Song of Delfina" and plays the french horn on "Green Slipper." The intriguing sound of the Miller orchestra, with its dozen or so melodic french horns is evident throughout most of the arrangements. It's a good collection and should have a steady sale. It also provides a good set for display programming.

LUNCFORD SPECIAL — Jimmie Lunceford 73
Orchestra (10-10)
Columbia (33) CL 304

Those who remember the heyday of swing in the 30's have a special niche in their memory books reserved for the old Lunceford band. It was loaded with talent and always imported as an outfit which truly enjoyed what they were doing. From 1931 to the beginning of the war the orchestra had a great following wherever it performed. This LP brings to new life some of the orchestra's greatest efforts—truly Lunceford specialties, included are such items as "Well, All Right Then," "The Balmain Blues," "Lotion Blues" and the never-to-be-forgotten "White Heat."

COLLEGE FIGHT SONGS (Marching Band 72
Songs)—Lawson-Haggart Jazz Band
(10-10)
Decca (33) DL 5427

There have been many diskings of college songs, but few like this one. In this set the college fight songs are played in a disband style by the Lawson-Haggart Jazz Band, which means they receive a wild, driving rhythm, accord by a solid brass band in the jazz style. They really swing with this orchestra, whose personnel includes such well-known jazz luminaries as Billy Butterfield, Cliff Leeman, L. McGarvey, Lou Stein, Bill Stegmeyer, Jim Thorpe, and Curly Dalzell. Over 30 colleges are covered in this musical collection, and they include all the important schools from a football to a melodic standpoint. Set should be in demand during this fall football season, and should sell well every fall.

SENIOR HOP—George Shearing Disk 70
(10-10)
Mercury (33) MG 25125

Here are seven dance stylings by the George Shearing orchestra. All are oldies ranging from the standard "I've Got You Under My Skin" to "Do You Dig John Peel," a re-write of the old English folk song. All are performed in breezy or arranged modes with a jazz feel. Especially well done is "I'll See You in My Dreams." Teen-age crowd should like this set.

Other Records Released This Week

Records released up to deadline time, but not reviewed, are listed here according to record title.

POPULAR

I Promise You—Danny Sullivan-Dorsey Bergman Ork (Midnight in Paris) King 15204
Lila is a Wonderful Thing—Sophia Tucker (Some of These Days) Mercury 5902
Midnight in Paris—Danny Sullivan-Dorsey Bergman Ork (I Promise You) King 15204
Some of These Days—Sophia Tucker (Lila is a Wonderful Thing) Mercury 5902

INTERNATIONAL

California Schottisch—Harry Harson Ork (Edison-Eyed Joe) V 20-496
Christmas in Killarney—Terry (The Irish Minstrel) (The Wild Colonial Boy) V 26-7521
Cotton-Eyed Joe—Harry Harson Ork (California Schottisch) V 20-496
Donde Naci—Cuarteto Manuel Jimenez (Vamos Pa' La Isla) V 23-5835
Jalisco y Bayalao—Nelo Sosa y su Conjunto Colonial (La Mural) V 23-5834
La Mural—Nelo Sosa y su Conjunto Colonial (Cienve y Nove) V 23-5834
Music Music—Frank Hermann Ork (Southern Sun) V 20-496
Nuestra Musica—Quinteto Tipico Lodi (Paradise Paradise) V 23-5836
Old Times Landler—Jerry Dostal Ork (Snow Max Polka) Coral 60855
Paradise Paradise—Quinteto Tipico Lodi (Nuestra Musica) V 23-5836
Pastorale Di Natale—Fratelli Bruzese (Palca Dei Pastori) V 23-7203
Polca Del Pastorale—Fratelli Bruzese (Pastorale Di Natale) V 23-7203
Snow Man Polka—Jerry Dostal Ork (Old Times Landler) Coral 60855
Southern Sun—Frank Hermann Ork (Music Music) V 20-496

Vamos Pa' La Isla—Cuarteto Manuel Jimenez (Donde Naci) V 23-5835
Wild Colonial Boy—Terry (The Irish Minstrel) (Christmas in Killarney) V 26-7521

HOT JAZZ

Avalon—Charlie Ventura Ork (Confession) Mercury 8942
Check to Check—Phil Phillips Ork (I've Got My Gun to Keep Me Warm) Mercury 8953
Confession—Charlie Ventura Ork (Avalon) Mercury 8942
Debut—Oscar Peterson (Eternity) Mercury 8917
I've Got My Gun to Keep Me Warm—Phil Phillips Ork (Check to Check) Mercury 8953
Polka Dots and Moonbeams—Lester Young Quartet (Up 'n' Admire) Mercury 8927
Tenderly—Oscar Peterson (Debut) Mercury 8917
Up 'n' Admire—Lester Young Quartet (Polka Dots and Moonbeams) Mercury 8927

LATIN AMERICAN

Aimé Perler—Tony Pizarro (Sweet Dreams) Elio 20-561
Comparte Pañco—Los Universitarios (El Sombrero) Elio 20-347
El Sombrero—Los Universitarios (Comparte Pañco) Elio 20-567
El Triunfo—Carmenita Perrett (Marches Triunfal) Elio 20-371
Espaname Otra Vez—Trio Johnny Rodriguez (Up 'n' Admire) Mercury 8927
Voy Mas Que Par Que No Voy Mas Que Par (Voy Mas Que Par) Elio 20-366
Voy Mas Que Par—Carmenita Perrett (El Triunfo) Elio 20-371
My May Que Par Bien Me Venas—Trio Johnny Rodriguez (Espaname Otra Vez) Elio 20-366
Sunny Side—Tony Pizarro (Aime Perler) Elio 20-341

SPIRITUAL

us effort, with the group chanting behind her. Gil sells the tune forcefully, but a strong beat is lacking.

TONEY TRIO
Some De
BIG WHEEL 106—Relaxed open is sung pleasantly by the group. Ilynn is about meeting loved one in the hereafter. A fair effort.
Oh, What a Feeling... 62
The vocal trio, with bouncy piano support, is heard in a routine cutting of a fast spiritual.

SACRED

RECORD REVIEWS — SACRED
MARTHA CARSON
Cryin' Like the Lord 76
CAPITOL 2252 — A spirited hand-clapper is sold effectively by the thrush, with the help of a male chorist and a lively rhythm group. A good gospel item.
Fear Not... 73
Martha Carson does a good job on this rhythmic sacred item, which she pressed, while the combos backs her jazzily. For the family market.

THE STEWART FAMILY

Fathers Wait 75
GILT-EDGE 5075—There's a bit of solid philosophy pointed out here about so many people failing to live during the week as they promise to do on Sunday. It's well projected by Bethel.
Shower Me the Blessings... 74
Title is self-explanatory. The Stewart Trio sets the vocal well.

THE FOUR TONES

I'm Gonna Walk Them Golden Steaks 73
BIG WHEEL 106 — Sacred group hands this bouncy gospel item a pleasant reading, featuring okay harmony and an adequate bass. Piano backing is spotlighted throughout.
Way Out Yonder... 66
Some comment.

Big Band Gamble

Continued from page 18

ing the cars ran from \$400 to \$600 per week.

Anthony carries workmen's compensation, business insurance, \$100,000 to \$200,000 comprehensive coverage on his two vehicles, floater insurance on the band's instruments and office insurance, which he totals at \$250 per week. Their Coast office, in Anthony's home, costs another \$40 weekly and Anthony spends \$50 per week on the road for secretarial service. Anthony and Benson set a \$200 budget for entertainment. In addition, it costs Benson \$150 per week when he travels, and he's out on the road five to eight months of the year.

The Anthony band spent \$7,000 in the last year on printed promotion, such as press manuals, plaques, special flyers and two promotions on songs such as the current one on "The Bunny Hop." They are spending on the average \$400 per week on trade paper ads since January 1.

Anthony pays a total of 3 per cent of his \$4,000 weekly salary to the State of New York and the feds for workmen's comp, which runs an additional \$120.

Both Anthony and Kenton estimate that their booking commissions and their salaries to key personnel such as Allison and Gene Howard of the Kenton flack department here run 22 per cent of their total gross per week, in addition to the expenses which have been individually pointed out previously.

Benson estimates that hidden costs, such as the \$80 per week they spend sending out free record releases and the uniform costs, are also included in the 22 per cent total. Allison pointed out that the Kenton office here maintains a photo lab, so that plenty of art is always available on Kenton, and this, too, is among the hidden costs absorbed by the 22 per cent.

Both orksters and their mentors pointed out that in addition to the above tangible costs, another important deficit occurs when orksters take vacations or play only five one-nighters in certain weeks, when bookings are off or record dates interfere. They estimate that each band takes off from six to eight weeks of vacation time and that most of the cost factors continue thru these hiatus periods.

What's left after all the above stipends have been paid goes to the leader.

A ROLLICKING NEW NOVELTY SONG HIT!

CINCINNATI DING-DONG

MILLER MUSIC CORPORATION

MINOR GUY
CARSON-MITCHELL
A Great Duet

'Cause I Love Ya That's A-Why

SANTLY-JOY, INC.
1619 Broadway New York 19, N. Y.

Watch This One!

"COOL, KIND TREATMENT"

by **EDDY BOYD**
Chest No. 1523

CHESSE 750 S. 49th Street
Chicago 15, Illinois

A Great Song Moving Along

"I NEVER KNEW I CARED SO MUCH"

David Weingarten Musik Corp.
164 Alex St., Bridgeport 7, Conn.

PUNKY PUNKIN
Recorded by **ROSEMARY CLOONEY**
COLUMBIA

GEORGE PAXTON, INC.
1679 Broadway New York 19, N. Y.

2 Great Novelties

"FEET UP"
(Put Him on the Peep)

"WALKIN' TO MISSOURI"

HAWTHORNE MUSIC CORP.
1619 Broadway New York 19, N. Y.

Another BMI Pin-Up Hit!

"GLOW WORM"
Published by MARMIS

Mills Brothers, Johnny Mercer, Frankie Carlo, Spike Jones, Moe Winterhalter, Paulie Miller, Homer & Jethro, M. Singer, M. Lusa

BROADCAST MUSIC, INC.

RECORD PRESSING
Originators of the NON-SLIP FLEX
Pat. Pending

Research Craft Co.
1937 N. SYCAMORE ST.
LOS ANGELES 26, CALIF.

Music as Written

SMALL MERCURY NEGOTIATE PACT...

Thru Mary Small and Mercury Records are negotiating a four-side disk contract, with options. The singer has been showcased on the King label. Mercury has also signed Kip Hale, new male chanter.

KENWORTHY BUYER FOR COAST MAY CO...

HOLLYWOOD — J. H. Kenworthy, for the last 11 years associated with R. H. May Company, New York, has taken over as buyer for the May Company's music departments in their four department stores. These record departments are operated by the Platt Music Corporation, Los Angeles.

HENNIGS, GEORGE NOW PARTNERS...

Jil George, who has covered the New England area as promotion man for the Frank Hennigs pubby, has been brought to New York as 50 per cent owner of the firm. Hennigs is now setting plans for exploiting a new Sandy Solo waxing on Abbey Records.

KENART LABEL RE-ACTIVATED...

The Kenart disk label in Beverly Hills, Calif., is being reactivated. The diskery will concentrate on sacred material and hymns with five new albums being readied for the Christmas market.

KID SINGER TURNS TO TAVERNS...

Frank Luther, Decca artist who has been turning out kiddie wax for a long spell, has a new item on the market for the tavern trade. Sides are "I'll Ring You Up" and "Jig a Jig Jig." These are the first pop sides by the singer in many years. Luther claims they contain the first new sound since the echo chamber.

New York

Mack Stark, general manager of Mills Music, is back from a Canadian vacation. Bobby Christian, drummer formerly with the Columbia Broadcasting System in Chicago, is now a staffer at the American Broadcasting Company in New York. Daris Soria, president of Cetra-Soria Records, leaves for Europe this week-end.

Frank Loesser and Herb Reis left for Nashville Friday (17) on an expedition for Frank Music. Cecil Abreau, Cuban tenor, arrived here this week, and Mario Fernandez Porta, Cuban clarinet, is due in the next 10 days. Abreau and Porta will work together in a night club act here. Rainbow Records has packed Brooklymite Frankie Vayo to a long term. The singer's first wax will be out next week. Ziggy Lane, formerly with DeLuxe Records, is now with the Jubilee label. Les Helsdon, vocalist on the new Skylark waxing, "Missin' Your Kissin'" was signed for the Tyzone Power roadshow "John Brown's Body." Derby Records has packed the Campus Choir, of Cincinnati.

Walter Murdoch, local head of the Musicians' Association will be honored along with Bob Logan, of the American Guild of Variety Artists, for their contributions towards the use of talent for Variety Club charity shows.

Geoffrey Waddington has been appointed musical director of the Canadian Broadcasting Corporation. "Blue Jeans and Cowboy Boots," which has been recorded by Fred Usher and His Hometowners for Aragon, a Canadian diskery, has had its international rights awarded to Peer International by BMI Canada. Harold Moon, at BMI Canada, is holding his hand to his nose following the typographical error in The Billboard which pointed out the sale of his favorite, "A Crushed Red Rose and Blue Ribbons." Typo showed up "A Crushed Red Nose."

Ork leader Art Mooney has signed Belfast-born Cathy Ryan to a long-term contract with the band. The songstress is featured on "Suzy River," the Mooney ork's latest disk. Ben Rosner has been appointed assistant to Bill Alexander, RCA Victor's sales promotion manager. Rosner, who was formerly advertising manager of the custom record division, will be in charge of ad-

vertising services. Carlos Gaster planned in from London after setting "Milly May" on a six-week concert tour in May, 1953. May will travel Scandinavia, Belgium, Italy Switzerland and France. June Switz will be an added attraction on the tour. Julie Stearn back from two-week jockey tour, pushing "Stay Where You Are."

Chicago

Don Foreman, promotion man for Capitol Records, was passing out the cigars this week on the birth of Cadavra Lyon. It's the second child for the Foremans.

Art Van Damme and Lou Skalinder, his bassman, on the sick list. Lou was involved in an automobile accident and still is on the shelf. Art underwent surgery, but went back to work last week.

Michigan's Gov. G. Mennen Williams will officiate at the coronation of the crown princess of the polka battle being staged at the Civic Auditorium, Grand Rapids, October 25. Competing are Sammy Madden and His Swiss Boys from Milwaukee; Kenny Bass and the Polka Poppers from Cleveland, and Ted Gomulka and his group from Detroit. Station WOOD is helping sponsor the event. Proceeds go to the building fund of a local orphanage. Milton Cornelius on a coast-to-coast tour, plugging Eileen Sutton's Ken Records. Hit Chicago during the elevator strike and had a tough time contacting the jocks.

Hollywood

Wally Brady, professional manager of American Music, and his frau, Roberta Lee, Kings Thrush, are parents of a daughter, Kelly Lee, born here October 6.

Shorty Sherock has left Jimmy Dorsey and is forming a quartet for lounge work. Les Brown will tour this season between his one-per-month TV shows with Bob Hope. Brown heads up the Pacific Coast three weeks in November. The Saul Biharis, of Modern Records, are expecting their first addition to the family. Johnnie Ray set for an afternoon and evening concert at the Shrine Auditorium October 23.

Irving Gwira, former diskery proxy who has set up his own agency, the Irving Rose Agency here, is business manager for Art and Dottie Todd, who cut their first masters for Victor in New York recently. Jan Garber may follow Stan Kenton into the Palladium early in February. Freddy Martin leaves the Biltmore here after the month-long prep at the St. Francis, San Francisco, October 29 for three weeks. Xavier Cugat, who was in a hassle with the Statler chain over the chain's failure to open their Los Angeles hostelry as skeddied in August, is playing Statler hotels in the East to make up for the time which would have been lost. Cugat at first wanted a cash settlement. Tim Gayle, veteran flack, and his wife, Lorry Raia, singer, bought a home in California, but are making their headquarters at the Hollywood Knickerbocker Hotel until mid-November. BMI is sending free disks and brochures on Ray Anthony's "Bunny Hop" to 2,500 radio stations (The Billboard, October 11).

George Hormel, the ex-Me-Gregor label chanter, has inked with Decca. Hormel sold Decca two masters he did himself and will cut more with Tommy Mack and Sonny Burke here. Palladium Garber goes into the Palladium March 3 for four weeks. He and Lyle Thayer have parted as attraction and manager. Garber bought out the remainder of his pact. Joanne Gilbert, daughter of songwriter Ray, makes her debut at the Mocambo October 28. Mally Melnick is preparing a new band. Buddy Baker has 21-piece all woodwind and reed crew in rehearsal. Paul Hewitt has bowed out of International Sacred Records as v-p. and general manager to devote his time to ranching in Kern County, California.

Philadelphia

Billy Hays brings his Dixielanders to the Stardust here. Next jazz concert for the town brings Billy Eckstine and Count Basie to the Academy of Music November 8. "The Biggest Show of 1952" last Friday night (10) at the Philadelphia Arca, with Stan Kenton, King Cole and Sarah Vaughan in the leads, was a sellout several days before the

opening hour, with several thousand turned away from the giant auditorium which seated around 7,000 persons. Phil Edward set up his own American Records label, with the Bob Swanson Singers, featuring Bob Marzra, set for a coupling of "So Help Me" and "Fools Rush In." Marian Caruso, who attracted vocal attention with her singing of "My Favorite Song" on the Devon label, going on tour to meet the record retailers and radio disk jockeys in person.

Cincinnati

Larry Vincent, local TV pianist, songwriter and publisher, has returned from a three-week motor jaunt to the West Coast. He was accompanied on the trip by his wife. While in San Francisco they visited with Clay Rumbaugh, former manager of the Lookout House, Covington, Ky., where Larry was featured there several years ago, and now manager of the Beverly Plaza Hotel in the California city. Larry has just quit his WLW-TV post. A. & L. Distributing Company has been appointed local representative of the Big Wheel Company, diskery with headquarters in Charlotte, N. C. The Big Wheel firm currently has the big push on two new waxings, "Bill Bailey," by Marie Bell, and "I Get the Blues," by Cecil Campbell.

Kanter, Kingsley, Goldworm Set Pub

CINCINNATI, Oct. 18.—Organization of World Wide Music Publishers, Inc., with headquarters in the Roosevelt Theater Building, Miami Beach, Fla., was announced here this week by Charles Kanter, president, who also owns three local juke box companies and Chryseus Music Publishing of Cincinnati. Associated in the new operation are Paul Kingsley, vice-president; Sol Goldworm, treasurer, and Herman Wolfson, executive secretary.

World Wide, a Broadcast Music, Inc., affiliate, is starting with a catalog of 80 new songs. Initially it will push "How Do You Know You're in Love?," "Love, Don't Desert Me," which was co-penned by the partners, and "It's April Again." World Wide branches are being opened in New York and Cincinnati.

Kingsley, a d.j. and commentator for WINZ, Miami Beach, formerly with National Broadcasting Company and also did film exploitation work in Hollywood. Goldworm, a comic and singer for 20 years, did songwriting in the '20's. Wolfson, a songwriter and arranger, was formerly with Columbia Broadcasting System, Columbia Records and Warner Bros. Kanter served five-year terms as president and secretary-treasurer of the Automatic Phonograph Owners' Association of Cincinnati. He also is a songwriter and years ago did plugging and promotion work for such pubbers as Waterston, Berlin & Snyder; Milton Weil and Larry Conley.

Commodore Music Sues Peer Int'l

NEW YORK, Oct. 18.—Commodore Music Corporation has filed suit in Federal Court here against Peer International, charging that the song, "It Wasn't God Who Made Honky-Tonk Angels," is an infringement of their 1950 copyright, "The Wild Side of Life," by William Warren and Artie Carter. Commodore has asked for an injunction against Peer, as well as against, etc., Columbia, Capital and RCA Victor, to restrain them from continuing to publish and record the song. They also ask for damages and an accounting of profits.

Business Drops at Det. Edgewater Ballroom

DETROIT, Oct. 18.—Business has slumped off at Edgewater Gardens, new park ballroom, which is continuing an all-winter policy of Saturday operation only. The Neal Hefti orchestra drew only 650 people, for a \$1,300 gross, last week-end, a drop of 30 per cent from Hefti's earlier appearance there only two weeks before, possibly indicating a too speedy return. In the interim date, October 4, the Russ Carlyle orchestra also rode the slump for a \$1,300 gross.

LONDON RECORDS

The finest sound on record!

Sell

First Choice
OF MILLIONS
PERMO, INC.
CHICAGO 28, ILL.

JUKE BOX OPERATORS
Unbelievably Terrible
"HOLD ME"
b/w "American Patrol"
vocal by FRANCES FARWELL
Edward Kay Ensemble
TR 1276

TEMPO RECORD CO. OF AMERICA
1500 Sunset Blvd., Hollywood 16, California

BEN YOST

NOW AVAILABLE
THE BOOMERANGS
1650 Broadway, New York, N.Y.

5 GREAT SONGS!

- TAKE A CHANCE
- YOU'LL NEVER GET AWAY
- YOU DARLIN'
- ROSANNE
- THE AGNES WALTZ

ARC MUSIC CORP.
BOURNE, INC.
799 7th Ave. N. Y. 19, N. Y.

"HOMINY GRITS"
DEAN MARTIN
CAPITOL

AMERICAN MUSIC, INC.
1376 Broadway, N. Y. 10105
CO 5-7800

"FROSTY THE SNOWMAN"
and
"SUZY SNOWFLAKE"
Are on their way...

HILL and RANGE SONGS, INC.
Beverly Hills, Calif.

RECORD PRESSINGS
1650 Broadway New York 19, N. Y.

M-G-M Records

BIG 3



JONI JAMES
sings
WHY DON'T YOU BELIEVE ME
PURPLE SHADES

MGM 11333 (78)
K 11333 (45)

PICKED BY BILLBOARD



ART MOONEY
and his "LAZY RIVER" Orchestra
LAZY RIVER
HONESTLY

MGM 11347 (78)
K 11347 (45)



TOMMY EDWARDS
Sings
YOU WIN AGAIN
SINNER OR SAINT

MGM 11326 (78) - K 11326 (45)

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

Yes! M-G-M means **MIGHTY GOOD MUSIC**



Billy Eckstine
BECAUSE YOU'RE MINE
EARLY AUTUMN
M-G-M 11281

Alan Dean
RAGGLE TAGGLE GYPSIES
LET'S CALL IT A DAY
M-G-M 11227

Frank Petty Trio
ST. LOUIS BLUES
CONGRATULATE ME
M-G-M 11205

Monk Williams
JAMBALAYA
WINDOW SHOPPING
M-G-M 11249

Monk Williams
SETTIN' THE WOODS ON FIRE
YOU WIN AGAIN
M-G-M 11316

Blue Baron and his Orchestra
STAY WHERE YOU ARE
STROLLING IN LOVER'S LANE
M-G-M 11286
K 11286

Bill Forrell
WALKIN' BY THE RIVER
I LAUGHED AT LOVE
M-G-M 11285
K 11285

Skip Martin and his Orchestra
THERE'S DANGER IN YOUR EYES.
CHERIE
ROSE ROOM
M-G-M 11320
K 11320

Donny Winchell
CAROLINA IN THE MORNING
THERE GOES MY HEART
M-G-M 11335
K 11335

Lee Peepers and his Orchestra
LITTLE HONEY BEE
WITH ALL MY HEART
M-G-M 11214
K 11214

Acquario and his Orchestra
MY LOVE—MY LOVE
CURTAIN TIME
M-G-M 10418
K 10418

Carolina Cotton
NOLA
YODEL, YODEL, YODEL
M-G-M 11319
K 11319

Herb Kenny
MY SONG
YOU NEVER HEARD A WORD I SAID
M-G-M 11222
K 11222

Arthur (Guitar Boogie) Smith
(If You Love Me) MAKE ME KNOW IT
FIVE FOOT TWO, EYES OF BLUE
(Has Anybody Seen My Gal)
M-G-M 11224
K 11224

Bud and Betty Bryant
COME A LITTLE CLOSER
LET'S CHANGE PARTNERS
M-G-M 11202

The Crossroads Quartet
SOMEBODY'S KNOCKING
I KNOW THERE'S A CROWN FOR ME
M-G-M 11217
K 11217

Emilio Reyes and his Orchestra
BLACK PEARL
AMORETTO CORAZON
M-G-M 11219

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• 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.

SOUTH RAMPART STREET PARADE... Bing Crosby-

Andrews Sisters... Decca 28419

The Crooner and the Andrews Sisters come thru with a sock rendition of the Dixieland ditty, over a driving backing by the Merry MacLock crew. TV star, Steve Allen, penned the lyrics for the fine ditty.

WATER CAN'T QUENCH THE FIRE OF LOVE... Helen O'Connell-Giselle MacKenzie...

Capital 2266

The Misses O'Connell and MacKenzie team up for the loveliest, funniest novelty effort in many a moon. Musical arrangement by the Cavanaugh outfit is almost inspired. It's a rockingly tender.

• The Disk Jockeys Pick

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

1. THAT'S A WHY... Mindy Carson-Guy Mitchell... Columbia 39879
2. MIDNIGHT SLEIGHRIDE... Sammie Freeman Ork... Victor 20-4995
3. I... Don Cornell... Coral 60860
4. RIVER, RIVER... Peggy Lee-Gordon Jenkins Ork... Decca 28395
5. HEARTY AND SOUL... Four Aces-Al Alberts... Decca 28390

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

1. PIECE A-PUDDIN'... Jo Stafford-Frankie Lane... Columbia 39867
2. FORGETTING YOU... Richard Hayes... Mercury 5001
3. MY FAVORITE SONG... Ames Brothers... Coral 60846
4. THAT'S A WHY... Mindy Carson-Guy Mitchell... Columbia 39879
5. I... Don Cornell... Coral 60860

• 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. MY FAVORITE SONG... Ames Brothers... Coral 60846
2. PIECE A-PUDDIN'... Jo Stafford-Frankie Lane... Columbia 39867
3. THAT'S A WHY... Mindy Carson-Guy Mitchell... Columbia 39879

• 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 and Western disk jockeys think tomorrow's hits will be:

1. OLDER AND BOLDER... Eddy Arnold... Victor 20-4954
2. OUR HONEYMOON... Carl Smith... Columbia 21008
3. ARE YOU TEASING ME... Carl Smith... Columbia 20922
4. FOREVER... Lefty Frizzell... Columbia 20917
5. I'D TRADE ALL OF MY TOMORROWS... Eddy Arnold... Victor 20-4954

• • • • •
Every Conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?

Write The Billboard
2160 Patterson Street
Cincinnati 22, Ohio.



LES PAUL

ROCKS
THE
MUSIC
WORLD
AGAIN *with*



(Instrumental)

The Billboard Picks

LADY OF SPAIN.....	Les Paul
MY BABY'S COMING HOME.....	Mary Ford
	Capitol 2265

Les Paul plays some sparkling guitar on the lively title, handling it in vibrant instrumental, and Mary Ford sings the traveling ballad "My Baby's Coming Home" with tender feeling.



CAPITOL 2265

and
"MY BABY'S COMING HOME"
(Vocal by Mary Ford)

Hocus-Pocus

By BILL SACHS

ANTON SCIBILLA, veteran producer and promoter, now associated with the Frank Seanes office, Cincinnati, has signed Bob Nelson of the Nelson Enterprises, Columbus, O., to play a series of theater dates with his mental-mystery turn. Billed as Bob Nelson and His Ghost Friends, the attraction opens at the Geneva Theater, Geneva, N. Y., October 28, with a string of other Schine houses in the State to follow. Scibilla also is handling Frank J. Polgar, eminent hypnotist, on a number of theater dates in Midwestern territory. Scibilla formerly handled the Bill Neff magic show for several seasons. New York State Conclave of Magicians, held in Buffalo October 10-12, enjoyed the performances of Estate Joseph and Company, Percy Abbott, Ned Foster, Jimmy Nelson and Danny O'Day, the Randolphs, and Carlos and Company, among others. Next convention is set for Rochester, N. Y., next October, with Ken Punnett as chairman of arrangements. At the Annual Award Show held recently at Town Hall, Rush, N. Y., by Assembly 47, Society of American Magicians, Richard Burke copped the No. 1 award, a gold plaque, with Joseph Taylor running second to take the silver marker. Winners were determined by audience vote. Burke and Taylor hail from Rochester, N. Y. Al Munroe, Detroit newspaperman-magician, has put in the last several months cataloging his extensive collection of magic memorabilia. Eddie Joseph, internationally known trixster who came from India with his wife to be featured at Percy Abbott's recent magic get-together at Colon, Mich., is staying over in Colon for an extended visit with the Abbotts. Al Sharpe, now operat-

ing Sharpe's Studio of Magic, Chicago, formerly Joe Berg's magic emporium, recently enjoyed a visit from Sigmas the Magician from the Windy City from Texas on a combined business and pleasure trip.

FRED BECKMAN, Montreal conjuror, who has toured as a pro in the United States and Canada since 1925, is now manager of National Variety Artists, Montreal booking office. He will continue to present his hour's show in the Montreal sector on occasion. Beckman is currently scouting for an illusion or spook attraction to tour Canada this winter. Joan Brandon has invaded Tennessee after appearing as grandstand attraction at the South Louisiana State Fair, Donaldsonville, and the Home and Sports Show at Baton Rouge, La.

Thomas A. Henricks (Thomas the Magician) is now working his full-evening show out of Birmingham, Ala., where he recently joined the staff of The Birmingham Sun. Senor Mardo presented his demonstration-lecture under auspices of the Magic Hobby Club at Bob Nelson's Magic Shop, Columbus, O., Friday night, October 10. Columbus magic enthusiasts paid \$5 a head for the two-hour course. J. J. Bobo, Tarkana, Tex., magician and author of a new book on coin tricks, will lecture at the Barium Hotel, Detroit, November 3, under joint auspices of Roy B. Hall's Magic Company and the Harry Cecil Ring 32, International Brotherhood of Magicians.

Mandrake the Magician has been working Sid's Cafe, Eastside Detroit, as a breather in between series of Motor City neighborhood theater dates. The veteran James P. Kane has been operation of his new magic shop in Philadelphia, but he'll continue to work the territory with his Chinese hokey-pokey magic under the name of Ah Sing Tu, and his ghost opry under the name of Omar Kaja. He has used the two trade monikers for many years on the road. Rub Evans, Canadian magician appearing under the professional name of Celeste, is visiting Los Angeles from her home in Vancouver, B. C. Dick O'Shaughnessy, who packs his bag with manipulative, mechanical, and comedy magic, began his fall season with a recent appearance at the Latin Villa, Kansas City, Mo. O'Shaughnessy, formerly active in West Coast amateur magic circles, recently turned pro. He is assisted by his wife, Alice.

El Rancho Vegas

• Continued from page 16

being in the Dark Ages. He encored with clever take-off on show "Dragnet" to good hand, and garnered much acclaim with a sincere sounding finale on what show biz means to him. Very effective.

Larry Parks opened very slow and seemed at a loss on a nightclub floor until he was joined by his wife Betty Garrett. From then on he seemed incapable of carrying on alone unless he was clutching his wife's hand at all times. Their duets were the best part of the routine since Parks is very weak on comedy, and following Gray who is very strong and fast, the contrast was too much. Betty Garrett with a very expressive face, was quite at home on stage. Pair opened with some comedy talk, then went into "Can I Come in for a Second," which unfortunately had pieces of business in it which were too blue. They bowed with "Slide by Side" for generous applause.

Show was well cut by Ted Flo Rito and his ork. The place was packed showing that Parks recent appearance before a Senate investigating committee has not worked adversely. Parks may work into the routine better when he becomes accustomed to a live audience rather than a camera. Miss Garrett, an able and attractive comedienne, has been around and knows how to work to a live audience. Bob Baker.

THOMA OPENS VEGAS NITERY

HOLLYWOOD, Oct. 18.—Danny Thomas unshutters Las Vegas' seventh plush nitery December 15 when he opens heading a big show. Other acts haven't yet been selected. Thomas will probably work the spot a minimum of three weeks. Jack Entratter is booking the Sands.

Cafe Strike On 3 1/2 Years

PHILADELPHIA, Oct. 18.—What is believed to be the longest cafe strike in this city's history has now reached the three-and-a-half-year mark, as waitresses picket the entrance of the Anchorage Inn six nights a week. Only 13 waitresses are involved in the strike, which started in 1948. However, Local 301 of the Hotel and Restaurant Employees and Bartenders International League, A.F.L., considers it a test case which could produce an important precedent.

Everybody but the musicians, Dick Wharton's unit, an non-union at the spot. Since the room hasn't been placed on the "unfair list" by the Central Labor Union, the musicians can work along the waitresses have long felt that the American Federation of Musicians could end the strike by showing a little more sympathy.

Stage Is Part of Dept. Store Annex

DETROIT, Oct. 18.—Showbiz may get a new outlet from the Northland Center being started here by the J. L. Hudson Company, major department store. The \$22,000,000 regional shopping center, the first of four planned to ring the city, is scheduled to have an outdoor stage located in a central courtyard in front of the main three-story building, which will house a department store. The stage, designed as a music shell, will be used for talent, possibly in connection with such commercial projects as planned outdoor fashion shows.

Vogue Room

• Continued from page 16

Louis Blues." Gal then took the floor and tiptoed thru a medley of popular ballet themes. They joined together in a variety of numbers, and altho the act took only 12 minutes, it was quite a workout.

Minute and explosive, Maureen Connor sang for the remainder of the 45-minute show. The petite young lass looked more like a China doll than a live person and dressed that way too. Her songs included "Carolina in the Morning," "Wheel of Fortune" and "Jambalaya." She was particularly effective on comic numbers such as "Little Gal From Little Rock" and "Just Mention My Name." Her ability to grab her voice at will gives her a style which is all her own.

Michael Selker ork backed the show extremely well and contributed greatly to the success of the performers. Marjorie Rickards.

Town & Country

• Continued from page 16

had the throng hushed and tense during her numbers. Sleek gowning enhanced her physical charms. Corey's routines, of which he must have a thousand he can do without repeating, as usual had the bulk of the crowd hysterical. His "Hamlet" and "However" stand-bys retain their essential quality of humor based on carefully developed characterization. Corey's comedies remain that rare thing, genuine fun with a fundamentally intelligent base.

The show was opened by The Rodgers, a dance team with a light, graceful step, which highlights a combination of dances of 20's and some of George M. Cohan's famed bits. The show was backed by the Johnny Morris ork, with the La Playa Sextet relieving for the Latino rhythms. Sam Chase.

Burlesque Bits

By UNO

The Carmen Theater in Philadelphia changes its vaude policy to burly October 27 under the supervision of Al Dow, with Harry Viven booking Irving Sailing will be the opening comic. . . . Having broken this season's show record the week of October 7, the "original" Dagmar (Virginia Dagmar Blair), exotic dancer, who has come east from her Los Angeles home to play several theater and nitery dates, was booked for a quick return visit to Charlie Fox's Alvin, Minneapolis, after only a seven days' interim. Reopening was October 21. . . . Asta Svann, ventriloquist and ballroom dancer, left the Chateau Madrid, New York, for the Kavakos Club, Washington, where she opened October 20 for two weeks. . . . Talent at Joe, George and Tony Ellul's Empress, Detroit, includes Red Dulin, who replaced Barney Harwood after an 18-consecutive-week run; Jack Stevenson, comic; Joe Clayton, straight man doing; with the harmonica; Margie Cagle, Amber Farris, La Fawn, Margy Lane, Jeanna Baggett, Roma Rae and LuVeta. Arthur (Sheik) Herman and Pat Davison are backstage chiefs, and Don McCullough, Matt Ansett and Frank Crowe make up the ork. . . . Cleo Canfield, former straight woman for Binder & Rosen, is producer of the Silver Queen Tavern, St. Louis, and out of showbiz for the time being. . . . Harry (Lefty) Lewis, versatile eccentric comedian on the Hirst circuit opposite Herbie Barris, is making his first appearance in burly from many nitery and TV

shows. His single specialty is packed with humorous audience-directed chatter. . . . Linda Scott shifted to the Lewis-Price unit at the Hudson, Union City, N. J., October 19.

Dolly O'Day, featured strip and burly first-timer of the blond miniature variety, is being spotted on the circuits. She comes booked by lengthy nitery engagements at the Silver Frolics, Chicago; Paddock, Miami Beach, and others in Tampa, Fla., where she has her home not far away from Jessica Rogers. . . . Anne King, Spanish exotic dancer, is being held over at the Yacht Club, Atlantic City. Handling the publicity for the spot as well as for the 500 Club, Club 15 and Paradise Club there is Don Rich. . . . Follies, Chicago, currently playing to packed houses with an all-Parisian revue, is featuring Lotus Dubois in her new production number, a bubble bath, which she is introducing for the first time. The cast includes Beverly Lane, added attraction; Norma Ford, Bonnie Monroe, Julia Chan, aggs. Candy O'Connor, Jean Varga, Buddy O'Day, who replaced Pat Murray; Harry Levine, featured house comic; Willie Gordon; Mary Fabbrin, house singer, and Jann Pixie. Willie Jones continues as ork leader, and Jack Richards, as producer in charge of a line of seven ork as well as of the entire revue. . . . Al Anger, comic, and Barbara Curtis, strip-talker, in the same unit, were married September 29 while at the Follies Theater, Kansas City, Mo. . . . Harry Wald, former concessionaire at the Grand, St. Louis, and present owner of the World flicker theater there, is on a pic-buoy trip to Los Angeles. . . . Harry Dell has booked Ethel Paul, vocalist, for Murray's Inn, Albany, N. Y. . . . Carol LeClair joins the Mathis-Matthews unit October 28 in Baltimore.

Tic-Toc Club

• Continued from page 16

funniest guys around. His ludicrous brand of humor is so highly individual, and he has been in the biz so long, that it is amazing that something really big hasn't happened to date. With his partner Patti Moore, they date tops among the comedy teams who have appeared here. Miss Moore's foil work, especially in their opening nightclub patron skit with Billy Gray as the waiter show-cased her abilities to good advantage.

When Lessy switched over to his piano bit, along with talented young Larry Green, musical director of the review, Lessy won the evening's peak mits for his terrific comic keyboard work, even pounding out some notes with his nose.

Gray had to work hard to get the range, but did a saturation job once his barrage of fasties and gags overpowered the customers. Had his usual host of followers been in attendance, much of his opening patter wouldn't have whizzed by. But, heavy reliance on Yiddishisms, missed a large section of the pew-sitters who sat mystified at times. When he finally recalled that he was in Milwaukee and not Miami or L. A., the yocks began to roll in, but heavy.

The Nijinsky-Minsky-Buttinsky ballet finale with Morre, Lessy and Gray donning appropriate attire has been embellished a bit and still fractures the house each time it closes the show.

The Art Krueger musicians were fronted for this one by Band Box musical director Larry Green, who led the lads expertly thru an excellent backing job. Ben Ollman.

Macayoa

• Continued from page 16

control and volume. In fact, the next show should be built around the youngster's warbling.

Remainder of the show is below the standard set by Reachi in his previous efforts. His new four-girl line needs plenty of rehearsal before they hit the peak of their predecessors. The Leonard's need more room than the floor affords for their ballrooming. Team opens with a spirited polka. Their second number, in which they get diners to tap glasses in rhythm with the music, was better adapted to the small floor. Their finale, in which the blond gal does a ballet, needs some lifts and spins to enhance its action. Chuy Hernandez's five some lacks the pulsation and cohesion that made Geri Gallian's crew a standout here. Johnny Sippel.

Available for IMMEDIATE BOOKINGS

Theatres—Clubs—One Nighters
BOBBY LOPEZ AFRO-CUBAN REVUE.
BOBBY LOPEZ (star of White Cargo). Line of 4 girls (dancer dancers plus special). KID DRAPER (comedy M.C.—star of Shuffle Along). IDA JAMES (Dacca Recording star). PAUL BILSCOMB & HIS ORCH. (winner of Pittsburgh Courier National Award—Mercury Recording stars).
A smash hit at 1952 Colorado State Fair. Record stars, comedy, screen favorites, girls.
For Bookings Write, Wire, Phone

AL SPARER AGENCY
534 Book Building, Detroit 26, Mich.
WOodward 1-2324

When in BOSTON It's the HOTEL AVERY

Avery A. Washington, Sr.
The Home of Showfolk

ATTENTION!

Comedy and Novelty Acts, Exotic Dancers, Chorus Girls. Most unique spot in Miami, White

JUNGLE CLUB

3690 N. W. 36th St. Miami, Fla.

WANTED
AT ONCE
3 CAPABLE CHORUS GIRLS
Write or Wire
PALACE THEATRE
327 Main St. Buffalo, N. Y.

WORLD'S MOST BEAUTIFUL GIRLS

Strips—Exotics—M.C.'s—all Acts Going East or West. Send photos.
JOSEPH MARTONE U.S.P.
100 Grand St. Waterbury, Conn.
Phone: 4-2477

Minstrels' Costumes & Accessories
CIRCULARS FREE
Dome—COSTUMES—CLOWNS
For all other occasions. Get in touch with
THE COSTUMER
238 STATE ST. SCENICITY 5, N. Y.

SELAN'S
World's Largest
Exotics
Hair Styling Pieces
Write for
FREE CATALOG
and all the goods
and all the goods
made of the finest
HUMAN HAIR
FREE CATALOG
with FREE PRICES
LIST on request
to Los Angeles, Cal.
SELAN'S
HAIRGOODS CO.
32 N. State St.
Dept. 1
Chicago 2, Ill.

WANTED STRIPS—EXOTICS

And any ACTS that will go over in Night Club. Send PHOTOS and FULL DETAILS to
TED LIBERTY
LIBERTY BELL THEATRICAL AGENCY
424 E. Baltimore St.
Baltimore 2, Maryland
Lic. by A.G.V.A. & A.F. of M.

HOTEL BELVEDERE

48th St., West of Broadway, New York
Phone Circle 6-9100 • Frank Walker, Manager
Single \$24.50 weekly
Double \$28.00 weekly
PRIVATE BATH—SERVING PANTRY

Be a Reoster for
MILTON SCHUSTER
WANTED
100 Agents for Theaters, Clubs and
Carnivals, etc.
Jack Montgomery, Mgr.
127 N. Dearborn St. Chicago 2, Ill.

SCENERY

Two Drops, Flat Sets, Cyclorams Draw
Curtains, Operating Equipment.
Schell Scenic Studio
581 S. High
Columbus, O.

ACTS WANTED
Break your jump East or West. Can offer many night club, theater, convention and banquet bookings. Write, wire, come in!
RAY N. KNEELAND
25 N. Chippewa St., Buffalo 2, N.Y.

Dramatic & Musical Routes

Borscht Capades (Billmore) Los Angeles, Bell Book & Chaud (Cable) Colorado Springs, Colo., 33; (Auditorium) Denver 34-25.

Biggest Show of 52 (Auditorium) Charleston, W. Va., 37; (Stambaugh Aud.) Youngstown, O., 21; (The Gardens) Pittsburgh 24; (Arena) Toledo, O., 23; (I.M.A. Aud.) Flint, Mich., 30; (State College) Lansing 27; (Municipal Aud.) Grand Rapids 32.

Country Owl (Mayfair) Portland, Ore., 23-25.

Constant Wife with Katharine Cornell. (Huron) Pittsburgh.

Call Me Madam (American) St. Louis.

Dial M for Murder (Shubert) Washington.

Deep Blue Sea (Plymouth) Boston.

Four Poster (Blackstone) Chicago.

Fig Leaf (Bellevue) Chicago.

Gentlemen Prefer Blondes (Shubert) New Haven, Conn.

Good Night, Ladies (Majestic) Boston.

Gigi (Cox) Cincinnati.

Ours & Dolls (Shubert) Chicago.

Hollywood Varieties (Hudson) Ore., 23.

Glendora (Columbia) Paas 20; Medford 27.

I Am a Camera (Harris) Chicago.

Jane (Ford) Baltimore.

Mr. Roberts (Columbia) Akron, O., 23-25; (Palace) Youngstown 26-28.

Okahuma (Hudson) Milwaukee.

Paint Your Wagon (Hanger) Buffalo, N. Y., 26-28; (Auditorium) Rochester 24-25.

Phike (The) (Columbia) Boston.

Skinner (Columbia) Ota in Park 30; (Court Square) Springfield, Mass., 29; (New Carter) Princeton, N. J., 23; (WVVA Radio) Richmond, Va., 21-23; (Worfolk) 26; (Zanesville, O.) 19; (Newark) 19.

South Pacific (Auditorium) Seattle.

Stage 17 (Hanger) Chicago.

Suspects (The) (Hudson) Philadelphia.

Tree Grows in Brooklyn (Boston O. H.) Boston.

Two in Company (Shubert) Detroit.

Top Banana (Hansel) Cleveland.

Ice Shows

Henne Rink, Ice Show (Hennepin) Columbus, Raleigh, N. C., 20-76; (National Guard Armory) Washington 20-29.

Hollywood Ice Show (The) (Madison) Ind., 20-24; St. Louis 20-Nov. 2.

Ice Capades of 1952 (The Arena) Philadelphia, 19th Nov. 1.

Ice Palace of 1952 (The Arena) Chicago, 19th Nov. 4.

Skating Varieties (Hudson) Johnson; (Columbia) Detroit 21-26; (Armory) Louisville 26-Nov. 2.

Briggs Buys Island Lake From Szabo

DETROIT, Oct. 18. — Lakeview Roller Rink at Island Lake Park, 35 miles northwest of Detroit, changed hands recently, with Dan Briggs, Detroit fireman, taking over from Joseph Szabo, who had operated it for a number of years. Business showed a good spurt before close of the season for this summer operation, although the earlier part of the season was poor as a result of factors hurting park business generally around Detroit.

AOW Speed League Off to Good Start

PATERSON, N. J., Oct. 18. — Racing in the Northern division of the American Roller Skating League got under way October 11 at the Paterson Arena before a large crowd of spectators that was 15 per cent above the corresponding crowd of 1951, said Jack Edwards, AOW director of speed.

After the dust had settled, Paterson Arena occupied top perch with 80 points, followed by Twin City Arena, Elizabeth, N. J., 38; Reading (Pa.) Rink, 31; Peekskill (N. Y.) Arena, 13; Boulevard Arena, Bayonne, N. J., 9; Florham Park (N. J.) Rink, 5; Mount Vernon (N. Y.) Arena, 4, and Capitol Arena, Trenton, N. J., 0.

Grant Gene Bell Leave

DETROIT, Oct. 18. — Gene Bell, who was Michigan speed skating champion for five years and now is an instructor in radar and electronics at the Naval Air Station, San Diego, has been given a 30-day leave to visit his parents, Mr. and Mrs. Jess Bell, veteran rink figures. In Detroit, effective about December 1.

Concord Instructing

PHILADELPHIA, Oct. 18. — Concord Roller Rink, in the Frankford section, is providing lessons for beginners. Instructors are being brought in and, in addition, the rink has set aside Thursday afternoons as "Ladies' Day," with Wednesday nights for adults only under supervision of the Senior Skaters Club.

NEWS NUGGETS

6-Day Races' Return Seen By Lueddeke

OAKLAND, Calif., Oct. 18. — Lin Lueddeke, director of the Oakland Auditorium, said an effort to re-establish six-day bicycle racing on the West Coast is underway. Murphy Sabatino promoted a successful three-day National Board Track Cycling event at Oakland recently and has scheduled a six-day show at the San Francisco auditorium to start December 7. Lueddeke said a special plywood track, 85 by 200 feet was built for the Oakland engagement. Ends were banked to a height of 10 feet, he said.

VINCENT PRICE SUBS IN LAUGHTON ROLE

PORTLAND, Ore. — "Don Juan in Hell" grossed \$20,150 with sell-out houses here Friday and Saturday (10-11), according to Frank Andrews, manager of the Ellison White Bureau. Vincent Price replaced Charles Laughton in the cast. Laughton left for movie work. Charles Boyer, Cedric Hardwicke and Agnes Moorehead complete the cast.

NATIONAL PROMOTES LYNCHBURG EXPO.

LYNCHBURG, Va. — National Home Shows, Inc., of Dallas, will produce the first annual Home and Food Show for the Junior Chamber of Commerce here November 10-15. Jack T. Craig, director, said more than half of the space in the City Armory has been sold.

MILWAUKEE FOOD EXPO POSTPONED

MILWAUKEE. — Officials of the Milwaukee Food and Appliance Exposition, Inc., who had skedded a food show in the Milwaukee Arena for October 24-30, have indefinitely postponed the event. The exposition was under the management of George Lord, Minneapolis, who is confined to a hospital following a heart attack.

Lukewarm acceptance of the show by local retailers, who favor a date closer to the Christmas shopping season, was given as another reason for postponement.

Denmark Bows First Rollery

ODENSE, Denmark, Oct. 18. — Denmark's first and only roller rink was opened here Saturday (4) to a big crowd. An instructress was brought over from England to coach patrons on how to skate. The rink has been installed in a section of the Fyris Forum. Dancing on skates is to be a feature at the rink and efforts are being made to interest other cities in Denmark in promoting similar rinks so that inter-city contests may be held.

B'port Holland Skatery Carries Park City Title

BRIDGEPORT, Conn., Oct. 18. — Park City Skating Club, which was recently organized, has given several skating exhibitions at Park City Rink here, formerly Holland's Skateland.

Officers of the club are E. James Lavery, president; Charles O'Brien, vice-president; Virginia Bogner, secretary-treasurer, and Mildred Blotney, Bernard Blotney, Thomas Baldino and Caroline Macklow, trustees.

Club plans include parties, inter-club contests with regional groups, exhibitions and participation in New England sectional and national championships sponsored by the United States Amateur Roller Skating Association.

Aucun at Bal-A-Roue

MEDFORD, Mass., Oct. 18. — Benny Aucun, veteran rink organist, is the new Hammond mra at O'Neil E. Bernier's Bal-A-Roue Roller Rink here. According to rink officials, Aucun scored an immediate hit with Bal-A-Roue skaters.

Managers Suggest More Office Space

Essential Side Space Sacrificed For More Seating, Survey Reveals

By TOM PARKINSON

CHICAGO, Oct. 18. — More space should be provided in future auditoriums and arenas for purposes other than the seating of spectators. That was the consensus of building managers, according to the results of a survey conducted by The Billboard.

Building execs in many cases found that there should be wider hallways, more lobby or foyer space, bigger concession areas, oversize storage space and more parking zones. In some instances, the survey showed, maximum seating capacity was provided at the expense of other facilities.

Among the extra room or space which managers found advisable were:

An auxiliary hall, seating from 500 to 1,000, for conventions and local meetings.

Hallways wide enough to permit installation of overflow booths during exhibitions.

More storage room for bleachers and other heavy equipment as well as for show baggage and equipment.

A special office set aside for the use of promoters on the days they have events in the building.

One manager speaking from experience noted that most arena entrances were placed so that the possibility of an addition or extension to the building was too costly or highly inconvenient.

Hire Manager Early
The experts invariably urge that auditorium-arena builders hire the manager early enough to hear the manager's advice on details of construction. Only in that way, they state, can the building be expected to come close to the ideal arrangement for all phases of operation.

Pointing this up was the experience of a manager who found the building's loading dock was 12 feet high and showed that all docks at similar buildings in that city were of the same height. Apparently, this manager reasoned, latter-day architects followed the lead of earlier ones without learning from an experienced hand whether the height of the dock was proper.

Size of freight doors was found not to be adequate in some buildings. These should be large enough to accommodate trucks carrying heavy and outsize equipment. While the managers agree on no definite minimum size, one stated that 10 by 10-foot door was too small. The recommendations ranged from 12 feet wide and 14 feet high to 15 or 16 feet wide and as much as 20 feet high.

How to space electrical outlets for use in exhibition booths was another point on which many

managers had opinions. Suggestions include that there be four plugs every 10 feet, that both 110 and 220-volt plugs be placed at 20-foot intervals around the sides, and that there be at least one plug of each voltage for every two exhibit booths. Wiring of the system so that failure of the lights in one booth does not black out an entire line or section of booths was one recommendation.

Receding Boxing Ring

Selection of the proper spotlights for long shots was stressed. One manager was enthusiastic in favoring a boxing ring built to either recede into the floor or raise to the ceiling in order to eliminate the necessity for erecting and dismantling it for every event.

Flat-floored arenas should have some means of raising the seat level when chairs are installed on the floor for stage attractions, these managers pointed out. One building executive favored a floor equipped with hydraulic lifts which would move the entire surface to an angle when elevation of seats was needed.

Installation of proper hardware for handling circus rigging is important for both new and established buildings, the managers agreed. One suggested that removable tile be used on the ceiling to permit installation of the hardware wherever needed. Another recommends the concrete floor. Circus riggers frequently have found that no expert has been consulted, and they urge that non-crystallizing types of metal be used. Eye-bolts should be flush against the surface, they stated, making sure that none of the bolt shank is exposed.

One manager advised that no auditorium or arena should have an overhanging balcony. A second advocated the installation of an electric organ at the time of building construction. Build an incinerator with a 24-inch flue and an ash screen, another urged. Ramps should be favored over stairs, in the opinion of another. Plumbing outlets for home and food shows are needed, display space in the lobby is good for extra revenue, and a kitchen is a must, according to another manager. He also cautioned that seats should be chosen for comfort rather than capacity. Adequate directional signs inside and attraction signs outside were among the suggested facilities.

Whether advising that buildings be air conditioned or that cans for discarded cups be supplied, the suggestions, managers declare, add up to important savings and advantages for operation of buildings.

TELL & SELL WITH POSTERS

RINKS PARKS ORCHESTRAS FAIRS RODEOS CARNIVALS

AUTO & MOTORCYCLE RACING TRAVELING SHOWS THEATRICALS SPORTING EVENTS & OTHERS

Posters INCORPORATED
835 CHERRY ST. PHILA. 7, PA.
Union Shop—Phone Lombard, 3-2000

WE BUY and SELL

NEW and USED RINK ROLLER SKATES

largest exclusive skate distributor in the country

lowest prices by buying and selling repairing and reconditioning—we pay the highest price for used skates. Write for quotations. One Day Service.

JOHNNY JONES, INC.
Specializing in CHICAGO ROLLER SKATE CO.
53 CHATMAN ST., PITTSBURGH 10, PA.

WE BUY AND SELL
all kinds of secondhand Roller Skates

MADAME RENEE'S
BONNY SKATING TIGHTS \$11.50 doz.

SPECIAL
LADIES' CLOSED-TOE SHOES WITH WOOD WHEELS, \$10.50 a pair While they last!

All merchandise guaranteed unless otherwise stated. 1/2 down balance C.O.D.

JACK ADAMS & SON, INC.
1471 Boston St., Bronx 46, N. Y. DAYTON 1362

CURVECREST RINK-COTE

The skating surface for wood and massive floors. The ultimate in cleanliness and traction.

PERY & CILES, Pres.
Curvecrest, Inc., Muskegon, Michigan
We invite you to bring your skaters to Curvecrest and see for yourself!

FOR SALE

Paterson Rink 40x100, excellent fully equipped good condition.

FORD CUMMINGS
General Outlets Cameron, Texas

FOR SALE

Two used Portable Bunk everything needed to operate. About ready to store away. Will sell at a bargain price. Much higher next spring. Talking orders now for new Bunks, complete, for spring delivery.

MYERS BROS.' RINK
Oak Ridge, Tenn., Telephone BR 9148, or 2577, or Telephone Marian, Ky., 741.

200 Oaks Kids Rehearse for Annual Revue

PORTLAND, Ore., Oct. 18. — Some 200 roller skaters in the Portland area this week began rehearsals for the Oaks Skating Rink annual revue, roller extravaganza that last year played to more than 6,000 customers. Dates for the show are November 19-20 and 23-24.

Owing to the turnaway crowds drawn last year, Oaks plans this year to increase the number of bleacher seats installed on the skating floor, in addition to the regular spectators' section, said Dean Songer, rink manager.

Performers are members of the Oaks skating clubs, and each act is a production number involving costumes and special lighting effects. Directors of the show are Dale Pritchard, Oaks professional, and his wife, Jeanne.

Proceeds of the revue are used by the Oaks Figure Skating Club to defray expenses of entries in State, regional and national skating contests.

Maple and Fibre Wheels

Rock Hard Maple 875 Standard No. 87F Figure

No. 86S Racing—86F Figure one piece. Polished Steel Bushing.

No. 87DL — No. 87SCL — No. 88CBL Laminated Maple two-piece Bushing. Keep all Maple Wheels in a dry place.

No. 78 — No. 78S — No. 79 Hockey New Long Wearing Fibre Wheels.

Rink Repairs—Order Now!
"Hold Fast" and White Shoe Soap

Pat. No. 2-333-400

CHICAGO ROLLER SKATE CO.
Known for Quality Products

4427 W. LAKE STREET CHICAGO 24, ILL.

"Fit-Factor" REMOVED!

EQUIP NOW WITH KINGSTON . . . and Eliminate Odd Size Rental Stock

ADJUSTABLE (Pos-Tiv-Lok) CLAMP TYPE RINK ROLLER SKATES

KINGSTON PRODUCTS CORP., 1444 Div., 30-22, Kew-Forest, Ind.

Entertainment Outlay Big for Peanut Fete

DOHAN, Ala., Oct. 18.—Jess Swieggood, of radio station WDIG, and Carol Bailey, executive secretary of the Chamber of Commerce, who head the entertainment committee of the National Peanut Festival which gets under way here October 27 for a week's run, have lined up an entertainment program designed to appeal to everyone.

Topping the list is Johnny J. Denton's Gold Medal Shows, along with Morris Lipsky's concessions, which will be located

at Wiregrass Stadium, focal point for most of the events slated for the Chamber of Commerce-sponsored event. The committee also is bringing in a line-up of acts which includes Al (Fuzzy) St. John and Whip Wyatt, Western film players; the Great Kern, the Tennessee Ramblers, Jam Up and Honey, and Heals Beals, Australian variety entertainer. For sports-minded people there will be exhibitions by Art Price, Southeastern plug caster who is a contender for the national title, and Gil Gillinwater, former St. Louis Cardinals baseball player.

Another feature will be a Miss Peanut Festival contest, with participants from 18 near-by communities which are now conducting eliminations. Miss America will fly into Dothan to crown the winner.

Organized six years ago, the festival has attracted attendance ranging up to the 114,000 of last year. Because it is supported by the city and all civic clubs, it has been able to take advantage of almost unlimited avenues of advertising and publicity. Twelve newspapers and 14 radio stations in near-by communities are being utilized to publicize the event, along with 110 outdoor advertising boards, 2,100 sheets of posting and lithograph paper and bumper cards. Many national firms engaged in the peanut and allied products field are expected to participate in a festival parade.

SLA Nominates J. P. Sullivan For President

Veepees Move Up; Ned Torti Named For Third Spot

CHICAGO, Oct. 18.—J. P. (Jimmy) Sullivan, owner-manager of Wallace Bros.' Shows of Canada, was nominated for the presidency of the Showmen's League of America. Sullivan, who served as first vice-president during the past year, was named at a meeting of the nominating committee here Thursday (18).

C. J. Sedlmayr Jr., was nominated for first vice-president; Al Wagner, second vice-president; Ned E. Torti, third vice-president, and William Carkny, treasurer. Joe Strelbach was again named as the nominee for secretary. Ed Sopenar will run for trustee, a five-year office.

Nominees for the board of governors include Max Brantman, Fitzie Brown, Elmer Byrnes, William T. Collins, Phil Cronin, M. J. Doolan, Herb Dotten, John M. Duffield, George B. Flint, John W. Galligan, K. H. Garman, Harry (Irish) Gaughn, Joe (Murphy) Giachero, Max Goodman, Sam Gordon, Morris A. Haft, Mel Harris, Thomas D. Hickey, Ben Hyman, George W. Johnson, William Kaplan, Hube Liebman, Edward Levinson, Dave Malcolm. (Continued on page 85)

Haynes Readies Chariot Races

CINCINNATI, Oct. 18.—R. M. Haynes, active in the outdoor show field for a number of years, has been busy here in recent weeks putting the finishing touches to his Royal Roman Chariot Races, which he plans to launch in the spring in page celebrations, special events and fairs. The chariot race idea, as mapped by Haynes, follows the pattern of the chariot races as recently revived in Rome, which drew much favorable comment in the Italian press, as well as a pictorial spread in a well-known American weekly. Unit as planned by Haynes will carry a dozen freshly painted chariots reminiscent of those used in the old Roman chariot racing days, with the horses bedecked in fitting harness and trappings. Roman-styled wardrobe for the drivers and aids will also be carried. Haynes says, to add to the pomp and pageantry of the presentation. Strobite lighting will be used for night grandstand performances. Haynes reports

The races are heralded with the firing of Roman candles, with a shot from a cannon signaling the start of the race. Haynes plans to have movies of the attraction ready in time for the outdoor showmen's convention in Chicago in December.

He broke in his unit with a showing at the annual Elks Club picnic at River Downs Race Track here Wednesday (15), with the idea pulling much favorable comment from those present. Haynes plans to add several supporting acts to the unit when it hits the road.

DALLAS FAIR BUCKS COLD BUT GATE HITS PEAK PACE

Receipts Up in Most Depts.; Sunday Pulls 281,228, Barely Misses Record

DALLAS, Oct. 18.—State Fair of Texas attendance was holding up well, with a slight edge over last year's record-breaker Thursday (16), as the expo went into the 13th of its 16-day run. Two cold snaps pared attendance only slightly on a few days.

A Norther' struck in late afternoon on the first Sunday (5) and cut crowds considerably on that ordinarily heavy day, but weather warmed up by second weekend, the big one. Another cold front moved in Wednesday (15), but forecast was for fair and warmer for the final week-end.

Money was up in almost every department of the fair. Rides, major attractions, gates, food concessions—all showed increases over previous year. Midway shows and games were slightly off; Variety Club Circus (Gil Gray) and St. John Terrell's Motor Music Circus, both debuting at fair, was having a hard time. Fair itself will register thumping increase in receipts due to fact that it is getting all of the 60-cent front gate admission

Attendance thru	1952	1951
Saturday (4)	172,325	161,256
Sunday (5)	163,476	189,175
Monday (6)	49,673	47,791
Tuesday (7)	50,897	52,084
Wednesday (8)	181,365	176,885
Thursday (9)	62,265	51,675
Friday (10)	227,895	215,601
Saturday (11)	263,694	254,601
Sunday (12)	281,228	276,585
Monday (13)	184,751	182,347
Tuesday (14)	105,698	101,617
Wednesday (15)	76,170	77,542
Totals	1,824,437	1,787,158

Friday (17) was High School Day and crowds of usually free-spending teen-agers were expected to boost attendance to about 150,000. The fair brought in the Koshare Indian dancers, talented Boy Scout troop from La Junta, Colo., for four free performances in the bandshell, starting Thursday (16). Dancers gave two shows Friday (17) and a final performance Saturday afternoon (18). High school football game was skedded in Cotton Bowl Saturday night (18).

Dallas Texans will meet the Green Bay Packers in pro football game in Cotton Bowl tonight (18). This probably will not help attendance as much as might be expected, since pro grid attendance here has not been so hot. Only about 15,000 saw the Texans play the San Francisco 49ers on the first Sunday of the fair (5). Radio Station WFAA will present the third of four-hour-long "Saturday Nite Shindigs" hillbilly show, in the bandshell Saturday night (18).

Fair's second annual religious festival was expected to pull about 40,000 into Cotton Bowl. (Continued on page 84)

Conover Acquires Grace Collection

KENIA, O., Oct. 18.—Richard Conover, circus fan, said here this week he had purchased the Grace Collection of circusions from the family of the late John P. Grace, Kokomo, Ind. The collection includes one of the most complete sets of antique circus route books. Also included are heralds, programs and files of The Billboard and The New York Clipper. Conover, a long-time collector, said he expected to complete an inventory of the Grace items this fall.

Name Wirth To Stage '53 Shrine Show

NEW YORK, Oct. 18.—Frank Wirth has been named producer of a planned mammoth spectacle that will highlight the 1953 Imperial Council Session of the Shrine to be held here July 13-17, inclusive.

The New York booker staged and produced "Fazarabia," a pageant that won wide acclaim. (Continued on page 85)

PROS PROVE PROFITABLE

Portland Expo Credits Shows For Big Attendance Bulge

PORTLAND, Ore., Oct. 18.—T. B. Wilcox, chairman of the board of the Pacific International Livestock Exposition, this week credited the sizable increase in attendance at the 1952 show to the return to professional entertainment. The expo closed its eight-day run here Saturday (11) and reported paid outside gate attendance was 129,869.

Money-wise, receipts from admissions totaled \$158,381 compared to \$86,155 for 1951. Prices of \$1.80 to \$3.00 included the 60-cent outside gate admission.

With Wilcox in charge of arena attractions, the exposition returned to its former policy of a rodeo and horse show with the added attraction this year of the Royal Canadian Mounted Police horse drill.

There's no doubt that this type show appeals to the public," said Wilcox. "Last year's pageant ap-

parently did not have enough blood and thunder. However, the Canadian mounties were a very good drawing card." The 1951 arena attraction was a historic pageant and arena attendance was down some 30 per cent from the previous year.

Wilcox said that if the livestock exposition is staged next year, a rodeo and horse show will be the arena attraction. The 1953 exposition hinges on whether the U. S. Air Force leases the 11-acre Pacific International Building for warehouse purposes. If the lease goes thru the '53 expo would be canceled.

Tied in with the lease issue is a project whereby the city would erect a sports arena in North Portland. Pacific International would contribute its resources to this project and stage its exposition there each fall.

American Royal Racks Up Big Advance Sale

KANSAS CITY, Mo., Oct. 18.—The 54th annual American Royal Livestock Show opened here today, bolstered by a record advance sale of tickets and the sale of concession and exhibit space that was estimated at 50 per cent ahead of any previous year. W. E. (Bill) Preston, manager, announced.

For the first time on record, concession space outside the big building was sold. Most of the food and drink spots will again be operated by Bush & Laube, this city.

Recent lifting of the Midwest quarantine on hog shows will make this the first swine show to be held in the area since last year. All traces of the '51 flood damage to the building have disappeared as the result of an extensive remodeling program carried out this year.

Louisiana Seeks Aid of 16 States On Purchase Cele

BATON ROUGE, La., Oct. 18.—Gov. Robert F. Kennon of Louisiana this week asked the governors of 16 mid-continent States to appoint official groups to cooperate with the Louisiana Purchase Sesquicentennial Fair Commission in co-ordinating celebrations of the 150th anniversary of the Louisiana purchase next year.

Plans call for co-ordinated celebrations in Alabama, Mississippi, Texas, Arkansas, New Mexico, Wyoming, Colorado, Minnesota, Montana, North Dakota, Kansas, South Dakota, Iowa, Nebraska, Missouri, Oklahoma and Louisiana.

These celebrations will culminate in a variety of activities in New Orleans. Among the major activities planned will be a revival of the old-time flatboat voyages to New Orleans.

to boost attendance to about 150,000. The fair brought in the Koshare Indian dancers, talented Boy Scout troop from La Junta, Colo., for four free performances in the bandshell, starting Thursday (16). Dancers gave two shows Friday (17) and a final performance Saturday afternoon (18). High school football game was skedded in Cotton Bowl Saturday night (18).

Dallas Texans will meet the Green Bay Packers in pro football game in Cotton Bowl tonight (18). This probably will not help attendance as much as might be expected, since pro grid attendance here has not been so hot. Only about 15,000 saw the Texans play the San Francisco 49ers on the first Sunday of the fair (5). Radio Station WFAA will present the third of four-hour-long "Saturday Nite Shindigs" hillbilly show, in the bandshell Saturday night (18).

Fair's second annual religious festival was expected to pull about 40,000 into Cotton Bowl. (Continued on page 84)

21-Week Tour Gives Horan Banner Year

RALEIGH, N. C., Oct. 18.—Irish Horan and His Lucky Hell Drivers will wind up a 21-week season tonight at the Elizabeth City (N. C.) Fair. The thrill show impresario reports gains in fair attendances and grosses at between 7 and 10 per cent for the events played last year. Since several annuals were added to the route this season, the overall takes will be appreciably greater.

The still date season was generally poor, and altho losses were recorded on a number of occasions, the season's take will also be up considerably, indicating the consistent big earnings at fairs.

The usually good Canadian dates inked in for the org were off this year due to the political situation prevailing there at the time. Horan said. However, with Canadian money now worth more than United States currency, a big percentage of the losses were erased thru the more favorable exchange.

New Evaluation
A number of dates proved exceptionally good, Horan said. New records were set at several events, altho the patronage and business at these events was off generally. At one or two events where it was believed that the saturation point had been hit insofar as patronage was concerned gains in attendance were actually registered and this created the need for an entirely new evaluation of the potential, Horan said.

Apart from crediting the overall performance, Horan said that the use of his earnings as a unique part of the performance had much to do with the building of crowds. He said that he planned to rebuild the unit this winter and to continue featuring it next year.

Horan this year is playing dates in the Deep South for the first time. He reported them all good and said that he would strive to increase his bookings in this territory next year.

Candlelight Skeds Sunday Races

BRIDGEPORT, Conn., Oct. 18.—Stock car racing moves into a daylight spot at Candlelight Stadium Sunday (19) and will continue every Sunday as long as weather permits under direction of the United Stock Car Racing Club.

Races were staged at the stadium on Friday nights thruout the summer.

Coming November 29th—

THE BILLBOARD'S 32ND ANNUAL

Outdoor Convention Number

WITH SPECIAL DISTRIBUTION AT THE OUTDOOR CONVENTIONS, CHICAGO, BEGINNING NOVEMBER 30th.

AND FEATURING THE 1953

Cavalcade of Fairs

The World's Greatest Amusement Rides
Bear the Name ALLAN HERSHELL

KIDDIE RIDES: MERRY-GO-ROUND, SKY FIGHTER, LITTLE DIPPER, KIDDIE AUTO, BUGGY, BOAT AND JEEP RIDES, ALSO MAJOR RIDES. Write for literature.

ALLAN HERSHELL COMPANY, Inc.
 North Tonawanda, N. Y.



KIDDIE BOAT RIDES
 KIDDIE AIRPLANE RIDE
 Trailer-Mounted AUTO RIDE
 KIDDIE CHAIRPLANE
 ADULT CHAIRPLANE
 ADULT FERRIS WHEEL

SMITH & SMITH
 SPRINGVILLE, NEW YORK

THE NEW SUPER DELUXE



The candy floss machine you will create all day long... not start out with the BEST! You get a machine that is different and works like magic. New style bowl—different and larger brushes holders, spindle, smooth running. Heater rheostat and FIBER parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY! Old customers—Send your machine to now for check-up

ELECTRIC CANDY FLOSS MACHINE CO.
 726 Benton Avenue Nashville 4, Tenn.

EXCEPTIONAL BUY!
 Reconditioned
Allan Herschell
MOON ROCKET
 and
CATERPILLAR

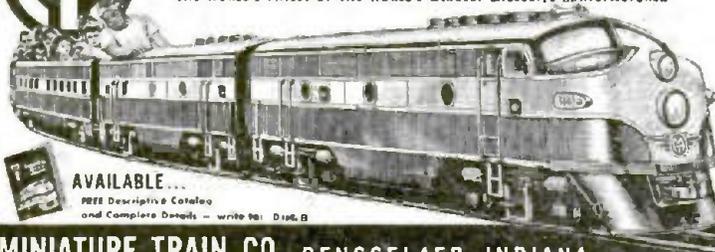
Only once in a great while is there an opportunity like that!

Both rides reconditioned four years ago, carefully maintained since then. Drives are in perfect running order, are repolished, look like new. Large neon signs for both rides included.

Will sell separately or together. Now in storage and can be left there until Spring without charge. For further particulars write:

"Dick" Henderson
ALLAN HERSHELL CO., Inc.
 North Tonawanda, N. Y.

MINIATURE TRAINS for EVERY LOCATION
any SIZE...any CAPACITY...any PRICE RANGE...
 THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER



AVAILABLE...
 FREE Descriptive Catalog and Complete Details—write to: D-16, B

MINIATURE TRAIN CO. RENSSELAER, INDIANA

ASTRO FORECASTS
 All Readings Complete for 1953

On hand in these sizes: 2 1/2 x 3 inch: 3 1/2 x 4 inch: 4 1/2 x 5 1/2 inch. Write for prices.

Single Sheet, 8 1/2 x 14, 100, 75¢ Per M. \$4.00
 Gold Fish Pamphlet, 4 page, 8 1/2 x 11, 15¢
 Sign, Any Quantity, 50¢
 "WHAT IS WRITTEN IN THE STARS?"
 Fortune Booklet, 18 p., 8 1/2 x 11, 15¢
 (Includes all 12 Astrograms. Vary well written. \$1.00 per 100.)
FORECAST AND ANALYSIS, 10 p., 10¢
 Fancy Covers, 8 1/2 x 11, Each
 4 Samples of each of the above items for 25¢
 No. 1 48-Page Assorted Color Covers... \$4.00

NEW KIDDIE RIDES!

- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
- ROCKET RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

KING AMUSEMENT CO.
 MT. CLEMENS, MICH.

ADD LIFE TO EVERY LIVE PERFORMANCE

Strong SPOTLIGHTS

TROOPER HIGH INTENSITY ARC SPOTLIGHT
 for large theatres, auditoriums, arenas and ice shows.
 Adjustable, well-regulating transformer in base. Automatic arc control. A trim of carbons burns 30 minutes. Available with slide projector attachment.

TROOPER TYPE INCANDESCENT SPOTLIGHT
 for small theatres, auditoriums, hotels and night clubs.
 Projects 6 1/2 times brighter; head spots. Utilizes all the light through most of the spot areas as contrasted to spotlights which vary spot size solely by iris, thus losing substantial light.

THE ONLY SPOTLIGHTS WITH ALL THESE ADVANTAGES

- A REALLY BRIGHT, QUIET, FLICKERLESS LIGHT.
- A SHARP BEAM FROM HEAD SPOT TO FLOOR.
- REQUIRES NO HEAVY ROTATING EQUIPMENT. SIMPLY PLUG INTO 110-VOLT OUTLET.
- TRUE PORTABILITY. MOUNTED ON CASTERS.
- TWO ELEMENTARY FOCUS LENGTH OBJECTIVE LENS SYSTEM.
- SILVERED GLASS REFLECTOR. HORIZONTAL. MAGNIFIC CONTROL CAN BE ADJUSTED IN DEGREES IN EITHER DIRECTION. FAST OPERATING 4-BLADE COLOR BOOMERANG.

NEW DREAM BOOK

100 Pages, 3 Sets Numbers. Clearing and Poling. 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample \$1.00. 50¢

HOW TO WIN AT ANY KIND OF SPECULATION, 34 p., Well bound, 8 1/2 x 11, 25¢

PAK OF 100 EGYPTIAN P. T. CARDS. Answers All Questions, Lucky Numbers, etc. 60¢

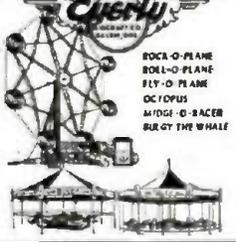
Slide Cards, Illustrated, Pack of 50... 75¢

Graph Charts, 2x7, Sample Set, Per M \$2.50

MENTAL TELEPATHY, Booklet of 81 p., 25¢

Shipments Made to Your Customers Under our Label. No checks accepted C.O.D. 25¢ Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.O. Samples postpaid prices. Orders are P.O.

EVERETT



ROCK-O-PLANE
 BOUL-O-PLANE
 FLY-O-PLANE
 OCTOPUS
 MIDGE-O-RACER
 SURGE THE WHALE

SIMMONDS & CO.
 523 S. Dearborn St. Chicago 5, Illinois
 Send for Wholesale Prices

ILLINOIS FIREWORKS
 WORLD'S LARGEST MANUFACTURERS & EXHIBITORS
 WRITE FOR CATALOG
 Ph. 1716. P. O. Box 792, Danville, Ill.

FOR SALE (Cash)
MINIATURE FREIGHT TRAIN

Like new, complete with engine, 3 cars (17 passengers) and 200 ft. of portable track (10 ft. sections). Also miniature (portable) bus, good condition. 16 passengers. ALL FOR \$2000.00 cash. Write, wire A. D. SOWARD, 17203 So. Berlin Ave., Downey, Calif.

OPPORTUNITY!

Active partner wanted to take over sales and distribution of established amusement device. Experience in outdoor and/or indoor amusements desirable. Financial investment preferred but not essential. Headquarters in Eastern United States. Give bank references, experience, age, family status and other qualifications.

BOX 810
 The Billboard Publishing Co.
 1564 Broadway, New York 16, N. Y.

MERRY-GO-ROUND HORSES
FOR SALE
 New, cast aluminum. Three large sizes. Two small size horses.

GORE MFG. CO.
 Ariz. Tenn.

All the news of your industry every week in **The Billboard**...
SUBSCRIBE TODAY see page 3 for rates

CONCESSIONERS—ATTENTION

Don't have trouble getting located in the big Autumn and Fall Fairs and Carnivals because your line will be overcrowded. Handle a terrific and profitable chip line which is controlled to the sales potential. You can operate with our real chese and bacon flavored chips—NOT potato chips—in a 2-second deep-fat frying operation where taste, flavor and flash demand fast turnover. Drop a 2¢ postcard for full information in your nearest address. NOW!

MR. D. SILASHNI THE **BIG 4 CO.** **MR. H. J. KUHN**
 23 E. Mapledale Ave. 1745 Front St. 1025 Linden St.
 Akron 1, Ohio Cuyahoga Falls, Ohio Allentown, Pa.

The TILT-A-WHAIR Ride
 Best Buy in Rides Today

- Very Popular and Profitable
- Good Looking
- Good Quality
- Well Built
- Economical
- and What a Repeater!!

SELLNER MFG. CO.
 Faribault, Minnesota

LOOK! PARKER DOES IT AGAIN

We have added another model to our famous Baby "O" Jumping Horse Carry-Us-All. This new SUPERIOR 30 FOOT TEEN AGER MODEL is made of sturdy, heavy metal and more equipment. Ideal machine for road and Kiddle Land. Time taken arranged. We trade. Prices start at \$5,750.00. For particulars phone, wire or write:

C. W. PARKER AMUSEMENT CO.
 Leavenworth, Kansas, U. S. A.

THE STRONG ELECTRIC CORPORATION
 64 City Park Avenue Toledo 2, Ohio

Please send free literature and prices on: 1) Strong Trooper Arc Spotlight; 2) Strong Trooper Type Incandescent Spotlight.

NAME _____
 STREET _____
 CITY & STATE _____
 NAME OF SUPPLIER _____

Send today for free literature and prices.

EMPHASIS ON SELLING

Steel Pier Tops '51 Gross by 8%

ATLANTIC CITY, Oct. 18.—An all-out selling effort inaugurated after the poorest early start in many years sent gross earnings of Steel Pier a full eight per cent ahead of 1951, George A. Hamid, president, announced here this week.

The bad weather which prevailed during the early weeks of operation kept thousands of patrons from the resort and so cut deeply into the pool of potential pier visitors. The steel strikes came on top of the bad weather and many additional thousands of annual visitors failed to arrive from the struck areas.

The tightening of operational costs held losses to a minimum throughout this period. Afterwards, Hamid went in heavily for top attractions to restimulate business, and it worked out.

Radio programs emanating from the pier did much to sell the fun center. WCAU, Philadelphia, inaugurated a popular all-night program from the pier and Hamid credited this with considerable impact.

All in all it was a precarious season with the winning or losing columns reflecting the efforts of management more than anything else. The strike induced spathy had to be dealt with at the moment. As soon as money again began to flow in the industrial areas new policies had to be adopted immediately to take advantage of the opportunities to build up business.

Hamid said that the answer to increased attendance at the Steel Pier was in the use of the best possible attractions and that the policy of obtaining them would continue. As an example, he said that Steel Pier was the first spot to book the new Sammy Kaye band. He said that he reasoned that the public would be curious to hear the new unit and that is the way it worked out.

Motion pictures are still a big drawing card, Hamid said. This season only the very best were sought and this policy will continue next season, he said, adding that the mediocre product would not do the job.

New Equipment Set Up for NAAPPB Show

CHICAGO, Oct. 18.—Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, indicated here this week that several pieces of new equipment for the park and ride field will be introduced at the NAAPPB Trade Show to be held in conjunction with the association's convention in December.

He said several manufacturers had told of plans to display new items now on the "secret" list at the show. At the same time, Huedepohl said that ride manufacturers in general are reserving more exhibit space than a year ago. Some makers reduced their exhibition space in 1951 because of shortage of materials for building their products.

Remodeling of the Sherman Hotel, site of the convention and trade show, is expected to be completed before the convention, but the new exhibit area will not be used by the NAAPPB this fall. The remodeling is to include air conditioning.

Weatherman Nips Chicago Kidspots

Most Post-Season Operations To End This Week-End; Slight Increase for 1952

CHICAGO, Oct. 18.—Flippy weather is expected to close most of the Chicago area kiddielands after this week-end. Several of the major spots have been operating on week-ends since Labor Day and most of the fun zones report some increase over 1951 grosses.

Arthur Fritz said his emporium would unlimber the cash registers whenever weather permits until mid-November. The spot usually operates on a part-time basis until the first snow. Mrs. Rose Klaczko reported that this would be the final week-end for the North Side kidspot operated by her and her husband. At Dick Miller's operation it also was reported that Sunday (19) probably would ring down the curtain on this year's after-season business. Some of the other Chicago kiddielands already have shuttered.

Weather has been chilly and, altho Brookfield Zoo had twice as many visitors Sunday (12) as a week earlier, the kidspots found business only fair.

Fritz said that his place is running somewhat ahead of last year for the season. Thru Labor Day the increase was greater, but colder weather this fall than last chipped away at the figures in the last weeks.

A high point in the Fritz season was July 4, when he staged a large fireworks show. About 40 set-pieces were fired late in the evening. Rides had operated at capacity and concession windows were swamped thruout the day. Time allotted to the pyre show re-

duced ride operation time, however, and kept the day from topping other big week-ends during the year. The fireworks probably comprised one of the biggest such displays ever staged by a kiddieland. Some of the pieces had special kidspot significance, among them being displays showing a Miniature Train, Ferris Wheel and several kiddie rides in operation.

Klaczko Session Up

Mrs. Klaczko said that late-season business has been fairly good, with several of the Sundays bringing in about half as much business as a mid-season Sunday. The season as a whole will show an increase of 10 per cent or more over last year, she predicted. Books have not yet been closed. Rain on the Labor Day week-end held down the grosses then, but she pointed out that in such cases a kiddieland makes up the difference in subsequent days, since parents are pressured by the youngsters into making the promised excursion as soon as the clouds clear.

Mrs. Klaczko stated that she could detect no effect attributable to polio here. A statement by health authorities that there was no reason to delay opening of schools because of the polio probably helped, she said.

The Klaczkos will leave soon for their annual trip to the Southwest during which they will visit Harry Hennies at his Houston kiddieland.

SKEE-BALL
Reg. U. S. Pat. Office
America's Favorite Skill Game

PARKS, RESORTS, ARCADES AND LOCATIONS

PLANS AND EQUIPMENT for COASTERS—WATER RIDES

STUNTS for Dark Rides and Fun Houses

PHILADELPHIA TOBOGGAN CO.
130 E. Duval St., Philadelphia 44 Pa.

FOR SALE OR TRADE
1-Car Tilt-A-Whirl, purchased new 1951, used in park; ride is like new. 1 Allan Herschell Lauper, 10 car, with 30 HP electric motor, purchased 1950, in very best condition. Both coast-type rides are absolutely clean.

JAKE GROSCOP
1126 N. 22nd St. Billings, Mont.

FOR SALE
12 UNIT METRO DERBY

Used, fairly good condition. Sell at your price. Must dispose of to make room for another game. Can be seen at Forest Park Highlands, St. Louis, Mo.

V. N. VAMANO
1133 Maryland St., St. Louis, Mo.

JEEMOBILE KIDDIE RIDE

Sensation of the Kiddieland for three years at Playland. Gets DOUBLE the money of any circular ride in the Kiddieland put together. MORE REPEAT RIDES than all 10 other rides in the Kiddieland put together.

Over \$10,000 GROSS per season at Playland, Rye, N. Y., and IN-CREASING each year. Because of its peculiar appeal to kids over all other rides, KIDS REPEAT up to 20 or 30 times in a day. This present record is 140 consecutive rides in one day.

The Jeemobile is the best drawing card for any Kiddieland. It PULLS KIDS 50 MILES. Mothers say their kids give them no rest until they take them back to Playland to ride that wonderful ride and often they will not ride anything else.

This is the best ride that Harry Traver has developed in 50 years of ride building.

Get your order in for 1953. Only a few more orders can be filled. Send for full information. (Not yet built in portable form.)

HARRY TRAVER ENTERPRISES, INC.
27 Colonial Place, Phone New Rochelle 2-1-60, New Rochelle, N. Y.

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Covey Island 24, N. Y.

FOR SALE
WHITE CITY PARK

Rebuilt in 1952. Brand new Kiddie Land, including Kiddie Coaster, Caterpillar Ride, Dodgem Cars and Rocket Ships. For all particulars and price, contact:

GEORGE A. HAMID
10 Rockefeller Plaza, New York City
Satisfactory terms may be arranged. Only responsible persons need apply.

WORCESTER, MASSACHUSETTS

Tractor Ride Wins Dallas Kiddie Coin

DALLAS, Oct. 18.—Fred McFall Jr., ride operator here, has scored heavily during the State Fair of Texas with a new tractor-trailer kiddie ride.

McFall used a U-Drive Miniature Automobile layout but replaced the cars with small tractors. Each tractor was equipped with a trailer and patrons could either drive the tractor or ride in the cart. Adults as well as children patronized the layout. It was reported that 5,300 children were carried one day.

Title Selected For Funspots History Tome

CHICAGO, Oct. 18.—Final choice of the title for the history of amusement rides and parks being published for the National Association of Amusement Parks, Pools and Beaches, has been made. Paul Huedepohl, secretary of NAAPPB, said the volume would be published on or before November 15.

"Outdoor Amusement Industry, From Earliest Times to the Present" will be the title, he said. Cuts are being selected and proofing has been completed by the publishing company.

A page advertising his annual manual and guide will be included in the book, Huedepohl said.

Plans are being discussed for bringing W. F. Mangels, the author and historian of the NAAPPB, to Chicago during the NAAPPB convention to autograph copies of the book. Other promotional plans also are being made by the publishing company. NAAPPB is underwriting the publishing of the book.

Rockaways Plans Hallowe'en Event

NEW YORK, Oct. 18.—Rockaways' Playland continues its policy of operating week-ends and holidays thru the fall and winter, with a Hallowe'en promotion slated Sunday (26), it was announced this week by A. Joseph Geist, president.

Boys and girls, 14 and under, will participate in a contest of beautiful and unique Hallowe'en costumes, while an apple-bobbing contest will be staged between teams of girls and boys, with prize awards to the winning group.

Highlight of the day's program will be the selection of a Hallowe'en king and queen.

Atlantic City Buys Land From Noon

ATLANTIC CITY, Oct. 18.—The City Commission this week voted to buy a plot in the center of its own famous bathing beach. Under an ordinance passed, the city will pay J. Gilbert Noon \$4,200 for land seaward of the Boardwalk near Georgia Avenue, with a frontage of 54 feet.

Noon, who operates a Boardwalk shooting gallery, bought the property several years ago, and since then has been paying taxes on it. The original owner never signed over his rights under the public park easement deed, which created the resort's bathing beach many years ago.

City Solicitor Murray Fredericks said the plot was assessed at \$10,400, but the \$6,200 paid by the city represented about what Noon gave the city in taxes. However, Fredericks admitted that if Noon wanted to, he could have roped off the plot or even put a pier on it.

Zoo Group Elects Philadelphia Man

PHILADELPHIA, Oct. 18.—Freeman M. Shelly, director of the Philadelphia Zoological Garden, has just returned from a tour of Europe during which he attended the International Union of Directors of Zoological Gardens.

He was elected secretary and thus became the first American to hold office in the group. R. Marlin Perkins, of Chicago's Lincoln Park Zoo, and Fletcher Reynolds, of the Cleveland Zoo, also attended the session in Rome.

Operation Snowball Working For Rockaways' Playland

NEW YORK, Oct. 18.—"Operation Snowball," a program by which Rockaways' Playland plans to remain open week-ends during the fall and winter, seems to be working out, according to Dick Geist.

Sunday (12), according to Geist, 75,000 persons visited the park. October weather has been warm and sunny here, and good week-

end crowds have been the rule. Currently, all rides, with the exception of the Cuddle-Up, Rock-O-Plane and Caterpillar, are in operation. The greatest business is being done in the Kiddieland section of the park. All 12 rides there are in operation and Geist said that two more would be added within the next two weeks.

MAKE MORE MONEY DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SHOWNAPKSHIP

GET THE NEW "REVOLVING HOLLYWOOD SPOTS-LITE"

BETTER! A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH GLAMOROUS NEW BEAUTY MOODS SEEN THROUGH LIGHTING EFFECTS AND CONGRESS IT'S BETTER! IT SHOWS-LITE MORE AND BETTER! IT'S BETTER! IT'S BETTER! IT'S BETTER! IT'S BETTER!

Write for Complete Brochure
HOLLYWOOD SPOTS-LITE CO.
Box B, 308 W. 16th St., Omaha, Nebraska

AVAILABLE NOW
New-Scooter Ride-New

Available for an established location in the South. Contact

INGALLS AMUSEMENT CO.
Box 133 Coldwater, Mich.
Phone—1185J

WANTED
LOCATION FOR 1953

For new Ell Ferris Wheel in established Park or Beach. Prefer Midwest or Mid-south. ADDRESS:

BOX 270
c/o Billboard Pub. Co.
390 Arcade Bldg. St. Louis, Mo.

LOCATION WANTED

In Park or Resort for 8 Allan Marshall Kiddie Rides.

GEORGE KEMP
8 Hunter Place, Staten Island 1, N. Y.

IMAGINATIVE GOLF

Our regular packaged miniature course may be just right for your 15,000 sq. ft. spot, or we could build you an exclusive layout perfect with your building. None of our installations have ever failed.

HOLMES COOK MINIATURE GOLF CO.
21 Pearl St. New London, Conn.

RAILS

Worm Spiders, Bats, Frogs, Swatches, Bolts and Ties, for Kiddie-Car Railroad. Also Locomotives, Cars and Equipment for same.

M. E. FRANK
608 Lexington Ave., New York 17, N. Y.
100 Lake Street, Rock Hill, S. C.
161 Park Bldg., 5th Av., Pittsburgh 22, Pa.

Turnaways Mark RB Route Thru South

New Orleans Strong for 2 of 3; Tabs Turnaway at Air Force Base

MERIDIAN, Miss., Oct. 18.—Ringling Bros. and Barnum & Bailey Circus, with a helping hand from the weather man, continued to do excellent business as it moved out of Louisiana and into Alabama and Mississippi towns.

Patrons overflowed the big top at Meridian, Miss., Wednesday night (15) after providing the show with almost a full house at the afternoon performance. Date was played under Optimist Club auspices and was bolstered by a big advance sale of tickets.

Matinee turnouts at Mobile, Ala., the day previous produced only a half house but the big show struck tem that night and turned away several hundred would-be customers. The Kessler (Miss.) Air Force Base stand on Monday (13) produced another turnaway crowd for the night

show after playing to an estimated 4,900 that afternoon.

The New Orleans three-day week-end stand started off light on Friday (10) but picked up steam the following two days and produced good business on Saturday and Sunday. Baton Rouge came up with a three-quarter filled tent for the Thursday (9) matinee with almost a full house that evening.

Show was in virgin territory Wednesday (8) at Alexandria, La., being the first circus to play the town in two years. As a result crowds at both performances were big and standing room was the rule.

Following the night show at Mobile, E. E. Evans, giant in the Side Show, was rushed to a local hospital after an abdominal hernia. Following treatment and a night in the hospital, Evans rejoined the show the following morning.

Cold Weather Catches Up With Mills

FAIRFIELD, Pa., Oct. 18.—Mills Bros.' Circus has been hitting chilly weather on its Pennsylvania jaunt, which has held down business in some instances but for the most part is drawing at least half houses. Matinee here Tuesday (14) played to seats that were half filled but the evening show was considerably better.

Half filled stands were the order of the day at Harrisburg on the day previous due in part to considerable polio publicity still making the rounds. Despite rain and cold, plus competition from a number of football games, after-noon business at Phoenixville, Pa., was good Saturday (11). Attendance at the matinee produced almost a full tent but the night show was marked by meager turnouts.

An estimated 1,600 customers showed up for the Quakertown matinee Friday (10) with about 700 coming out that evening.

Cotton \$\$ Blossom For King-Cristiani

Most Mississippi Stands Produce Strong Business; Parade Pulls

GRENADA, Miss., Oct. 18.—King Bros. & Cristiani Circus is racking up thumping business on its trek thru Mississippi. Good weather plus an apparent plentiful supply of amusement dollars, is bringing out crowds.

Stand here, Tuesday (14) yielded two turnouts that almost filled the big tent. At Kosciusko, Miss., Monday (13), canvas was laid out for the overflow crowd at the night performance after playing to almost a full stand at the matinee.

Strong business was racked up Saturday (11) at Louisville, Miss., where the stands were three-quarters full in the afternoon and slightly under a sellout that evening. The largest crowd in the town's history turned out for the ever-popular parade, according

to local police estimates. S. T. Jessop, of the U. S. Tent & Awning Company, Chicago, was a visitor at Louisville.

Despite competition from a football game in Philadelphia, Miss., Friday (10), both matinee and night turnouts were just slightly below the sellout mark. Andalusia, Ala., played the week previous, pulled a three-quarter matinee and almost a full house at night.

The latter spot was played under joint police-firemen-Lions Club auspices and merchants were highly elated by the large crowds who came out for the parade and to see the show.

CHICO-DELL & CO.

with troupe of 7 Ringling Monkeys, Gibbons Ape and Shetland Pony, closed their outside Fair Season in September at Okanogan, Wash. Act opened Oct. 17th in Hilo, Hawaii, for E. K. Fernandez and is booked solid for 1952. WILL HAVE OPEN TIME AFTER JANUARY 15, 1953.

Write CHICO-DELL

c/o E. K. FERNANDEZ SHOWS

P. O. Box 2175 Honolulu, Hawaii

TELEPHONE ADVERTISING SALESMEN

Here's what you've been looking for. Something new in Labor Deals. You have never worked on one like this. All the power in the world! Top commission! Steady work. Drunks not tolerated. Call HARRY WINTER 4728, Wisconsin Ave. No collect calls except Bill Rindgren and James L. Proctor.

WANTED

These experienced Phonemen who know radio. Sober, reliable producers. Top commission. Steady work. 5000-watt network station. Office opened here Oct. 20—1006 Commerce Bldg., Erie, Pa. Call Eric, Pa., information operator for number. No collect calls. EARL C. NEIFER

WANTED CIRCUS ACTS
At All Times for 1953
INDOOR CIRCUSES, FAIRS, PARKS, SPORT SHOWS, TV AND CLUBS
TOBY WELLS AGENCY
643 N. Clark St., Chicago 10, Ill.

WANTED
Circus and Vaudeville Acts, all kinds, large or small, for coming Outdoor Season. Address: RUSSELL & WELLS ATTRACTIONS, Manchester, Iowa

PHONEMEN
To sell U.P. and adult tickets. Contact JACK SCHENCK, Capital Hotel, Johnstown, Pa. (No collect calls, please)

AGENT WANTED
One who can book amplex dates, salary and percentage on promotions. Also want liability or Western Band, Trip Transp. and Tester Board Acts. Don Morris, answer.
JIM CONLEY
Route 42, Batavia, Ohio Phone 2151

TELEPHONE SALESMEN
Adv. Tickets, Sign Board, Newspaper or phone labor deals. 4 units booked solid in Illinois. Call: Art L. Cain. Includes amplex exper. men \$150-\$200 wk. Need exp. material—top deal opens Denver, Nov 18. Write J. BARNHART, 2400 West 1st, Denver, Colo., or the ST. LOUIS, 214 West St., Long Beach, Calif.

PHONEMEN
New starting our Annual Christmas Edition—only LABOR NEWS PAPER in South Jersey. 18,000 copies ready to be called. This is the best deal on the East Coast! 35% paid daily.
MACK WITZER
784 Market St. Newark 5-8000 Camden 2, New Jersey

WARNING BAILEY BROS.' CIRCUS
"The Grand Old Show" is owned by Bob Stevens, U. S. Patent #242877. Anyone using this title without our permission will be prosecuted.
Family Acts and Clowns wanted for 1953. Address: GAINESVILLE, TEX.

PHONEMEN—3
For Holiday Specials. Granta, Vets. and Legion Sponsored Publications. Winners' work—must be dependable.
HARRY F. KEHOE
207 Main St. Kansas City 2, Mo.

PHONEMEN
STRONG AUSPICES BOOK—TICKETS TOP COMMISSION
FRANK CRETELLA
283 St. John St. New Haven, Conn. UNIVERSITY 5-4642

Fairs, Football Beat Wallace To Texas Cash

LUFKIN, Tex., Oct. 18.—Wallace Bros.' Circus, playing territory that has been recently drained of entertainment dollars by fairs and football games, did just so-so business this week.

Show played here Tuesday (14) about two weeks after the local county fair and had less than a 25 per cent crowd for the matinee. Night performance was an improvement with about half the seating capacity filled.

The pattern was similar at Tyler, Tex., Monday (13), where the matinee performance was delayed some 40 minutes to wait for school closing.

Swedish Circus Season Ends

HELSINGBERG, Sweden, Oct. 18.—Swedish circuses are winding up this season and heading for winter quarters. Circus Scott and Trolle Rhodin's Zoo Circus played here over the past week-end, while Circus Altenburg played in near-by Malmo.

Both Circus Scott and Circus Altenburg winter in this section of Sweden. Scott's quarters being in Malmo and Altenburg's in Landskrona. Trolle Rhodin's headquarters are in Stockholm.

Hill Readies Plans to Bow Indoor Show

WICHITA FALLS, Tex., Oct. 18.—Plans for the launching of Hill Bros.' Indoor Circus in West Texas November 4 at a site yet to be determined were completed this week. It was announced by Dan Caswell, general agent, from headquarters in the Kemp Hotel here. Caswell said that Will H. Hill's elephants, dogs and ponies will form the nucleus of the show.

Other acts are to be added and the show is negotiating with a group of midgets for a concert attraction. Hill has been an animal trainer for over 40 years and Caswell joined Hill after spending the summer with Ben Davendorf and Bob Stevens in the operation of Wallace Bros.' Circus.

Hill's staff is being organized and current plans call for telephone crews to be used at some stands. Still another plan will be used at other engagements. Caswell said. Show plans to play under auspices, and some dates in stadiums and grandstands are being worked out in addition to indoor engagements.

Under the Marquee

M. F. Goff, veteran circus man, reports he greatly enjoyed recent visit with Goffs on the Ringling show at Lubbock, Tex. He played in from the Coast to catch the show and was hoping to visit (Continued on page 96)

Kelly-Miller Average Holds Up in Missouri

MARSHFIELD, Mo., Oct. 18.—Missouri business continued good at most spots for the Al G. Kelly & Miller Bros.' Circus. Night

houses generally were near-full and some of the matinees were almost as strong.

Best of the series was Rolla, former quarters of the old Russell Bros.' show, where Kelly-Miller had a good matinee and full house at night Friday (10). Low point came the next day at Salem, where the matinee was light and the evening performance drew slightly better than a half house.

In near-freezing weather at Hermann, Mo. (8), the show had a half house in the afternoon and a near-capacity at night. En route to Hermann, the show's red ticket wagon was turned over, but damage was slight. The concession diner was put out of commission by a wreck on the same jump.

Marshfield was the Wednesday (15) stand, and there Kelly-Miller scored a near-capacity matinee, with schools being dismissed for the event. At night another near-full house was on hand. Chilly weather at night prevented larger attendance.

The Original One and Only CHARLES PETERSON'S WORLD FAMOUS BAREBACK RIDING DOGS
The Only Dog Act in Cecil B. De Mille Film "The Greatest Show on Earth"
Available for 1953 Season
Now Appearing With POLACK BROS.' SHRINE CIRCUS Western Unit
Address: HARRY NATHAN'S AGENCY 48 WEST 48TH STREET NEW YORK 19, N. Y.

YES, You Can Take Them With You!...
Wherever your Band or Show plays in the U.S.A.
COSTS LESS THAN YOU THINK!
LIGHTHOUSE 3700
Family-tested with all these big rooms for easy, comfortable living: master bedroom with full-size bed; middle bedroom; bathroom with bathtub-shower combination; modern kitchen; large living room. Write for name of your nearest dealer.
Lighthouse Trailer Company
7549 WEST TOWN AVENUE CHICAGO 31, ILLINOIS

FOR SALE
America's finest trained Chimpanzee, Congo the Great. Ask anyone who has seen him. Works any place without chain or leash. Does a objectively different act than any other Chimpanzee. Works in full dress suit. Six years old. extremely gentle, will never be too big. As I make the same outfit each year, I want something new. Can be seen working on Plunkett's Stage Show. Can have possession of him after Nov. 15th, information furnished on request. See me at route or 263 Bennett Dr., San Antonio, Texas
PUZZ PLUNKETT
c/o PLUNKETT'S STAGE SHOW

CIRCUS BANNER PAINTER WANTED
For balance of this season and next. Good salary. Meals and sleeper berth furnished. Write KING BROS. & CRISTIANI CIRCUS Paragould, Ark. Oct. 23; Jonesboro, Ark. Oct. 14; Batesville, Ark. Oct. 25. Contact ST. LOUIS, 214 West St., Long Beach, Calif.

Huge Week-Ends Put Dallas Ahead of '51 Despite Cold Snaps

Receipts Rise in Most Departments; End of Gate Tax Swells Expo's Income

Continued from page 79

Sunday night (19), final day of fair. The expo will have a free gate after 6 p. m. preceding religious festival at 8 p. m. Dr. Daniel Poling of New York and Philadelphia will be speaker. A 600-voice massed choir and a 50-piece band will provide music. The fair has extensively promoted festival in publicity, advertising and direct mail to pastors.

Given a break in weather for rest of run, fair exceeds better total attendance will exceed 2,230,129 chalked up last year. The fair had its second biggest day in history Sunday (12), the 281,228 attending on that day falling only 8,979 short of 289,307 chalked up on Saturday, October 14, 1950, when fair had double sellout in the Cotton Bowl, big day Sunday, traditional day for the country folks to visit the fair, was accomplished without any special attraction whatever.

The fair's own Martin and Lewis revue in the auditorium played to 51,000 persons in 18 performances thru Wednesday (15), and had notched up five sellouts. And Manager Charles R. Meeker Jr., said the show was running right along with last year's "Guys and Dolls," fair's second biggest grosser in history, and would probably gross about the same for its 24 performances.

"Ice Cycles of 1953," playing in the 5,760-seat arena, was running far ahead of last year's excellent business. Show had about 80,000-85,000 persons for its 17 performances thru Wednesday (15), with eight sellouts and near-capacity houses nightly during the second week.

The Aut Swenson Thrillcade, in the 4,000-seat grandstand, drew about 48,000 in 18 performances thru Wednesday (15), with six sellouts. Show got off the nut Thursday (9). Swenson also announced he would transfer winter quarters from Minneapolis to Dallas, leasing the Dallas County Fairgrounds at near-by Mesquite. Show has contracted with Kaiser-Frazer Company to use Kaiser cars instead of Fords and has been using them for entire Dallas run.

St. John Terrell's Motor Music Circus, presenting "Showboat" in a one-hour version "in-the-round," failed to pull and had had only about 10,000 for 35 performances thru Wednesday (15) in the 1,600-capacity tent. Show did have three sellouts over big week-end, but patronage has not been consistent and a number of performances were canceled. Terrell had considered pulling out after Monday (13), but finally decided to stick it out thru the fair. Show seemed to be having more than its share of troubles. Union hassle Tuesday (14) forced troupe to sing one performance a cappella when Terrell let orchestra go and union wouldn't let organist serve as accompanist.

The troupe was finally straightened out, however, and show is going on as usual. The show has been well publicized, with Max Eisen, Terrell's Lambertville press agent, on hand until Wednesday (15). Consensus, however, was that the show was out of place on the midway and should have been presented as a major attraction, with reserved seats, full-length show and higher ticket price policy, if at all.

Fireworks display — five of which have been presented, mostly in connection with other shows in the Cotton Bowl — pulled about 30 per cent more than ever before. There were about 30,000 kids in bowl for the fireworks Friday night (10), following Hopalong Cassidy's appearance in free matinee which drew about 35,000.

Fireworks show Sunday night (13), first time the pyro show was

given on the big Sunday, pulled about 35,000. East Texas Day Show (14), with Margaret Whiting, Liberace, Four Aces, Apache Belles and fireworks, drew about 25,000, cut somewhat by prediction of a norther which struck just about time entertainment part of show was winding up.

Music Festival Wednesday night (15) had Paul Lavalle, Cities Service Band of America conductor, leading 23 high school bands, 10 orchestras and 16 choruses in a spectacular show, followed by pyrotechnics. Cold weather held the crowd to about 10,000, still a fair crowd for this particular show which has never pulled sensationally. Art Briesse, of Theatre-Duffield, presented fireworks.

Indication of the crowds at the fair was the attendance chalked up at permanent fairground museums. Aquarium pulled about 125,000 thru Wednesday (15), ahead of last year. Saturday (4), Saturday (11) and Sunday (12), were the best days, with about 23,000 each day. Kids Day (10) drew 15,000. Museum of Natural History pulled about 45,000; Health Museum, 70,000, and the Museum of Fine Arts, 50,000. Hall of State also reported increased crowds.

Natural Gas Building has had about 125,000 visitors and Alcoa Aluminolitea free show in the Science Building pulled about 1,000 people a day. About 175,000 have gone thru the Women's Building.

Southwestern Bell Telephone Company, which is one of few exhibits that keeps exact check on attendance, pulled 359,663 by 5 p. m. Wednesday (15) and expected to exceed last year's total of 382,000 by Thursday night (18).

About 35,000 cars, at 50 cents each, entered the fairgrounds for parking during big three-day week-end Friday thru Sunday (10-12). Fairgrounds were full by 9 a. m. Sunday (12).

Rain Cuts Tupelo Gate

TUPELO, Miss., Oct. 18.—Mississippi-Alabama Fair and Dairy Shows closed its five-day run here Saturday (11) with attendance down only 15 per cent despite rain on three days. Grandstand attendance, hyped by nightly giveaways, was up 10 per cent, according to James M. Savery, president of the annual.

Good weather on Friday and Saturday helped to swell the total turnout and also aided lakes for the Royal American Shows, the midway attraction. Attendance the final day was 43,000, Savery said.

BOOKERS, ATTENTION!

CHICAGO, Oct. 18.—All booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses, and the names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1.

Gastonia, N. C., Maiden Run Pulls 72,381

GASTONIA, N. C., Oct. 18.—The first annual Spindle-Center Agricultural Fair, which closed its initial run here September 27, drew a total of 72,381 patrons, according to official figures released this week by William H. Robbins, secretary.

Grandstand attractions also did good, he said. Buddy Curry and his auto thrill show were in for Monday and Saturday night appearances and played to sellouts. Horse racing was the feature on Wednesday and Thursday night with midgeet auto races by the Southeastern Trotting Association on Friday evening. AMA motorcycle races were held Saturday afternoon.

In addition to the races, acts presented each evening included the Henrys, Liberty ponies, rolling globe and dogs; Arthur Smith and his Crackerjacks; Fred Kirby, local radio-TV performer; Judy and Jeanette, high act; Julie and Jim, unicycle; Gingham Square Dance Team, and Jesse Griffith, organist. The show was emceed by Fred Bumgartner. Fireworks were displayed by Vitale Fireworks Manufacturing Company, New Castle, Pa. Betty Furness, Washington, TV Commercializer, was a fair visitor.

Distribution of 27,000 special kids' day tickets boosted the turnouts for the three days with attendances of 7,200, 3,100 and 3,000. Johnny Denton's Gold Medal Shows did well on the midway.

VOTERS TO DECIDE

Proposed Mutuel Knockout Threatens Oregon State Aid

PORTLAND, Ore., Oct. 18.—Revenue for some 45 fairs in Oregon will hinge on whether voters on November 4 approve a proposal to eliminate pari-mutuel racing in the State. The measure would invalidate a law enacted in 1933.

The State, since that year has received \$5,028,000 from horse racing conducted at fairs thruout Oregon and at Portland Meadows and from dog racing at Multnomah Stadium in Portland. Of these receipts, 40 per cent has gone to the State general fund, and 60 per cent is apportioned among fairs.

Annual apportionment to fairs follows: Oregon State Fair at Salem and Pacific International Livestock

Tab Record Gate At Spartanburg

200,000 Attendance Likely for Refurbished Carolina Annual

SPARTANBURG, S. C., Oct. 18.—Chalking up single day attendance records became a habit here this week and Piedmont Interstate Fair seemed assured of an all-time gate mark in excess of 200,000 by tonight's closing.

On opening Monday (13) the week's smallest crowd, 10,000, was on hand. Tuesday there were 45,000 patrons to make up the biggest gathering thru yesterday. Wednesday (15) some 40,000 were on hand and on Thursday, a traditionally light day, the gate hit 28,000.

President Paul Black, who heads up the Interstate, six-county annual formed seven years ago to succeed the old Spartanburg Fair, said that an attendance of 200,000 or more actually taxed the capacity of the present plant and that it would be difficult to accommodate many more additional thousands until such time as fences could be moved back.

Avenues Jammed
On Tuesday, Wednesday and Friday the view from the second-story administrative offices was dominated by the closely packed thousands of patrons. Two performances of the George A. Hamid night grandstand show were needed to accommodate the crowds.

The Getlin & Wilson Shows on the midway are running well ahead of last year and a possible record gross is in view for this department also.

Reasons for the events' thriving attendance and business this year has to do with the notably high prosperity in this area. President Black said. This is the largest center for the shipping of fresh poaches in the world and the crop brought a top price. The textile mills are all on three shifts. Cotton is upon to 40 cents per pound and just about everybody is riding high on the economic wave.

A number of improvements have been made to this event in the seven years that the present management has had charge. Except for normal maintenance costs all

profits are being poured back in to the plant.

A number of improvements have been made to this event in the seven years that the present management has had charge. Except for normal maintenance costs all profits are being poured back in to the plant.

Many Improvements
While many major jobs remain to be done, the improvements added each year are winning favor with the public. The 400 head of cattle are well housed, but more buildings are slated for this ever growing department which reflects a new big business in this area and serves well to point up the value of the diversified farming which has changed this region from its former dependency upon cotton alone to the present blending of industry and farming.

The event has long been noted for the high per capita spending of its patrons and this year is no exception. The grounds are literally jammed with concessions, and while some few reported business slightly under last year, many more reported substantial gains.

An arts and flower exhibit staged by Mrs. Margaret Moore is deservedly one of the most popular features at the fair. A unique flower display adopted the United Nations for its central theme and dozens of exotic tropical flowers were flown in from Hawaii to form the central exhibit.

Exhibits Praised
Mrs. Moore has been winning considerable regional fame since taking this department over a few years ago and fair exes from distant points who have seen her exhibits praise them highly for their originality and freshness.

That the event is gaining considerable stature was exemplified here Thursday when a special luncheon on the grounds drew every top political figure in the State. This annual event, which had been staged in a downtown club in the past, this year was held in front of the grandstand in a special tent decorated in midway and fair fashion. About 200 invited guests attended.

Six radio stations in as many counties seem to have adopted the event for the week. Their air time is liberally spotted with news and features of fair events, and it is safe to assume that there is not a person in the Piedmont area who is not aware that the annual is on this week.

Beaumont Fair Is Up at Gate, Off on Midway

BEAUMONT, Tex., Oct. 18.—South Texas State Fair today entered the last day of its 10-day run with attendance running 10 per cent higher than last year.

Receipts on the midway, where the Amusement Company of America holds forth, were 5 per cent under '51, Karl B. Schwartz, fair secretary, said.

Other amusement attractions include two free acts—High Diver Sam Solomon and Trampolinist Larry Griswold, plus fireworks by Theatre-Duffield Fireworks Company, Chicago.

Conway, S. C., Chartered

CONWAY, S. C., Oct. 18.—Horry County Agricultural Fair, with offices here, has been chartered by the State as a non-profit organization. Mrs. Pope Watts, this city, is listed as assistant secretary and treasurer of the organization.

Coming November 29th—

THE BILLBOARD'S 32ND ANNUAL

Outdoor Convention Number

WITH SPECIAL DISTRIBUTION AT THE OUTDOOR CONVENTIONS, CHICAGO, BEGINNING NOVEMBER 30th.

AND FEATURING THE 1953

Cavalcade of Fairs

Nunis Registers 10% Gain With Big Cars at Annuals

RALEIGH, N. C., Oct. 18.—Gains ranging from 7 to 10 per cent were reflected at all of the big car auto races staged by the Sam Nunis Speedways this year, promoter Sam Nunis reported here as he staged the final event at the North Carolina State Fair today.

Nunis has been exceptionally lucky this season, losing only one fair race date to rain. The misfortune occurred at Eastern States Exposition, Springfield, Mass., on a Friday. However, a Saturday program was also canceled and the crowd that turned out broke all previous records.

Dates were added to the route this year and these provided an additional increase in the year's earnings. The expansion program inaugurated several seasons ago is continuing, Nunis said, and every effort will be made to add racing dates in his usual Midwest and Eastern territory.

More Interest

Nunis reported increased interest in big car racing among fair managers and attributed this to pressure from fans. According to Nunis, stocks, midgets and thrill shows have never cut into the large numbers of big car racing fans. On the contrary, he said, these events have actually contributed to the group interested in the big cars since they have created a whole new audience for motor sports.

Running under the sanction of the American Automobile Association has assured the nucleus of a good crowd at all events, Nunis said. Another big aid in building crowds has been the presentation of Indianapolis drivers, including the winners of the 500-mile event in all but two years since resumption of the classic after the war.

Figures available here showed that more than \$70,000 had been paid to drivers in prize and ap-

pearance money this season by Sam Nunis Speedways. The total for the season will be more than double, Nunis said, since less than half of the dates were included in the initial total.

Big Names Aid

Nunis said that the use of big names in racing, the development of better, faster cars and the growing co-operation of newspapers and radio stations were all factors in the increased business. The publicity outlets are loosening up, he said, after a particularly tight post-war period when newspaper shortages mixed the possibility of big or consistent coverage in building events.

Nunis was not so lucky in staging his still dates. Three of the promotional events were lost to rain, including Trenton, N. J., which has attained somewhat of a record in this respect. The Trenton rain date was also lost.

Even so, still-date grosses were up, Nunis reported, thus rounding out the best season he has had. One more still date remains and this has been tentatively set for November 2 at Atlanta.

Multiple dates were staged at Atlanta, which had five; Cedar Rapids, Ia., and Trenton, three each; Raleigh, Richmond, Va.; Reading, Pa. and Springfield, Mass., two each.

Fair Dates

(Received since publishing Fair List in issue dated July '50)

International Association of Fairs & Expositions, Hotel Sheraton, Chicago, December 1-3. Frank L. Kingman, Brockton, Mass., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. E. W. (Deak) Williams, Manchester, secretary.

Indiana Association of County & District Fairs, Hotel Severn, Indianapolis, January 5-7. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-7. W. H. Eldridge, P. O. Box 266, Plymouth, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Maine Association of Agricultural Fairs, Falmouth Hotel, Portland, January 14-15. Roy E. Symons, Skowhegan, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 18-20. Clifford C. Hunter, Taylorville, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 19-21. H. C. McClellan, Arlington, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 22-23. Mrs. Clyde Kendall, P. O. Box 8127, Greensboro, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 25-26. Vera McQuilkin, P. O. Box 974 Oklahoma City, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 28. William C. Lyman, West State Street, Trenton, secretary.

Arkansas Fair Managers Association, Hotel Marion, Little Rock, February 2-3. Sen. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 2-3. James A. Carey, State Office Building, Albany, executive secretary.

Western Fairs Association, Palace Hotel, San Francisco, November 18-20. Rose E. Links, 1015 24th Street, Sacramento, secretary.

Kentucky Association of Fairs & Horse Shows, Brown Hotel, Louisville, January 9-9. Ray P. Weller, Shelbyville, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 8-10. Ted Overbey, Texas - Oklahoma Fair, Iowa Park, Tex., secretary.

Wirth Named

Continued from page 79

for the 1951 session which also was held here. New show has been titled "Meccarabilia."

Wirth said that John E. Lonergan, who directed the 1951 extravaganza, has been retained to stage the 1953 show. The spectacle has been inked in for the first two nights of the convention. Some of the features will be held over for presentation in conjunction with the horse show on the third night. As in the past, all show activities will be staged in Madison Square Garden.

Oriental Theme

Show again will be built around an Oriental fantasy with a large number of professional acts in the principal roles. Many of the Shrine's uniformed groups will be included in the cast which will number about 1,000.

At the afternoon sessions slated for the Garden vaudeville acts will be presented between appearances of Shrine bands. The deal was set early this week by Gen. Walter DeLamater who is again serving as director general. Mecca Temple is host.

Royal W. Ryan, of the New York Convention Bureau, again will act as secretary. Charles W. Folks is assistant secretary. Arthur H. Diamond, treasurer; Russell B. Kantor, first vice-president and deputy director general, and Melvin L. Craig, second vice-president and deputy director general.

SLA Nominates

Continued from page 79

Bernie Mendelson, Maurice (Lefty) Ohren, Paul Olson, Buddy Paddock, Harry Ross, Jack Ruback.

Also Robert Seery, James E. Strates, Al Sweeney, Harry J. Taylor, J. C. (Tommy) Thomas, Neil Webb, Ben Weiss, O. J. (Whitey) Weiss, Charles Zemater Sr., Arthur Morse, Edward Murphy, Arthur G. Peets, T. Dwight Pepple, John W. Wilson, C. C. (Specks) Grosecourt, Lloyd I. Thomas, Jimmy Stanton, Ephraim Glosser, David B. Endy and Edgar G. Hart.

Nominating committee members on hand included Lou Keiler, chairman; Potey Pivor, Sol Wasserman, Lefty Ohren, Charles Jackson, Charles Zemater Sr., Neil Kaplan, Al Sweeney, Ed Levinson and Mel Harris.

Annual election of officers was set for December 1 in the clubrooms at 54 West Randolph Street. Polls will be open from 1 p. m. to 6 p. m.

Refurbished Raleigh State Event Attracts Near Record Gate

Ultra Modern Architecture Proves Big Attraction As Crowds Build

RALEIGH, N. C., Oct. 18.—Enthusiastic natives flocked to North Carolina State Fair in record numbers this week to view, among other things, one of the architectural wonders of the world.

The new Coliseum, or State Fair Arena as it seems destined to be known, uncompleted but in operation, is a 23,000 square foot structure that will contain 5,200 permanent seats and have a seating capacity, utilizing portable chairs, of 9,500. It is an ultra-modern structure supported by two 90-foot parabolic arches. A roof, which will be added by next January, will be supported solely by these arches. Not a pillar or post will block any spectator's view. Every seat in the 1,500,000 structure is on the "50-yard line" as Dr. J. S. Dorton, fair manager, puts it.

Other new structures, not yet completed but in operation, are the swine building, a hanger-type structure containing 23,814 square feet and accommodating 400 hogs and pigs—50 per cent more than were ever exhibited here before.

New Youth Center

A Youth Center of four buildings contain two dormitories with all modern conveniences and housing accommodations for 128 youths—64 boys and 64 girls.

Former State highway shops have been transformed into a livestock area. A U-shaped building and a 50 by 300-foot center building can accommodate 700 head of cattle. The all-metal, fireproof quarters contain 46,500 feet of space. Other former State highway buildings were made available this year for the housing of poultry, pigeons and rabbits.

The former 30,000 square foot State highway glass shop has been converted into excellent quarters for the educational and commercial departments.

New Gate System

A big improvement in the handling of the 400,000 persons who annually visit this event was the enlarging and landscaping of the parking areas so that now 10,000 cars can be handled easily and conveniently. A new access road

was built from U. S. Highway No. 1. Fences and gates were located so that patrons now pay only the parking fee while in their cars. Admission tickets are bought at the gates after the cars have been parked and the entry of patrons is considerably speeded.

Three new lakes have been formed by the erection of roadway dams. All are in the infield area and are designed to become wildlife areas in the future.

Since ground was first broken about the first of the year the improvements are almost unbelievable. Extensive as they are they reflect only the initial stages of a gigantic rebuilding plan which includes a stadium with a seating capacity of 100,000.

Big Opening Crowd

On opening Tuesday (14) crowds estimated at 100,000 turned out. On Wednesday (15) the gate ran about 80,000 despite some light rain in the afternoon.

All show units have done big business. George A. Hamid's night grandstand revue has played to capacity houses nightly. The Jole Chitwood Hell Drivers packed 'em in on the opening afternoon and Wednesday the Jack Kochman Hell Drivers played to a packed house despite threatening weather which included a little rain. On the midway the James E. Strates Shows are heading for a banner week.

The added housing facilities made it possible for the fair to greatly increase its cattle and poultry exhibits. Sale of commercial and concession space appeared to be greater than ever before. The eating stands alone would have to be counted in the dozens but they all seemed to be making a buck.

DISPLAY FIREWORKS of Distinction

Whether your Fair Celebration or Event calls for a 250 display or a 50,000 spectacle you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW! Write, wire or phone.

CONTINENTAL JACKSONVILLE, FLA. Phone RA-4912 or 7327

IT COSTS NO MORE TO GET THE BEST



HETZER'S
Theatrical Agency
Bank Arcade, Suite 307
Huntington, W. Va.

The Sensational ORTONS ... CORIS VERN



ACIENNE BELGIQUE
Antwerp, Belgium followed by Brussels

For bookings, contact **HAL PEARCE PRODUCTIONS**
BOX 4037, STATION A, DALLAS, TEX.

ATTENTION ACTS

Am now contracting for Feature Acts for my 1953 Fairs and Celebrations

ERNIE YOUNG
203 N. Wabash Ave
Chicago 1, Ill.

WILLIAMS & LEE

WANT high-class Circus Acts for our 1953 Fairs. Singles, doubles and troupes. Also good animal combinations: give full details, price and photos.

WILLIAMS & LEE
464 Holly Ave. St. Paul, Minn.

ACTS WANTED

1953 Fairs and Celebrations. Send photos, full details, prices. Need Singles, Doubles, Troupes.

HAL GARVEN
STAGE SHOW ATTRACTIONS
1322 Natchez Ave., S., Minneapolis 5, Minn.

ATTENTION!

FAIR SECRETARIES!

AM NOW CONTRACTING FOR 1953 FAIRS
TWO NATIONALLY KNOWN, STANDARD, RECORD BREAKING
GRAND STAND SHOWS

NO. 1
ERNIE YOUNG'S 1953 REVUE
THE MOST LAVISH NIGHT SHOW EVER OFFERED IN THE HISTORY OF FAIRS

NO. 2
SAM HOWARD'S AQUA THRILLS
A NEW IDEA IN A WATER SHOW
(CAN WORK RAIN OR SHINE, AFTERNOON OR NIGHT)
ALSO THE FINEST LIST OF TOP FEATURE ACTS IN THE OUTDOOR SHOW WORLD. EVERYTHING NEW, DIFFERENT AND OUTSTANDING.

WHY WAIT? — BUY NOW!

ERNIE YOUNG AGENCY
203 N. WABASH AVE. CHICAGO 1, ILL.
WERNER BLDG. PITTSBURGH, PA. 1697 BROADWAY NEW YORK, N. Y. EDDIE SMITH, Rep.

Dallas Rides Top '51; Shows Mixed

Rotor Scores Big; Betty Lou Williams In Surprising Pull; Claxton Waws 'Em

DALLAS, Oct. 18.—Midway operations at the State Fair of Texas, which closes its 15-day run tomorrow, has produced mixed business.

Ride grosses have been topping '51, games concessions have been down, eat-and-drink business is up but grosses from shows is off.

Drop in game concessions and show receipts stems from a revamped midway policy. There are 30 bingo games, no wheels, all of the game concessions being hunky panics. This has slowed up play and also has drastically reduced the amount of merchandise normally handed out.

As for the shows, there are about half as many back-end units this year than last and those offering girl talent have been toned down to the point at which it hurts, patronage-wise.

The Max Myers Hoffmeister Rotor Ride was registering whopping business, riding about 75,000 thru Wednesday (15). The ride pulled sensationally on heavy week-ends. On one day, Sunday (12), about 12,500 paid either to

see the ride in action or take a whirl on it. At the end of the first 12 days of the 16-day event, the Rotor ride had hauled 75,000.

Schmidt Lends Hand

Bill Schmidt of Riverview Park, Chicago, where the ride worked this summer, was on hand to give a lending hand in the operation of the Rotor.

Velare's Sky Wheel registered big business. It carried about 25,000 over the fair's big three days Friday, Saturday and Sunday (10-12). Earlier, the ride suffered a break-down and was idled for four days.

Ray Stinnett's Merry-Go-Round was enjoying the best year in its history, Stinnett said. Thru Wednesday (15), it had carried 75,000 persons and Stinnett figured the total would hit 100,000 by fair's end, providing it were given weather.

Sammie Bert's Roller Coaster rode an estimated 70,000 in the fair's first 12 days to top last year. Ride's biggest haul was Negro Day. Contrariwise, the Rotor had its lightest business on Negro Day.

Surprising strength among the back-end units, all of them provided by Ray Marsh Bryndon, was shown by Betty Lou Williams, four-legged girl. The attraction played to 60,000 persons at a quarter thru the first 12 days.

Biggest Money Getter

Biggest money-getter, however, was Betty Rand's "Happy Holiday," priced at \$1. On Negro Achievement Day, Leon Claxton's "Harlem in Havana" featured show with the Royal American Shows, took over in the Rand top and did tremendous business. By far and away the best Negro show ever to play the midway here, the Claxton wowed the all-Negro audience.

Visitors to the midway this week included R. C. McCullum, newly named general manager of the Canadian National Exhibition, Toronto; J. W. (Patty) Conkline, Canadian midway biggie; Pete Baker, secretary, and Bo Belcher, staffer, of the Oklahoma State Fair, Oklahoma City and Jack Ruback of the Alamo Exposition Shows.

McCollin Org Moves to WQ

SALT LAKE CITY, Oct. 18.—State Fair Shows of Utah are in winter quarters here after a successful tour of Western States. Rides and shows are stored in a new cinder block building that also has a workshop, according to Manager McCollin.

Plans are to repaint all tractors and semis in new colors of aluminum and red. Show's 10 major and three kid rides will be torn down and repainted.

Also a number of dates have been resigned for next year, regular bookings will be held up until after fair board meetings in Utah and Idaho. Plans are to cut down on travel this coming season by more co-ordinated bookings.

OPERATION FRIGID

THE PAS, Man. Oct. 18.—Ride patrons at the annual Trappers Festival here in February, will figuratively thumb their noses at wintry blasts from the comfort of a winterized Ferris Wheel this year. E. J. Casey, Winnipeg carnival owner, will have one of his wheels here equipped with plastic canopies to break the frigid winds and special unit heaters in each of the cars.

Paved Midway At Shreveport Sparks Praise

Showmen Rate Fun Zone With Best In U.S., Canada

SHREVEPORT, Oct. 18.—Newly paved midway of the Louisiana State Fair drew praise from personnel of the Royal American Shows and from independent concessions here as the fair opened with a prevue Friday night (17).

Fun zone now rates with the best in the U. S. and Canada, showmen agreed. Paving job, together with much new paint applied to the Royal American Shows on its four-day layoff here prior to the opening, gave the midway the finest appearance of its long history.

The Royal American pulled in here Monday (13), following a fast run from Tupelo, Miss. It was well on its way to a complete set-up by sundown.

The Royal American Shrine Club Thursday (16) tossed its annual party at the Shrine's Crappled Children's Hospital here. Talent from midway shows was presented and the youngsters were gifted with novelties and goodies.

Visitors to the show included J. C. McCaffery, of the Amusement Company of America, who was in for a day, then flew to Beaumont, Tex.

Georgia Fairs Good for Drew

METTER, Ga., Oct. 18.—James H. Drew Shows moved here to the Candler County Fair this week after one of its best stands of the season at the Emanuel County Fair, Swainsboro, Ga. Before leaving the latter spot, Earl M. Varner, fair manager, and James H. Drew, show's owner, signed a contract for the '53 fair, Franklin County Fair, Lavonia, Ga., played September 29-October 4, was also a winner with attendance up and grosses showing a 10 per cent increase over '51. Show moves from here to the Ocmulgee Fair, McRae, Ga. and will wind up its '52 trek on November 15.

Mr. and Mrs. Bill White and their daughter, Pam, are back with the show. Mr. and Mrs. James Zingo have rejoined and Bill Stephens has his cookhouse on the midway.

CANADA BIZ BIG

'52 Season Up 25% For E. J. Casey

WINNIPEG, Oct. 18.—E. J. Casey Shows, with a big assist from the weatherman and aided by excellent economic conditions, moved into winter quarters here after one of its best tours on record. E. J. Casey, owner of the organization, said that grosses at nearly every stand averaged a full 25 per cent ahead of '51.

Despite the ban on livestock exhibits at most Western Canadian fairs, due to hoof-and-mouth disease, attendance and spending was maintained. In some cases, turnouts were even stronger than normal due to exploitation of auto and horse races and special kiddie events by the various annuals, Casey said.

Casey org covered its usual 5,000 miles, being managed this year by William (Bill) Sorrell. It experienced no serious accidents and had few rainouts. Work on the equipment is already under way with Sorrell, Happy Church and Nippy Rondeau overhauling the kid rides. Three of the latter are already booked for local stands during the Christmas holidays and indoor dates are expected to keep many of the other rides busy for the balance of the year.

Biggest Date

Biggest date of the winter season for Casey will be the Trapper's Festival at The Pas, Man., in February. In addition to some indoor rides, a Ferris Wheel will be winterized for the event and will be set up outdoors.

NSA Ladies' Send 100 Kids To Camps

NEW YORK, Oct. 18.—About 100 underprivileged children were sent to summer camps by the Ladies Auxiliary of the National Showmen's Association, President Bess Hamid announced.

Mrs. Hamid said that while this program had advanced rapidly in the past couple of years the membership was intent on caring for even more children in the years to come. She credited all of the association's many friends in and out of show business, whose participation in club fund raising projects made the endeavor possible.

Laredo Washington Cele Extends Loos Contract

LAREDO, Tex., Oct. 18.—J. George Loos, owner of Greater United Shows, has had his midway contract for the Washington Birthday Celebration here extended to 1957. Radcliffe Killam, president, announced. Loos, who is a member of the celebration's board of directors, has provided the midway attractions here for the past 30 years. Dates for the '53 event are February 18-March 1.

The veteran Casey, who celebrates his 20th year in the business next year, remained off the road this season to manage his Rendezvous Park in near-by St. Vital. The permanent spot had a big season with 39 picnics sponsored by veteran groups, Lions clubs, retail stores and churches. A good percentage of the organizations indicated they would again hold their outings at the spot next year.

Casey, accompanied by Mrs. Casey and Sorrell, plan to be on hand for the outdoor conventions in Chicago in December.

H. P. Hill Gets Share Of Cotton \$\$

DEL RIO, Tex., Oct. 18.—Hill's Greater Shows are getting their share of the cotton money here and business is considerably up over last year, according to H. P. Hill, org's owner.

Shows moved here this week for their final stand of the season from the Hale County Fair, Plainview, where money was plentiful and rides, shows and concessions came up with big winnings. The fairgrounds were packed each day with cotton pickers possessed of plenty of the long green. Bulgy the Whale and Midget Auto rides paced the midway altho all segments shared in the takes.

All records for attendance and spending were cracked at Pecos, Tex., where three ticket sellers on the front gate were kept busy thruout the date. Mr. and Mrs. Dwight Fainet scored big with their concessions at Pecos and Mrs. W. C. Johnston reported big earnings on her Dipper.

Show made one of the longest truck-show jumps on record to get into the cotton country, trekking from Kalspell, Mont., to Lamesa, Tex., without mishap. And the trip was well worth it, Hill said, as all departments racked up sizable grosses.

Mr. and Mrs. Recs joined recently with Bingo. H. N. (Foot) Reeves came on with four concessions and is also serving as legal adjuster. Katy Reeves is working the fish pond Mrs. Jeanne Haddad left for Shreveport to see her ailing sister-in-law. N. L. Dixon closed the season as legal adjuster at Lamesa due to ill health.

Org. which will again winter in Aransas Pass, Tex., retained its staff during most of the year. In addition to Owner Hill, Mrs. H. P. Hill, is secretary-treasurer; Cleone Johnson, assistant secretary; W. C. Johnson, electrician; Speed Johnston, assistant electrician; Glenn Jupiter, ride superintendent, and Cleone Johnson, front gate, mail and agent for The Billboard.

Hammontree Org To Shutter Nov. 1

VIENNA, Ga., Oct. 18.—Mighty Hammontree Shows will wind up their '52 tour in Georgia around the end of the month. While the season has not been big, it has not been too bad, according to J. C. Admire, advance agent.

Following its last stand, show will move into its permanent winter base at Chattahoochee and work is scheduled to start almost immediately on getting set for next year. On the work schedule are four new panel fronts. Several new tractors are expected to be purchased. Henry Wilson, legal adjuster, will remain in winter quarters this year but will make the fair meetings with William Hammontree.

Bobby Sickels, ex-show owner, joined recently with a mug joint. Admire will jump to Louisville after the close to ready his indoor circus for its winter tour.

Gold Medal Given Contract For Gastonia

OPELIKA, Ala., Oct. 18.—The contract for midway attractions for the 1953 Spindle County Agricultural Fair at Gastonia, N. C., has been awarded the Gold Medal Shows, it was announced jointly by Johnny J. Denton, owner of the show, and Howard Robbins, fair manager.

The Gastonia event was held for the first time this year September 22-27, and drew a thumping 72,381 for the six days. With 10 rides and 16 shows on the midway, Gold Medal racked up hefty grosses.

Denton bought a Caterpillar at Shreveport, La., and will rejoin the unit here. After playing two weeks of fairs at Panama City and Marianna, Fla., the organization will close its 1952 season at the National Peanut Festival, Dothan, Ala., October 27-November 1. The show will winter at Napier Air Base, Dothan.

Freedman Biz Up 20 Per Cent

FRESNO, Calif., Oct. 18.—Freedman Novelties, headed by Olivia and Alex Freedman, is running about 20 per cent ahead of 1951 on sales at fairs and celebrations. Season started at the Riverside County Fair and National Date Festival at Indio in February and is slated to end at the Arizona State Fair at Phoenix in November.

Freedman has the novelty concessions here at the Fresno District Fair from fence to fence. The firm is using 11 stands for merchandise and monogrammed hats.

During the past few months Freedman has streamlined and uniformed his stands. Using stands with fronts eight feet high and tapering back four feet to a six-foot height, the exterior of each is painted a different pastel shade. Interiors are white with blue trim. In addition to giving more flash, the stands can be put into operation in a few minutes and stored away in less than five.

Freedman also had the fence-to-fence contract for novelties at the Santa Clara County Fair in San Jose. The firm also operates on the midways of the Crafts 20 Big Crafts Exposition and Crafts Fiestas shows.

Coming November 29th—

THE BILLBOARDS 32ND ANNUAL

Outdoor Convention Number

WITH SPECIAL DISTRIBUTION AT THE OUTDOOR CONVENTIONS, CHICAGO.

BEGINNING NOVEMBER 30th.

AND FEATURING THE 1953

Cavalcade of Fairs

Midway Confab

Johnny J. Denton, owner of Gold Medal Shows, bought a Caterpillar at Shreveport, La., and will rejoin his show at Opelika, Ala. ... Fred Maurice recently joined the show with a Glass House and Miniature Train. ... Morris Lipsky joined with his string of concessions. The concessions were under the management of Joe Sanfratello, while Lipsky looked after his concession space at the Atlanta Fair. ... Bertha Bazi continues with the Side Show. ... Norman Anderson's bingo had winning weeks at Gastonia and Cherokee, N. C. ... Denton recently added a Skooter Ride to his line-up.

Billposter C. P. Henry has closed with Vivona Bros' Shows and is en route to Miami to join his family. ... When the Gold Medal Shows played Panama City, Fla., recently, members of Bertha Bazi's Side Show gave a birthday party for Jackie Lynn, presenting him with six antique swords for his display and act.

Ernest and Flossie Fitzgerald have purchased a home in San Lorenzo, Calif., which they will move into when they close their season with Foley & Burk Shows.

Joseph Lehr, spot worker, reports from Philadelphia that the spot-the-spot game was brought to the United States from England in 1907 by a man named Jew English and that it was first played in Philadelphia on the Barnum & Bailey Circus lot at 19th street and Hunting Park Avenue. Lehr says that he plans to make a number of buzzers this winter with the game. He adds that Mr. and Mrs. Roy Hunter, who played the Petersburg, Va., Fair had to close there earlier than anticipated when Mrs. Hunter was stricken ill. They returned to their new quarters in the Hill-Dave Apartments, Philadelphia, where they will winter. Lehr returned to Philadelphia recently after closing at the Frederick, Md., Fair. He says that he saw Walter (Dubbles) Tyeski on Proll's Broadway Shows' midway doing good business with a jewelry layout. Lehr also met an old friend, Lew Stockton, at the Bloomsburg, Pa., Fair.

Showfolks are beginning to arrive at the Gibsonton, Fla., popular winter resort. Harry E. Wilson, Dotty and Tommy Blackhall, Mac McCarthy, Maude and Jimmy Allen, Charley (The Great) Leroy form the advance guard. The Great Leroy is planning another winter tour of schools and theaters with his magic act. The Community Fire Association, to which most showfolks belong, is planning big things, with Al Tomasi, circus giant, as chief.

Zeke and Virginia Shumway, with the World of Mirth, report that business is picking up, and they have a couple more weeks to go. ... Joe Hilton is on the road this year and says his coffee business is doing okay. ... Roger and Nancy Young are also on the road, doing pretty well with their fix-it business. ... Scotty Brown is under a doctor's care.

William W. (Billy) Maddox, formerly with the Marks Shows, is confined at 1134 E Market Street, Charlottesville, Va. He is paralyzed and has lost his sight and is being cared for by Betty Walsh, well known to outdoor showfolk. ... Mike Brody, head of the Chicago supply house bearing his name, is skedded to return to the Windy City soon after a two-week sojourn in Hot Springs.

Roy Bumgardner scribes that he caught the John E. Marks Shows at the Catawba, N. C., fair where they were doing strong business. Bumgardner also visited the Ross Manning Shows in Statesville, N. C. ... Mr. and Mrs. Ray Oakes, Lyons, Ill., games manufacturer, have returned home from a combined business and vacation trip to Hot Springs. While away, they stopped off at Little Rock to visit Royal American Shows and while in Dallas were dinner guests of Joe Murphy.

It was recently reported that proceeds of a jamboree held on Royal Crown Shows at Lincoln, Neb., would be divided between the Showmen's League of America and the Miami Showmen's

Club. The show was held for the benefit of the Showmen's League and the Greater Tampa Showmen's Association.

R. Neil Altenburg, who has operated animal back-end shows for years, has reportedly sold his animals and equipment and plans to take a position with a Midwest zoo.

Mrs. Bill (Bertie) Parrot left the Royal American Shows at Shreveport to fly to Tampa, where she was to open the Parrot home and prepare for the return of her husband at the end of the Royal American's tour. ... Mrs. Frank Morrissey, wife of the Royal American press agent, and son Tommy joined Frank at Shreveport and planned to drive to the Royal American's closing spot, Pensacola, then go to Coral Gables, Fla., to open the Morrissey home there for the winter.

Frank W. Babcock, owner of Babcock United Shows, is planning another flight to Europe. This one may be made to Spain by way of Brazil. The time is tentatively set for the first part of November. Jo and Jimmy Lynch, who recently played the Fresno District Fair in Fresno, Calif., will soon end their season with the food concession. They are both looking forward to fishing in the Sierra streams.

Dave Friedenheilm made the Fresno District Fair and will go to the Arizona State Fair in Phoenix with the Crafts Shows.

Harold Harper, who operates the "Lost Child" car on the fairgrounds, made both the Los Angeles County Fair in Pomona and the Fresno District Fair in Fresno, Calif. His next stop is the Arizona State Fair in Phoenix.

Ray Smith, ride worker with Royal United Shows, was overcome by carbon monoxide gas while working his device at the Dairy Cattle Congress, Waterloo, Ia., and had to be revived by a fire department inhalator squad. The fumes came from the gasoline motor driving the ride.

Joseph Lehr, spot worker, writes that he recently met Joe Ross, former Tip Top Show concession op, who now has popcorn and candy apples on Proll's Broadway Shows. He also visited Frederick, Ind., where he renewed acquaintances with Mr. and Mrs. Bert Ivanson and Buck Suter. The latter, in addition to running a tavern there, has 10 concessions on the Marion Greater Shows.

Tennessee's governor-elect, Frank Clements, was a visitor to the Gold Medal Shows' midway recently at the West Tennessee District Fair, Jackson, where he posed for photographers on the Merry-Go-Round with Johnny J. Denton, show owner, and Art Frazier, the shows' business manager.

Pat and Ruby Parker were recent visitors to Chicago while en route to Houston, where they will winter. Pat had the age and scales on the James E. Strates Shows this season.

Harry Wilson and his wife got in some work at the Allentown and Bloomsburg, Pa., fairs after closing with the Morris Hamann Shows. En route to Gibsonton, Fla., where they will again winter, Harry signed with the Vivona Bros' Shows for next year. On that lot he met Happy and Mickey Hawkins, Mr. and Mrs. Tommy Carson, Slim Cunningham, Johnny Ryan Mr. and Mrs. Don Crown, as well as all the members of the Vivona family. ... Eddie Ekins is back in New York after making a number of fair dates with the World of Mirth Shows.

Notes from the Ross Manning Shows: Joe the Grinder was a recent visitor. He plans to make the winter tour with the Bernstein group of concessions. Concessionaire Nelson Wilkenson purchased a new trailer. Lucky's concession had a banner week in Laurinburg, N. C.

Jesse French, annex attraction on Vivona Bros' Shows' Side Show, reports from Camden, S. C., that Vicki Lynn Milane, of New York, visited him recently. ... (Continued on page 88)

WANT FOR...

GOLD MEDAL shows

DOTHAN, ALABAMA

NATIONAL PEANUT FESTIVAL AND FAIR
OCTOBER 27 TO NOVEMBER 1

Limited space for legitimate Concessions that work for Merchandise only. Eating and Drinking Stands. Pop Corn, Peanuts, Hanky Panks, Demonstrators, Novelties, Derby Racer and Photos.

ONE OR TWO GRIND SHOWS OF MERIT FOR THIS DATE ONLY.

NOTE: This is not associated with any other outdoor event in Dothan.

The NATIONAL PEANUT FESTIVAL has been held annually at DOTHAN and last year attracted 114,000 attendance. Sponsored by the CHAMBER OF COMMERCE and supported by the CITY OF DOTHAN and all CIVIC CLUBS.

This is THE EVENT of the year at Dothan and one of the largest celebrations in the South.

We are now entertaining proposals for our 1953 season of select dates, celebrations and fairs. (Bill Chalkias—contact us). Want to hear from experienced ice show personnel.

JOHNNY J. DENTON or ART FRAZIER
GOLD MEDAL SHOWS
MARIANNA, FLA., OCT. 20-25

EASTERN CAROLINA AGRIL. FAIR

OCTOBER 27TH TO NOVEMBER 1ST INCLUSIVE. FLORENCE, S. C.

SUMTER COUNTY FAIR

NOVEMBER 3RD TO 8TH INCLUSIVE, SUMTER, S. C.

Can place all Eating and Drinking Stands.
Can place all legitimate Merchandise Concessions.
Can place all Hanky Panks.
Want Caterpillar and Mule Drivers to join immediately. Wire Charlie Shoesley.
Want experienced Ride Help and Men in all Departments. Wire Whitley Huett.
Can place any worthwhile Attraction for the coming season. Nothing too big for this Show to handle. Opening Petersburg, Va., May 2nd, 1953. All address:

CETLIN & WILSON SHOWS
MACON, GA. FAIR This Week

BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

WANTED
FOR CRENSHAW COUNTY FAIR, WEEK OF OCT. 27, LUYERNE, ALA.

CONCESSIONS Legitimate Stock Concessions and Hanky Panks of all kinds. Hi-Striker, Bull Games, Balleon Derris, Duck and Fish Ponds, French Fries, etc.

SHOWS Can place Shows of all kinds with own transportation and equipment. Side Show, Snake, Illusion, Motordrome, Grind Shows, etc.

HELP Can place First and Second Men on all Major Rides. Must drive semi and be licensed.

Address C. C. GROSCURTH, Milledgeville, Ga., this week

FOR SALE
Dingo, Short Range Gallery, Flash Striker can be booked on show. Will book for Duhits and Jump Fun House, Motor-drome, Food Side Show. Address:
MAD CODY FLEMING
Moultrie, Ga., Fair, this week; Dublin, Oct. 27 to Nov. 1; Joplin, Nov. 2 to 5.

5 RIDE CARNIVAL FOR SALE
No. 5 Rite Wheel, Star & Circle, Parker 36-Foot Merry-Go-Round, used only one season; Ballo-Floors, very good condition; 10-Car Kiddie Auto Ride, Jovian Lobby Hwee Rider; 15-Foot Pop Corn Trailer, fully equipped; approximately 1000 Feet Ground Cable and Junction Boxes, 2 Brels, 1 Vank, 1 Wraight and 1 Trailer. This equipment A-1 condition, ready to roll.
BOX D-257
C/O THE BILLBOARD CINCINNATI 21, O.

ATTENTION—SHOOTING GALLERY OPERATORS!

IF YOU NEED GALLERIES ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do—order your future with Evans—the Gallery built to last.

Complete details in our **FREE CATALOG** Parts and targets also available. Write Today

H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES

GALLERY "A"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment built-in, movable, and stationary targets. Sensitive, with or without motor lead belt.

GALLERY "B"—10 ft. high, 10 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for special with or without motor and belt.

VIVONA BROS. Combined SHOWS

WANT FOR LEE COUNTY FAIR, BISHOPVILLE, S. C., OCT. 27-NOV. 1, and AMERICAN LEGION FAIR, GEORGETOWN, S. C., TO FOLLOW

CONCESSIONS—Open Midway, Hanky Panks of every description. Eating and Drinking Stands, Swingers, Buckets, Have opening for two choice Wheels for balance of season.

SHOWS—Any worthwhile Grind Shows. Man to handle Monkey Show for balance of season. "Tarsan" Banks, contact.

RIDES—Any flat Ride not conflicting with what we already have. Contact this week. Lumberton, N. C.

VIRGINIA GREATER SHOWS

Want at once for Scotland Neck, North Carolina, Fair, October 27th-November 1st. Ball Games, Mugg Output, Jewelry Spindle, Custard, Coca-Cola, Fish and Duck Pond, Novelties, Hoopla. Want Snake Show, Unborn, complete Jig Show, this is very big for Jig Show. Windsor, North Carolina, this week. All mail and wires to

WM. C. (BILL) MURRAY

CENTRAL AMUSEMENT CO.

Wants for the Great Loris Fair, Loris, S. C., Oct. 7-Nov. 1. This is a good fair, day and night, rated second only to the State Fair in attendance.

Can place Hanky Panks of all kinds, Eat and Drink Stands, P.C. If you have other Concessions. You don't have to write or call, come on: will place you. No gift or bymail. Want Shows with own outfits. All contact

CENTRAL AMUSEMENT CO.—Tabor City, N. C., Fair, this week; Loris, S. C., Oct. 27-Nov. 1; then as per route.

WANT FOR HOUSTON COUNTY FAIR DOTHAN, ALA., OCT. 27-NOV. 1.

Concessions of all kinds. Especially want Cookhouse, Grab, Long Range, Candy Apples, Floss, Foot-Long Hot Dogs. Gooding Amusement Company on Midway. Contact

MORRIS LIPSKY
c/o Gooding Amusement Co. (Fairgrounds), Athens, Ga.

HARRISON GREATER SHOWS

Want for the great Dillon County Agricultural Fair, in the heart of tobacco, Oct. 27-Nov. 1, Dillon, S. C. With Fair Bull Community Tobacco Fair, Nov. 23, Fair Staff, N. C.; Whiteville Exchange Fair, Nov. 18-19, Whiteville, N. C. The first and only show to play Whiteville, N. C. Followed by Mullins, S. C., American Legion Fair, Nov. 17-22.

All Eating and Drinking Stands open. French Fries, Candy Floss, Popcorn, Apples, Custard, Novelties, Ace and Scale, Glass Pitch, with a few choice Concessions open. All Perferences open. Due to disappointment want Show for balance of season to join on wire. Will book any Grind Show with or without outfit. Will book any Ride not conflicting. All mail and wires to

FRANK HARRISON, Conway, S. C., this week; then as per route.

KIDDIE RIDES WANTED

Large Southern supermarket chain interested in contacting responsible operator of small kiddie rides. Warm climate, space available November and early December. Wire or Call

J. H. WALLACE
PHONE 3-3371 COLUMBIA, S. C.
P. O. BOX 1113

FLOYD O. KILE SHOWS

Want for largest Colored Fair in Louisiana, Tangipahoa Parish Colored Fair, Eastwood, Louisiana, Oct. 24-Nov. 3; West Feliciana Parish Colored Fair, St. Francisville, La., Nov. 24; then the Big one, Armistice Celebration, Hammond, La., Parade, bands, etc. Can place Ball of Fire, Cards, Custard, Popcorn, etc. Cats, Penny Pitch, etc. Grind Shows to feature, Snake, Neckenball, etc. Contact

FLOYD O. KILE, Farmerville, Louisiana, Fair, this week. Show out till Christmas.

WANT—MIDGETS—WANT

Two (2) months' work in world's largest department store. Can use organized Troupe or independent entertaining Midgets. No dwarfs. Art Nebel, Mrs. Ida Rees or other midget operators, contact me.

CHARLES H. HODGES
PHONE 1185-J COLDWATER, MICH.
BOX 135

NORTH FLORIDA FAIR

TALLAHASSEE, FLA., OCT. 27-NOV. 1

Want Side Show, Edwards, wind up, Crime Show, War Show or any Show not conflicting. All replies:

LEE AMUSEMENT CO.
Port St. Joe, Fla., Oct. 20 to 25; then Tallahassee, Fla. N. L. Cronon, Owner.

Midway Confab

• Continued from page 87

Homer Paul Sharaz, who closed with Bill Chalkley's cookhouse in Wharton, Tex., has returned his duties with Food, Inc., San Antonio, his sixth year there. He says that he plans to retire from the road... Mr. and Mrs. DeWise Purdin, of Vivona Bros.' Shows, report that their granddaughters, Vicki Lynn Milano, visited them on the shows in Camden, S. C., recently.

Harvey (Doc) Arlington, of the James H. Drew Shows, writes that

Vivona Books Fairs for '53

CAMDEN, S. C., Oct. 18.—Morris Vivona, co-owner of Vivona Bros' Shows, playing Camden Fair, announced that he has started booking for 1953 and that he has already contracted the Leighton and Lock Haven fairs in Pennsylvania.

At Leighton the show will have it fence to fence, the first time this privilege has been extended. A Tilt-a-Whirl and Spitfire will be added. Vivona reports that the fair season has been good.

Crafts Pacts Two '53 Spots

NORTH HOLLYWOOD, Calif., Oct. 18.—Crafts 20 Big Shows have been signed to play the National Orange Show in San Bernardino and the Elks Hall-dorado Days in Las Vegas, Nev., in 1953.

The National Orange Show location will be the same as used this year. However, Orville N. Crafts, owner of the shows, will also supply an 80 by 240-foot big top. Contract was signed the latter part of August.

The Crafts shows return to the Las Vegas celebration for the second year on the contract for next year. A Ferris Wheel will be located in the downtown section two days before the start of the week-end event. The lot is being made 100 feet larger for the 1953 run and Crafts will supply more rides than he did this year.

Dates for the Orange show are March 19-29 inclusive.

Season's Spotty For Gem City

ATTALLA, Ala., Oct. 18.—The '52 season has been one of mixed business for Gem City Shows, according to Owner Thomas Hickey. As a result the show will close earlier than usual this year and head for its Theodore, Ala., winter quarters.

Hickey and Don Greco, concession manager, said that a number of new show fronts have been designed and will be built this winter. Fair sites to be played include those at Centralia, Newton and Martinsville, Ala., and Pulaski, Tenn.

Death Takes E. H. Broome

FRANKLIN, Ky., Oct. 18.—E. H. Broome, widely known legal adjuster, died here early this morning. Details of his death were not known at press time. Popular with outdoor showfolk, Broome, in recent years held the legal adjuster post with Frank W. Peppers All States Shows, Fryor's Amusements, Gold Medal Shows and Peas Bros. Showal Shows and

His body was shipped to Knoxville, his home town, for burial.

Ralph Piercy Dies

CHICAGO, Oct. 18.—Funeral services were held here Monday (13) for Ralph Piercy, 54, veteran carnival concessionaire, who died Sunday (12) in a veterans' hospital. He is survived by his widow, Marguerite, two sons, Raymond and James, his mother, and two brothers, George and Howart. Interment was in Milwaukee.

It has been necessary for him to deny reports of his death, which have been circulating in Murcie, Ind., where he had formerly managed a theater. Doc, also 73 years old, is very much alive.

Ken Maynard's mother spent a week with Ken and Bertha Maynard while the Amusement Company of America, on which Ken presented his Hollywood Western Show, was playing Iowa State Fair, Des Moines, in Birmingham recently the Maynards served a spaghetti dinner outside their new trailer to 20 people with the show. The Maynards were slated to close their show October 18 in Beaumont, Tex., and return to their home in the San Fernando Valley of California.

Joseph Lehr, spot worker, reports that he recently met Joe Slone, off the road for the past eight years, but who formerly had concessions on the Krause Greaser, Dodson, Matthew J. Riley, Tip Top, Benson & Berger, Lorman & Robinson and Rubin & Cherry shows. Slone, who started in the business in 1902, lives at 2850 North 11th Street, Philadelphia 33, and would like to hear from old trouper friends.

Season Okay For L. J. Heth

COVINGTON, Ga., Oct. 18.—L. J. Heth Shows wind up their season November 1 after a spotty but nevertheless profitable trek. Owner Heth announced here this week. Show will winter in Birmingham, he said.

Line-up here included 12 rides, 34 concessions and 6 back-end shows. The latter include Roland Porter's gal unit James Ayer's minstrel, Crenshaw's snakes, a Side Show, Funhouse and monkeys. Flying Fishers were the free attraction.

SLA Legion Post Elects Al Sweeney New Commander

CHICAGO, Oct. 18.—Al Sweeney, of National Speedways, Inc., auto race organization, has been elected post commander of the Al Sopenar Showmen's League of America Post of the American Legion.

Dr. J. M. Dugas was named senior vice-commander; Mel Harris, junior vice-commander; Jimmy Stanton, adjutant; Earl Shipley, finance officer; Bernie Mendelson, chaplain; Sam Arens, sergeant at arms; William Glickman, post historian, and Randolph Avery, entertainment chairman.

John M. Duffield was appointed service officer by Sweeney. William J. Glickman was named judge advocate; John P. Wulf, delegate to the Cook County Council, and Manuel Biasco, delegate to the 2nd District of the Department of Illinois.

Following his election, Sweeney announced that he, assisted by Shipley, would launch a drive among SLA members to swell the post's membership.

Pat Treanor Marks 44th Year

SAN FRANCISCO, Oct. 18.—Pat Treanor, veteran novelty concessionaire, ends his 44th year in the business at the Kings County Fair in Hanford, which closes its run tomorrow. He operates 38 weeks during the year and starts with the California Mid-Winter Fair in Imperial the latter part of February.

The firm is Pat Treanor & Son with Raymond Treanor being associated with his father. Paty has had the merchandise contract on the independent midway at the Los Angeles County Fair since its inception in 1922. This year, for the first time in five years, he had the novelties fence-to-fence at this event. There were 34 stands on the grounds, including six on the World's Fair midway.

The elder Treanor said that per capita spending during the year was up. He estimated his business 10 per cent ahead of 1951 and credited cowboy straw hats, Big Top caps and rubber horses with much of the gross revenue.

HANKY PANKS

It's Now Time to Think About **TURKEY RAFFLES**

We manufacture a very nice attractive 350 NUMBERED turkey raffle. We use a very fine brass mechanism with no heads, using a bronze banking, loaded steel axis, with a cast aluminum metal indicator holder and set backboard as best as can get your wheel upright or at any angle.

350 NUMBERED TURKEYS \$20.00
500 NUMBERED TURKEYS \$30.00

Immediate delivery 150 pieces
One Ball Game with 400 balls strong & safe—Panks—Huckley Buckle—Dum Family—Bottle. Send for Catalog.

RAY OAKES & SONS
7731 OGDEN AVE., LYONS, ILL.
Day Phone: Lyons 2-4627
Nite Phone: Brookfield 8546

JOLLYTIME SHOWS

Want small Cook House, Custard, French Fries, Hanky Panks of all kinds. Shows—Snake, Bladder, Gosh or any Grind Show. Pan Game, Six Cost. Buckle, Spot to Spot, Want Coat Store Agents, Kiddie Merry-Go-Round, any Ride not conflicting. Williston, S. C. this week; then as per route. All replies:

WES PRICE

WANTED

MERRY-GO-ROUND AND KIDDIE RIDE FOR FRONT OF ONE OF THE SOUTH'S FOREMOST AMUSEMENT EVENTS IN CITY OF NEW ORLEANS, NOVEMBER 21-30. MUST BE IN A-1 CONDITION, OF NEATEST APPEARANCE AND WELL LIGHTED. EXCELLENT DEAL FOR RIGHT PARTY. REPLY WITH PARTICULARS TO BOX 282, THE BILLBOARD, ARCADE BUILDING, ST. LOUIS, MO.

OUT UNTIL CHRISTMAS

In "Cane and Potato" in Southern Louisiana.

Want First and Second Man on Wheel. A few Hanky Panks open. Can use good Agents. For Sale 10 Kw. Light Plant.

A. E. RAINES
c/o RAINES AMUSEMENT
Village Place, La.

PHOTOGRAPHER CONCESSION

To make all kinds of pictures in Ft. Bragg, N. C. Reservation.

GEORGE F. MCMILLAN
Fayetteville, N. C.

GOLDENBERG'S OF BALTIMORE NEEDS

Rides, Games, Amusements, etc., for gigantic two months' Xmas Toyland operation. Concessionaires, contact

ALVIN CAPLAN
Goldenberg's, 4000 Eastern Ave. Baltimore, Md.
Phone: ORlean 3366

STRANGE & WEIRD ATTRACTIONS

Two-headed Sexual Baby, Herphidius, Curious Heads, Devil Child, etc. Many other attractions. Free Circulars.

Address: TAT 813 CURIOSITY SHOP
268 S. Van Buren
Phoenix, Arizona

Save on Brand New BUICK

Immediate delivery. Two years to pay. We can finance you. Act quickly while we have cash. Phone or wire collect.

JOHNNY CANOE
Canole Buick
Monroeville, Pa. Phone 937
Allentown, Pa. Phone 1947

FOR SALE

1 Kiddie Auto Ride with new cars and new motor; 1 Kiddie Chair Swing Ride, new swing. Both in excellent condition. \$500.00 each. 1 stadium size "Manley" Popcorn Machine, \$300.00.

DAVID V. WICKES
Cambridge City, Indiana

NOTICE!

Anybody knowing the whereabouts of **MRS. MARY JEAN PETERMAN**, last seen with Royal American Shows, and contact me.

MRS. B. E. STEINBOFF
of Williamson, Ark.
Revere, Mass., Canada

C&W Earn Record Take at Spartanburg

Top Attendance, Brisk Spending Assure More \$\$ at Carolina Event

SPARTANBURG, S. C., Oct. 18.—A record gross for the Cetlin & Wilson Shows at Piedmont Interstate Fair seemed likely as today's closing sessions got under way. Fair President Paul Black reported that the midway organization was registering gains daily thru yesterday. By tonight's closing the gross earnings are expected to be close to the \$70,000 mark.

The earnings actually represent five days of work rather than the full six since the show train was late in arriving here on opening Monday (13) and only a few units were in full operation by night. The day, however, is the least important, with many last-minute preparations still being made and only about 10,000 patrons on the grounds.

From Tuesday on crowds ranging between 25,000 and 45,000 gave the midway units capacity business for many hours. The big midway outfit is cramped for space, as always here, and at the height of the action it's strictly a one-way traffic proposition.

Units Rebuilt

Owners Jack Wilson and Issy Cetlin have done a remarkable job in erasing the extensive damage to much of their equipment caused by hurricane-like winds some six weeks ago at the Sedalia (Mo.) State Fair. Fair officials here were liberal in their praise of the job accomplished. Since the damage occurred after the shows were in their fair season, a number of fairs holding contracts naturally were concerned about

the welfare of their midway group. However, Cetlin and Wilson came thru in the tradition of their business.

While the show could definitely use more space here, there just isn't any available at this time. Concessions range right from the main entrance and executive offices straight back to the end of the grounds. The set-up provides an excellent opportunity for displaying the shows' spectacular lighting effects which, incidentally, appear complete despite the storm damage.

The location is ideal in still another way for a railroad show since tracks for unloading is located right alongside of the midway area. The haul is perhaps the shortest encountered anywhere.

Concessions Do Okay

Bill Moore, concession manager, has his units looking spick and span and prosperous. Hanky Panks prevails and the report from most operators was that business was comfortably ahead of last year.

The spot, long noted for the per capita spending of patrons, needs only good weather to be a winner. The weather has been kind and promises to continue good thru tonight.

Benny Wells had his new 300-seat bingo in operation here. The stand is a beauty and an attraction in itself. At mid-week Benny was operating until after 1 o'clock each morning and enjoying heavy action for some two hours after the rest of the fairgrounds were blacked out. Benny also reported business up over last year.

Purchase Plan Set For NSA Quarters

RALEIGH, N. C., Oct. 18.—New quarters for the National Showmen's Association in the Sharon Hotel on West 45th Street, New York, in the heart of Times Square, were assured this week.

Final arrangements for the purchase of the seven-story structure were completed here last Sunday (12) at a conference attended by several of the trustees and other members of the organization.

The group was briefed on all details of the purchase plan by Max Hoffman, club attorney, who planned here. George A. Hamid, president emeritus, advanced the \$10,000 necessary for a down payment. It is expected that nine other members will contribute \$1,000 each to this amount. Already pledged are James E. Strates, chairman of the new home committee; President Bernard (Bucky) Allen and past presidents Frank Bergen and Art Lewis.

Too Many Holdings

Spokesman Hamid again emphasized that he does not personally wish to purchase the property, either in partnership with others or as an individual. His holdings are extensive and he is not interested in additional investments, he said.

However, Hamid again said that the club would have its home and indicated that he would follow thru on the purchase alone, if necessary, and then make some arrangement that would provide the association with permanent and adequate quarters.

Royal Midwest Org Pacts Brady as PA

INDLAY, O., Oct. 18.—Patrick Brady, veteran press agent, has been signed to handle public relations and advertising for the Royal Midwest Shows next year. Manager Bill Harris announced here this week in the org's winter quarters. In addition to signing the contract, Harris and Brady huddled on promotion plans for the '53 season which will include badly-hoo stunts, nightly giveaways and special kid shows in addition to newspaper and radio advertising.

It is likely that the association will be more than a tenant. If the building is purchased by a group the operation of the building with an option to buy the property. In this capacity it would negotiate for the lease now held by the present tenant and pay for the building out of profits.

Several plans leading to the eventual ownership of the structure by the association will be studied and proposed, Hamid said.

Phil Cook Tour Hits 14 States

NEW YORK, Oct. 18.—The recent two-month tour of Phil Cook, executive secretary of the Miami Showmen's Association, covered 7,625 miles and 14 States. Cook visited 31 shows, parks and fairs and signed six show organizers as members of the organization.

Cook revealed that the season's income for the Florida organization was \$6,321.50. Some \$1,961.50 of this came from jamborees, bingos, bank nights and games; another \$1,370 came from 137 new members, \$1,400 came from dues from 140 members, while the remaining \$770 came from ads for the Year Book.

Among the shows, fairs and parks visited by Cook were Carolina Shows, Bolt Exposition Shows, Fun Land Park, Augusta, Ga.; Mighty Page Shows, Willow Grove Park, Philadelphia; Morris Hannum Shows, Page Amusement Company, Lawrence Greater Shows, Wolfe Amusement Shows, Harrison Greater Shows, Dumont Shows, Palisades (N. J.) Park, IT Shows, Williams Grove (Pa.) Park, Pioneer Shows, George Clyde Smith Shows and Prell's Broadway Shows.

Also Eddie's Exposition Shows, Penn Premier Shows, Model Shows, James E. Strates Shows, Florida 4-Mirth Shows, Thomas Joyland Shows, Hazerstown (Md.) Fair, Cetlin & Wilson Shows, Blue Grass Shows, John Marks Shows, Ross Manning Shows and Vivona Bros. Shows.

◁ LAST CALL — LAST CALL ▷

ARIZONA STATE FAIR

PHOENIX, ARIZONA

Last BIG STATE FAIR for 1952

Get Your WINTER BANK ROLL Here!

FAIRGROUNDS IN CITY LIMITS—PLENTY TRANSPORTATION and PARKING

NOW BOOKING CONCESSIONS!
(NO P. C., FLATTIES or GYPSIES)

CONTACT

CRAFTS 20 BIG SHOWS

7283 Belaire Street — Phone: POplar 5.0909 — North Hollywood, Calif.

American Midway Shows

WANT FOR FIVE TEXAS LARGEST LATE DATES

Southwest Festival and Sports Show, Comanche Park, Oct. 28-Nov. 2; San Antonio International Fiesta, Nov. 4-9; Eagle Pass Lions' Carnival and Exposition, Brownsville; Mid-Winter Exposition, Harlingen; Rio Grande Valley Vegetable Show, Pharr, and others.

Can place Demonstrators. Also Food and Drinking Stands, also Custard. Have openings for several Hanky Panks. Will place Shows that are outstanding. Will book one or two major Rides.

Address: Lockhart, Tex. (Fairgrounds), this week; then San Antonio.

PRELL

BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

S. C. COLORED STATE FAIR Oct. 27-Nov. 1 Columbia, S. C.	To Follow	EXCHANGE CLUB 5 County Fair Nov. 3-8, Brunswick, Ga.
--	-----------	---

American Legion Southern Georgia State Fair, Nov. 10-15, Valdosta, Ga.
 CONCESSIONS—Novelties, Age and Scales, Penny Pitches, Hanky Panks of all kinds, Eat and Drink Stands.
 SHOWS—High class Posing Show starting Brunswick, Ga.
 All answer SAM E. PRELL, Charlotte, N. C., this week

W.G. WADE SHOWS

Now Contracting

RIDES • SHOWS • CONCESSIONS

For our 1953 Season

C. P. O. Box 1488
 Detroit 31, Michigan

John or Herbert Walsh

Important that you get in touch immediately with

Sisson Funeral Home
 424 S. Dearborn St. Chicago 5, Ill.

FOR SALE

Monkey Speedway with three cars, in good condition. Cost \$1,000.00. No reasonable offer refused. Also 75¢! Too for sale. All replies to

KEN SHELLEY
 1204 So. Orange Blossom Trail Orlando, Fla.

ALL VALLEY SHOW

Wants Merry-Go-Round and Mix-Up. Help Out all winter. Concessions—Coke Bottle, Humper, Gravy, Pitch-Tilt-Up, War, Short Handed, Shooting Gallery, Show-Money, and Snake-Bite Girl Shows.

Alice, Texas, Oct. 20th to 28th, Benavides, Texas, Oct. 20th to Nov. 4th.

BARRY LANTZ JR., Mgr.

GIVE TO THE RUNYON CANCER FUND

C. A. Stephens Shows

WANTED

For 6 more fairs, Eatonton, Ga., this week; Warrenton, Ga., Fair, Oct. 27-Nov. 1; Bradford County Fair, Starke, Fla., Nov. 3-8; Hardee County Cucumber Fair, Wauchula, Fla., Nov. 10-15; Hillsborough County 4-H Fair, Plant City, Fla., Nov. 17-22; Thanksgiving Week Festival, Avon Park, Fla., Nov. 24-29 and closing at Orange Fair, Cocoa, Fla., Dec. 1-6. First time this year for concessions, Fairgrounds on Merritt Island.

Need 1 or 2 major Rides for Florida spots, Octopus, Rolleplane, Dark Ride, Scooter, Little Dipper.

CONCESSIONS—Placing a limited amount.

SHOWS—Always place worthwhile Shows.
 Eatonton, Ga., this week.

LEO LANE SHOWS

WANTED

FOR HAWKINSVILLE, GA., OCT. 27-NOV. 1. HARNES RACING DAILY, SECOND LARGEST ATTENDANCE IN STATE OF GEORGIA LAST YEAR.

All Hanky Panks, Open midway. Can always use good, reliable Ride Help, A-1 Builder, all winter's work.

SHOWS—Sideshow, Monkey Show and Mickey Mouse.

All address Crawfordsville, Ga., this week.

WANTED

For Bethel, N. C., Firmen's Fair, October 20-25; Whitaker, N. C., Colored Fair, October 27-November 1; Pinecrest, M. C., American Legion Fair, November 3-8.

CONCESSIONS of all kinds—Bingo, Apples, Poppers, Cookhouse, Any Ride or Show with own transportation, Ride Help and P.C. Dealers, Jimmie Davis, Nancy Brady and Anna Lee King, get in touch with me. Good opening for Colored Girl Show. This show is out all winter in Florida. Everybody address:

C. V. (BILL) COX, COASTAL PLAIN SHOWS
 c/o Fairgrounds, Bethel, N. C., this week.

Strates Passes '51 Earnings at Raleigh

Grosses Are Well Ahead of Last Year As Event Enters Final Day

RALEIGH, N. C., Oct. 18.—A gross well ahead of 1951 seemed assured for James E. Strates Shows on the midway of North Carolina State Fair here as the annual entered its fifth and final day today.

A big winner was in the making from the opening Tuesday (14), the first of two thrilling kids' days. The second, and usually biggest of the moppet sessions, scheduled for yesterday, promised to top the opener in every way.

The completion of the first phase of a multi-million-dollar rebuilding program that will turn this event into one of the nation's outstanding fair plants had the regular fairgoers and the curious turning out in the thousands and all fun zone units benefited greatly. On a number of occasions capacity business was registered for a long periods and a wind-up in clear weather might mean record earnings for Strates.

A little rain fell Wednesday (15), but the crowds did not seem to lessen, either in number or enthusiasm, and all units had action up until midnight and even later. Although the planned rearrangement of the grounds is by no means complete, the midway area

this year is better arranged. A principal improvement is the elimination of the bottleneck at the entrance. The structures which previously encroached on the entrance to the midway have been removed. Easy access is now possible and the fun zone is aided.

There is still no spaciousness to the midway set-up. Some areas are crowded and cramped, as in the past. Hunky punks by the dozens were placed virtually back to back and used to create new avenues. However, patrons have a better view of back-end attractions from afar and the lure of the colorful fronts paid off.

Art Lewis Active

Business Manager Art Lewis had a large area to cover. He reported business good. The date is one of the big ones on the shows' route and its success, especially in view of a generally good fall season, should round out a good tour for most of the personnel.

The heavy rains which blanketed this area last week left the newly worked grounds rutted and soft, but midway crews had their zone in pretty good shape considering the damage that had been done.

Last week at the Danville (Va.) Fair Strates was facing a neutral blank by mid-week solely because of the heavy rain. The weather cleared, however, Friday was good and closing Saturday (11) was a big winner.

From the Lots

American Eagle

ITTA BENA, Miss., Oct. 18.—SHOWS had three successful weeks in Mississippi, but a sudden cold spell kept them from opening here. An auto wreck while en route here from Europa, Miss., put Mrs. Jennie Hockett in the hospital at Greenwood, Miss. She sustained a broken arm, broken leg and considerable cuts and bruises. The writer had a number of stitches taken in her head and was released the same day, Sunday (5). The Hocketts' car was demolished and considerable damage was done to the house trailer.

Glen Hockett's new Roll-a-Whirl has had steady play since its purchase five weeks ago. The ride is operated by James Cook. Danny Arnett's Snake Show also has been doing capacity business. Richard Welsh has hit an all-time high with popcorn, peanuts and snow cones.

Mrs. Lee Palmer's memorial dinner was a success, with the shows' personnel attending. Glen Hockett was guest of honor. Stan Western retired for the season after his truck was wrecked two weeks ago. J. W. Western also leaves for the season after the local stand.

Recent visitors included Ray Williams, owner-manager of the shows bearing his name; Don Prentice and Brownie Cole. Glen Hockett has taken delivery on a new car to replace the one that was wrecked.—MRS. DOROTHY HOCKETT

BINGO FOR SALE

Also 1951 Tractor and 22 Ft. Freahauf Trailer. Bingo now booked and operating with "Viviana Bree" Shows, who have allowed 12 days this year and have at least half that many already booked for 1953. This is a proven money-maker. Good reason for selling. Can be seen in operation this week. Lumberton, N. C.; next week, Blakelyville, S. C.

Contact E. H. HAWKINS

GEORGE DENNIS WANTS FOR

GAY NEW ORLEANS HEP CATS MING STRIP for balance of week and all night at show in theatre, M.C. and Dancers, also M.C. Miscellaneous, Allie, Tourist Hat Wire.

W. BROWN & WALLACE SHOWS Savannah, Ga.

FLORIDA EXPOSITION SHOWS

AMERICAN LEGION FAIR, BARNWELL, SOUTH CAROLINA CENTER OF GREAT H BOMB PLANT, OCTOBER 27 TO NOVEMBER 1 RIDES—Place set of Kiddie Ride, or any one Kiddie Ride, Pony Ride, Tilt Whip, any flat Ride, SHOWS—Want A-1 Girl Show, Colored Girl Show, Vonnie Brown, contact Place Show, Motor-drome, any show with own outfit. CONCESSIONS—Age, Scales, Novelties, Palmistry, Eating Stands, Popcorn, Apples, Hunky Punks, Percentage, Grind Stores, Wheels, HELP—Want Foreman for Wheel, Octopus, Flying Scooter, Rolloppans, Second Men, Semi Drivers, useful Carnival Help, Be in Barnwell Sunday. All address FLORIDA EXPOSITION SHOWS, Charlotte, N. C., this week. P.S.—Place Bingo. Give you 8 weeks' work.

COMING EVENTS

Alabama
Robertade-Baldwin Co. Fair, Nov. 3-8. James A. Hendrix.

Arizona
Glendale-Lions' Club Rodeo, Nov. 1-3.

California
Los Angeles—Los Angeles Intl. Horse Show, Oct. 17-20. Allen Ross, Studio City, Calif.
Los Angeles—Orest Western Livestock Show, Nov. 22-27. H. W. Lane, 2100 S. Eastern Ave.
San Francisco—Grand Nat. Livestock Expo, Oct. 21-29. E. W. Wilson, Greenock Ave. & Rio Verde St.

Colorado
Denver—Food Fair in Coliseum, Nov. 7-9.

Florida
Plant City—Junior April Fair, Nov. 30-25.
William H. Harbour, Box 271.
Wacahula—Lion Legion Rodeo Co. C. Cumber Expo, Nov. 10-13. Earl Rumbly.

Georgia
Macon—Shrine Charity Circus, Macon Auditorium Nov. 24-25. W. C. Ragan.

Illinois
Chicago—Mall Amn. Amusement Parks, Pools & Beaches Convention-Trade Show, Nov. 20-22. J. Paul H. Huedepohl, 203 N. Wabash Ave.
Chicago—1951 Livestock Expo, Nov. 20-22. Dr. W. L. Williams, East Union Block Vads.

Indiana
Evansville—Shrine Circus, Nov. 24-16. Lewis I. Petford.

Kansas
Wichita—Shrine Circus, Nov. 9-15. Jesse L. Moore, 3115 Topper.

Kentucky
Louisville—Pat Cattle Show, Nov. 12-16. George K. Jones, Johnson & Main Sts.

Louisiana
Baton Rouge—Rodeo Show, Oct. 16-22. New Orleans—Shrine Circus, Nov. 21-20. Crowley—Intl. Fair Festival, Oct. 22-23. Paul Jackson, City Hall.

Maryland
Timonium—Eastern Nat'l Livestock Show, Nov. 15-20. Joe Whitney Shirley Jr.

Michigan
Ionia—Pat Stock Show, Oct. 28-19. Louis Webb, Courthouse.

Missouri
Kansas City—Shrine Circus, Nov. 17-23. Raymond E. Thornton, Hotel Continental.

New York
New York—National Business Show, Grand Central Palace, Oct. 30-25.
New York—Mall Hotel Expo, Grand Central Palace, Nov. 10-14.

North Carolina
Charlotte—Expo & Food Show, Nov. 3-1. James E. Vesper, 200 Providence Row.

Ohio
Cincinnati—Pumpkin Show, Oct. 22-28. Ned W. Drexler, 4500 Coleridge.
Toledo—Home-Maker Show in Circle Auditorium, Oct. 23-Nov. 2. Paul Spurr Jr., Ohio Bldg.

Pennsylvania
Om City—Village Co. Farm Show, Oct. 22-24. Charles R. Fisher.
Nashport—Nashport Farm Show, Nov. 13-15. Paul Seltzer.

South Carolina
Columbia—Home Show, Nov. 18-23. Paul Walters, c/o Chamber of Commerce.

South Dakota
Sioux Falls—Auto Show, Nov. 27-28.

Tennessee
Knoxville—Home Show, Oct. 21-24. Paul Seltzer, 117 N. Gay St.

Texas
Fort Worth—Shrine Circus, Nov. 21-24. Robert H. Hall, Box 1235.
Fort Worth—Branch & Farm Show, Nov. 20-22. Emmitt W. Hall.
Houston—Shrine Circus, Oct. 28-Nov. 11. San Antonio—Festival, Nov. 21-23. Tommy Stevens, 113 Houston Blvd.

Utah
Ogden—Ogden Livestock Show, Nov. 15-18. E. J. Fieldsted, 500 Relief Bldg.

Virginia
Lynchburg—Home Show, Oct. 21-28. Jerry T. Craig, Box 110, Roanoke, Va.

Carnival Routes

Continued from page 81

Brown & Wallace, Savannah, Ga.
Bardonia, Victoria, Tex.
Burdick's Greater, San Marcos, Tex.
Burkhardt, Junier, Ark.
Cavalade of Amusements, (Fair) Mobile, Ala., 21-Nov. 2.
Coca's Plain, Bethel, N. C.; Whitaker 27-Nov. 1.
Cash City (Fair) Ashburn, Ga.
Central Am. Co., (Fair) Taber City, N. C.; (Fair) Loria, S. C., 21-Nov. 1.
Collis & Wilson, (Fair) Macon, Ga.; (Fair) Florence, S. C., 21-Nov. 1.
Crafts Expo—Brawley, Calif.
Oyer's Greater, West Helena, Ark.; West Memphis, 19-Nov. 1.
Grew, James H., (Fair) Merice, Ga.; (Fair) Nashville, 27-Nov. 1.

Dumont, Wadsworth, N. C.
Perry, Carl, (Fair) Waco, S. C.
Perry, Mad, (Fair) Moultrie, Ga.
St. (Fair) Dublin, 21-Nov. 1.
Florida Expo, Charlotte, N. C.; (Fair) Barnwell, S. C., 21-Nov. 1.
Franklin, Don, (Fair) Tex., 21-23; (Fair) 24-27; (Fair) 28-31.
Gladstone Expo, (Colored Fair) Canton, Miss.; (Colored Fair) Jackson, 21-Nov. 1.
Globe Media, (Fair) Marietta, Fla.; (Fair) Dothan, Ala., 27-Nov. 1.
Georgia Am. Co., (Fair) Franklin, Ga.
Greene Greater, (Fair) Colfax, La.; (Fair) Alexandria, 28-Nov. 1.
Gooding Am. Co., No. 1; (Fair) Erie, Pa.
Gem City, Calhoun, Ga.
Georgia Am. Co., Marietta, Miss.
Georgia Am. Co., Franklin, Ga.; (Fair) Vicks, 27-Nov. 1.

Harrison Graves, (Fair) Conway, S. C.; (Fair) Dillon, 27-Nov. 1.
Holt, L. J., (Fair) Cordole, Ga.; (Fair) Dalton, 27-Nov. 1.
Heiman United, Palmetto, La.; (Fair) 27-Nov. 2.
Harris, Rennie, La.
Hills Greater, (Fair) Texas, Tex.
Hurdle, Buff, No. 1; Clinton, La.
Hurdle, Buff, No. 2; Sulphur, La.
Ideal Rides, Bridge Mills, Ga.
Interstate, (Fair) Baldwin, Ga.; (Fair) Elba, Ala., 27-Nov. 1.

John's Greater, (Fair) Andalusia, Ala.; (Fair) Enterprise, 27-Nov. 1.
Jollytime, Williston, S. C.
Kilby, Floyd O., (Fair) Farmerville, La.; (Fair) 28-Nov. 1.
Knox, 28-Nov. 1.
Krystone Attrs., Boykin, Va.
Low Am. Co., Port Sain; Joe, Fla.; (Fair) Tallahassee, 27-Nov. 1.
Luce, Leo, (Fair) Crawfordville, Ga.; (Fair) Hawkinsville, 27-Nov. 1.
Long State, Cartersville, Ga.; (Fair) 27-Nov. 1.

Manning, Ross, (Fair) Lancaster, S. C.; (Fair) Hammettsville, (Fair) Blakely, Ga.; (Fair) 27-Nov. 1.
Mighty Fair, (Fair) Tarboro, N. C.; (Fair) Trenton, 27-Nov. 1.
Mills, John H., (Fair) Monroe, N. C.; (Fair) Moore's Modern, (Fair) Jacksonville, Tex. Model; (Fair) Waterboro, S. C.; (Fair) Savannah, Ga., 27-Nov. 1.
Morton Greater, McCormick, S. C.
Midway of Mirth, Steele, Mo.
Orest Greater, (Colored Fair) Mason, Ga., 27-Nov. 1.

Peppers All States, Jay, Fla.
Pella Broadway, (Colored Fair) Charlotte, N. C.; (Colored Fair) Columbus, S. C., 27-Nov. 1.
Pace Am. Co., (Fair) Beaufort, N. C.; (Fair) Marion, S. C., 27-Nov. 1.
Palmetto Expo, (Colored Fair) Springtown, S. C.
Palm Summer, (Fair) Carthage, N. C.; (Fair) Nashville, 27-Nov. 1.
Plyer's Mississippi, (Fair) Pass Christian, Miss.; (Fair) Gulfport, 21-Nov. 1.

Pan American Am. Moultrie, Park, Calif., 27-24; Camp Cooke, 28-Nov. 2.
Rockwell, Chickasha, Okla.
Royal American, (State Fair) Shreveport, La.; (Fair) Pensacola, Fla., 29-Nov. 1.
Royal Bldg., (Fair) Staibsville, Ga.; (Fair) Alma, 27-Nov. 1.
Roses Am. Co., (Fair) Platte, La.
Southern Valley, (Fair) Ferriday, La.; (Fair) 27-Nov. 1.
Smith, George Clyde, (Colored Fair) Suffolk, Va.
Stephens, C. A., (Fair) Easton, Ga.; (Fair) Warrington, 27-Nov. 1.
Sterling Crown, (Fair) Macon, Miss.
Star Am. Co., (Fair) Ark.
Star Am. Co., (Fair) Douglas, Ga.
Southern States, (Fair) Mexico, Fla.
Stephens, C. A., (Fair) Easton, Ga.; (Fair) 27-Nov. 1.
20th Century, Pasadena, Tex.
Trenton Expo, (Fair) England, Ark.
Tessier, Barney, (Fair) Marion, N. C.
Timley, Johnny T., (Fair) Chilesburg, Ala.; (Fair) Americus, Ga., 27-Nov. 1.
Vivona Bros., (Fair) Lumberton, N. C.; (Fair) Blakelyville, S. C., 27-Nov. 1.

Virginia Greater, (Fair) Windsor, N. C.; (Fair) Scotland, N.C., 27-Nov. 1.
World of Mirth, (State Fair) Columbus, Miss.; (Fair) Shaw, 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair) 13; (Fair) 14; (Fair) 15; (Fair) 16; (Fair) 17; (Fair) 18; (Fair) 19; (Fair) 20; (Fair) 21; (Fair) 22; (Fair) 23; (Fair) 24; (Fair) 25; (Fair) 26; (Fair) 27; (Fair) 28; (Fair) 29; (Fair) 30; (Fair) 31; (Fair) 1; (Fair) 2; (Fair) 3; (Fair) 4; (Fair) 5; (Fair) 6; (Fair) 7; (Fair) 8; (Fair) 9; (Fair) 10; (Fair) 11; (Fair) 12; (Fair

Club Activities

National Showmen's Association

1564 Broadway, New York

NEW YORK, Oct. 18.—The first fall meeting was held Wednesday (8) with Phil Isner, first vice-president, presiding. Other officers present were Joseph A. McKee, second vice-president; Harry Rosen, treasurer; John S. Weisman, assistant treasurer; Fred C. Murray, chaplain, and Max Hoffman, counselor.

The board of governors elected the following for the nominating committee: David Brown, Irving Sherman, Dan Thaler, Stanley W. Watton, R. Shep Blumberg, Jeff Harris, Jack Alfred, Henry Kaufman and James Corcoran. The nominating committee will bring in the regular ticket of officers and governors at the next meeting, October 22, at the Sharon Hotel.

Semi-annual interest checks have been sent to all who purchased bonds.

After a long illness, Truo O. Perkins died in Staten Island. Interment is in the NSA plot, Ferncliff Cemetery, Hartsdale, N. Y.

Michael Goldberg came here for a medical check-up. It was his first trip East in six years. Ben Rosenberg spent a week in Chicago visiting relatives.

Still on the sick list are Jack Lichter, at home; Jack Rose, Veterans Hospital, Coral Gables, Fla.; and George D. Hensley, Pilgrim Hospital, West Brentwood, N. Y.

Recent visitors included Harry A. Bouck, R. Shep Blumberg, Frank Tappaport, William A. Marish, Louis Weinstein, Martin Ranno, Charles Buchbaum, Max Seskin and Max Gruberg.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Oct. 18.—President Leo Bistany will arrive here the latter part of the month and will be present at the first meeting on November 4. The possibility of buying or building a clubhouse will be discussed at that meeting.

Application forms have arrived from the printers, and all prospective members are asked to get in touch with the office. Initiation fee is \$10.

Dave Fineman, of the John Marks Shows, announces that a jamboree will be held by that organization for the club.

Recent visitors included Conrad Weias, Fred Conti, Louis Heiman, Harry Lewiston, Harry Edwards, Buckley Wood, Cyrus B. Rayworth, Irving Zaltshik, Al Cherner, Frankie Hamilton and Dave Graver. Hom Zolom recently became the father of a boy.

On the sick list are Jack Rose, Pratt General Hospital, Coral Gables, Fla.; Tommy Fox, Veterans' Hospital, Aspinwall, Pa.; Max Kimmmerer, at home; and Lou Leonard, Fox River Sanatorium, Batavia, Ill.

Mail has been received from Mark (Curly) Graham, Ben Glass, Ben Lanier, Frank J. Brady, Cliff Wilson, Arthur Touhey, Harry Schreiber, Max Goodman, David Lithgow, Doc Dyer, Claude Sechrest, John W. Chapman, Bill Carlsky, Vince Anderson, Frank E. Taylor, John Paoletti, Tommy Arger, Frederick A. Boudinot, George A. Hamid Sr., Joseph A. Rowan, Mortimer Hertz, David Bloom, Tommy Carson, Dave Fineman, Jim McHugh, Ep Glosser, John E. Blair, Briggs Banning, Herman Frankel, Fred Silber, Jake Shapiro, Raymond MacDonald, Fred W. Wright, Frank C. Pope, Jack Stone, Shep Blumberg and Tommy Fox.

Applications have been received from Sam Solomon, proposed by Harry Schreiber; Al and Jack Wash, proposed by Claude Sechrest; and George D. Lester, proposed by Lew Lange.

There is mail at the office for Michael J. Re, Michael Karr, Lester Tate, Eddie Horowitz, Sam Borden, George A. Golden, Robert F. Guadayagno, Morris Lauer, Joseph Exler, Joe Galvin, Jerry Cohen, Maurice Levitt, Harry Matsoff, Sam Spielman, Harry Newfield, Paul A. Peterson, B. Morris, William Wolper, Sam Roth, John Biondi, Charles Gerard, Harold John Rooney, Daniel J. McNamara, George H. Lewis, Harold Fellman Douglas II, Covington, John J. Combino, H. W. Parker, Henry C. Sylow, Ray Galiano, John A. Ryan, Hom Zolom, Benjamin Levine, John Campi and A. J. Romanaski.

MIAMI, Oct. 18.—Members are now returning, having concluded their seasons. Consensus is that business was not too good for most.

The building committee continues to search for a suitable club house. All agencies are aiding and a remodeled structure on West Flagler at 21st Avenue has been submitted at \$120,000, building contains 10,000 square feet and is large enough for club purposes. It will be studied by Cliff Wilson, building committee chair-

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Oct. 18.—In the absence of President S. T. Jessop, Lou Keller, past-president, was in the chair for the Thursday (16) meeting. With him at the table were Treasurer Walter F. Driver, Secretary Joe Streibich and Morris A. Haft, League counsel.

Lou Leonard recently suffered a heart attack. John Klippel is in Alexian Bros. Hospital here. Harry Bernstein is in Masonic Hospital here. Jack Benjamin reports he is recuperating at home. Frank Ehlenz is also confined to his home.

George W. Johnson, chairman in charge of registration during convention week, announced his committee would include William A. Hellich, co-chairman; Walter F. Driver, Arnold Maley, Joseph Pavese, Jan Galan, Nieman Eisman, George C. Olson, Whitney Lehner, George A. Golden, Sol Wasserman and Rube Liebman. Jack Kaplan has been busy working for the house committee as well as on the banquet program. George B. Flint is back off the road and promises an early issue of News Flashes.

New members added to the rolls include John V. Dundee and Leonard Sacks. Members attending their first meeting of the season included Nat S. Green, Sol Wasserman, Charles C. Wilson, Nieman Eisman, Eddie Murphy, George B. Flint, Ray Oakes Jr., and E. Courtmanche.

man. President Leo Bistany will hold a club jamboree as soon as he opens his Orange State Shows.

Claude Sechrest membership committee chairman reports 230 new members and 105 members reinstated. Maxie Sharp, year book committee chairman, reports that \$1,500 already has been received. Harry (Buster) Westbrook, ways and means committee chairman, and Shep Blumberg, Ep Glosser and Lou Leonard, co-chairmen, report that all the jamborees, bingo games and other fund-raising plans are not yet completed.

Early arrivals, here included Louis DeJoseph, Hank Palmer, Johnny Applebaum, Harry Modelle, Muri Doemer, Louis Stone, Dutch Holtzman, Irving (Stash) Goldberg, Harry Ross, Julius Wagner, Joe Vernick Pinky Silverman and J. D. (Eddie) Edwards.

On the sick list are Johnny Applebaum, who is recuperating at his home following an operation; Oscar Miller, in Beauty Memorial Hospital, Westville, Ind.; Max Kimerorn, at his home; Lou Leonard, Fox River Sanatorium, Batavia, Ill.; Jack Rose, Pratt General Hospital, Coral Gables, Fla.; Tommy Fox, Veterans' Hospital, Room 3074, Aspinwall, Pa., and Mrs. Frances Deemer, who is undergoing treatment at Jackson Memorial Hospital, Miami. All would like to hear from friends.

Applications were received from James C. Vitabile, proposed by Guy R. Markley; Harry J. Alva, by Hank Palmer; James Dempsey, by Max Shapiro; John Demsey, Joe Schuman, George Fox, John V. Fink, Frank West and Robert Michener, by Claude Sechrest; C. Guy Dodson, by Mel Dodson; Truman C. Lord, by Frank C. Pope; Carl B. Wilson, by Bill Fucker; Salvatore Dandrea, by Larry Osborn; Robert Presti and Salvatore A. Rossitto, by Eddie Horowitz; John Kramer, by Tommy Carson; Louis Stone and Lawrence Hazen, by Ep Glosser, and Charles B. Cuthbert, by Patty Finnerty.

Mail was received from Sid Markham, A. Wagner, Edward C. Wagner, Mel Dodson, James M. Gamble, Robert Gloth, Victor Link, Clemens F. Schmitz, W. H. (Spitner) Royal, Frank E. Walker, Larry S. Osborn, Oscar Miller, John S. Weisman, Ed Horowitz, Arthur Touhey, Tommy Carson, Frank and Billie Pope, J. D. Frisbie, J. A. Morton, Tommy Fox and Harry Myers.

FOR SALE

RIDES AND SHOW PROPERTY FROM THE KING REID SHOWS

HAVING RECENTLY PURCHASED ANOTHER COMPLETE CARNIVAL ANNOUNCEMENT OF WHICH WILL BE MADE SHORTLY, WE ARE OFFERING FOR SALE THE FOLLOWING FIRST CLASS SHOW PROPERTIES. ALL RIDING DEVICES HAVE BEEN IN OPERATION THIS SEASON AND HAVE RECENTLY BEEN CHECKED OVER. THEY ARE NOW ERECTED AND CAN BE OPERATED HERE AT OUR WINTER QUARTERS. THEY REPRESENT DUPLICATE EQUIPMENT NOT NEEDED IN OUR GREATLY EXPANDED PLANS FOR A NEW AND MAGNIFICENT SHOW IN 1953. OFFERED SUBJECT TO PRIOR SALE. THIS EQUIPMENT REPRESENTS EXTREMELY GOOD VALUE TO THOSE INTERESTED IN A SOUND INVESTMENT. TERMS, CASH. AND WE URGE YOU TO COME HERE AND CAREFULLY EXAMINE THIS SPLENDID LOT OF SHOW PROPERTY.

- 1—40 foot Spillman 3-Abreast Merry-Go-Round. Truly a magnificent riding device. Beautifully decorated and carved scenery and dressing with 36 horses and two magnificent chariots. Brand new Royal Blue Top used one week. A feature ride on any midway. Complete with Horse Crates, Ticket Box and Castline Engine. Replacement cost \$15,000. This unusually beautiful ride a bargain at \$7,500.00.
- 1—Spiral Ride. The fastest thrill ride on the road. Adds that "Big League" appearance to any midway. Offered complete with factory designed special semi-trailer. Engine in perfect condition. Can be had with a lot of dazzling fluorescent lighting and trailer for \$3,750.00. If fluorescent lights are not wanted can be had with complete set ten new standard light strips and semi-trailer for \$3,250.00.
- 1—Kiddie Ferns Wheel. A little gem that constantly holds its own in any Kiddie-land. Has 8 glister two-passenger seats. Electric 110 volt motor. Reason for sale, we have two Kiddie Wheels. Price \$150.00.
- 1—Octopus complete with specially equipped semi-trailer with winch. This is another duplicate ride in fine condition. A good standard unit at a rock bottom price. Complete with Fence, Ticket Box, Ride and Trailer, \$4,200.00.
- 1—Beans Hi-Striker. DeLuxe model in splendid condition. A real consistent money maker. Cost over \$350.00. Special sale price \$125.00.
- 1—Popcorn and Candy Apple Trailer. Extremely low custom-built model. Has bottle gas connections. Brand new jumbo Giant large capacity Popper. Also Peanut Roaster, Candy Apple Equipment and built-in cabinets. A blaze of fluorescent lights. Used only part of this season. Cost over \$1,800.00. Our bargain price, \$950.00.
- 1—Wurlitzer Merry-Go-Round Organ. A late model in perfect working condition. Electric drive and motor. Music rolls still available. See and hear this fine organ. Bargain price \$450.00.
- 1—Smith & Smith Airplanes for Kiddie Ride. Complete with chains. No motors. Good serviceable condition, \$30.00 each.
- 1—Electric Player Piano suitable for Arcade or Show Front. Cabinet, mechanism and shipping case all perfect. It's in our way. Price \$150.00.

KING REID

WINTER QUARTERS, MANCHESTER, VERMONT

PAGE AMUSEMENT CO.

WANTS

For Marion County Agricultural Fair, Marion, S. C., Oct. 27-Nov. 1, Concessions of All Kinds.

Also want Shows of Merit not conflicting. 1 Girl Show with own equipment. Can always find place for good Ride Help. Two more fairs to follow. All address

ROLAND PAGE

Beaufort, N. C., Fairgrounds this week.

INTERSTATE SHOWS

WANT FOR THE ANNUAL COFFEE COUNTY FAIR, ELBA, ALA., COFFEE COUNTY'S ONLY BONA FIDE FAIR, OCT. 27 TO NOV. 1. TWO MORE ALABAMA FAIRS TO FOLLOW.

SHOWS: 10-in-1, with or without own equipment. Will book one or two Girl Shows, with or without own equipment. Want to book Wild Life, Fun House, Glass House, Motor Drome, Penny Arcade, any non-conflicting Grand Shows. RIDE HELP: Foremen and Second Men on all Rides, premo Semi Drivers, CONCESSIONS: All Concessions open—open midway—no "EX." All Eating and Drinking Stands open.

We are now booking and contracting for the 1953 season, lining up one of the strongest routes ever played by this Show. All replies:

H. B. ROSEN, Mgr.

DICATOR COUNTY FAIR, BAINBRIDGE, GA.

LONE STAR SHOWS

Carrollville, Ga., Oct. 20-25; Douglasville, Ga., Oct. 27-Nov. 1. CONCESSIONS: Small Coolhouse or Crab, Age and Scales, Novelties, Cork Gallery, Popcorn, Apples, Hanky Parks of all kinds, come on, will place you. No flats or gypies. SHOWS: Any worth while Show with own equipment. Maynard, money came quick. Concessions. HELP: Can place good, reliable Help on all Rides. Must be able to drive semi. Address all mail and wires to J. R. McSPADON, P.S.: Out all winter in Florida.

FOR SALE—RIDES—FOR SALE

2-CAR FACTORY-BUILT PRETZEL DARK RIDE. 35 ft. panel front with plenty extra lighting equipment. New top and front awning. All necessary sound to operate ride. FLY-O-PLANE—No other one like it in the show business. Best ride in first-class condition. Write, no collect wires accepted. If you have cash and interested in rides, here is an opportunity to buy real equipment that will pay off in a season and make you a profit.

CHAR. T. GOSS, 300 PROSPECT, HOT SPRINGS, ARK.

ROLL TICKETS

Used Everywhere for Over 35 Years. PRINTED TO YOUR ORDER. SHAMOKIN, PA. DEPT. B. 100,000 \$29.50. 10,000 \$5.95. 20,000 \$11.00. 50,000 \$18.50. Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

FOR SALE

Chevrolet Panel Truck with two 100 Kw. Transformers and all switches for large show. Price \$1,500.00. Caterpillar Ride, price \$5,500.00. Flying Scooter, price \$1,500.00. All rides newly painted, seats reupholstered, overall condition like new. Transportation available if required.

Will pay cash for Caterpillar, Diesel Light Plane.

W. O. KING

82 Orchard St. Mt. Clemens, Mich.

Streamlined CATERPILLAR

For Sale Cheap

Can be seen in operation at Marianna, Fla. this week, then Dothan, Ala. Will trade for Cooper or any other Ride not conflicting.

JOHNNY I. DENTON
GOLD MEDAL SHOWS
MARIONNA, FLA.

FOR SALE

ROCK-O-PLANE, FORD TRACTOR AND TRAILER, 30 ft., with fluorescent lighting. First-class condition. \$9,000.00 cash. Can be seen in operation on L. J. Mein Show, Carolee, Ga., near Dublin, Ga., next week.

FLOYD R. HETH

TRADE OR SELL POPCORN-SHO-KONE TRAILER

Used two seasons. A-1 condition. Glassed and increased in. Want Kiddie Ride, Penny Cart, Jeep, what have you? Send photo.

W. O. WEBB
2848 Oakland Ave., Springwood 17, Me. (Phone: Spring 5828)

FREAK BABY SHOW

FOR SALE. Completely equipped, ready to operate. First class condition. All Dodge Livestock Bus. Can be seen at Tallahassee, Fla. Fair, Oct. 27th-31st. 1000 after that all mail to 2810 Clark St., Tampa, Fla. MGR. BABY SHOW

Thank You LAURA MANOS

of EBTIN & WILSON SHOWS for your Buckle, River purchase. JOHNNY CANOLE. CANOLE BUICK. Marianna, Fla. Phone 927. Airgood, Pa. Phone 9247.

WANTED WORKING SHOW FOLKS

DOWN SOUTH. Man and Wife with living trailer to care for small animals. Wife to help in house, day work only. Also Circus sign Painter coming South, seek. Anyone with Snake Show contact. Will buy small livestock. Circus Wagons Same Location 12 years. Reference—Dun & Bradstreet.

WILD ANIMAL FARM

RICHMOND HILL, GA. 13 Miles South of Savannah on Route 17.

FOR SALE KNIFE RACK COMPLETE

ALSO ART AIR RIFLE SHOOTING GALLERY. IF INTERESTED, CONTACT

MARTIN H. ROSE
44 Navy St., Venice, Calif.

SAVE MORE MONEY—MAKE MORE MONEY. Subscribe to The Billboard TODAY! See page 3 for rates.

- OUR NAME BRAND LINES INCLUDE:**
- Dormeyer
 - A. C. Gilbert
 - Oster
 - Amco Cameras
 - Remington Rand
 - Selsions
 - Elgin-American
 - International Silver
 - Horrocks-Liberton
 - West Bend
 - DeVey
 - Evans
 - Parker
 - A. S. R.
 - Romson
 - Langens
 - Kresler
 - Camfield
 - Richshaw
 - Eversharp
 - Sheaffer
 - Motocolor
 - Rogers G
 - Erco
 - Wm. Rogen
 - Wales
 - Spaeder
 - Bensus
 - Longines
 - New Haven
 - Hickok

Send Today for your **FREE Copy**
TEMPLE'S 1952-53
CATALOG
 OF NATIONALLY ADVERTISED BRANDS
 52 Pages • More Items • Greater Values
Typical Catalog Special
Elgin-American
Valencia
 3 Strand Pearls* and Earrings Set



Only **\$2.50** Ea. Set
 RETAILS \$25.00 AND WORTH IT
 1 and 2 Strand Sets Also Available
 Drop in to see our enlarged showroom when in Philadelphia

TEMPLE COMPANY INC. 708 Sansam Street Philadelphia 6, Pa. Market 7-8242

MORE SPARKLE THAN DIAMONDS
"RUTILE" AAI White Gem
 Make a gem that is clearer in color and brilliancy than any shown on the market for \$9.95 per carat.
 Gem's yellow gold, newest style mount, inst. additional \$12.50 and up. The same available in ladies, \$9.50 and up.

ELGIN • BULOVA • BENSUS
 Brand new 1952 model cases for men's and ladies. Rubulux movement. Guaranteed like new. (Ladies 15-21 \$12.50, 22-24 \$14.00, 25-28 \$16.00, 29-32 \$18.00, 33-36 \$20.00, 37-40 \$22.00, 41-44 \$24.00, 45-48 \$26.00, 49-52 \$28.00, 53-56 \$30.00, 57-60 \$32.00, 61-64 \$34.00, 65-68 \$36.00, 69-72 \$38.00, 73-76 \$40.00, 77-80 \$42.00, 81-84 \$44.00, 85-88 \$46.00, 89-92 \$48.00, 93-96 \$50.00, 97-100 \$52.00, 101-104 \$54.00, 105-108 \$56.00, 109-112 \$58.00, 113-116 \$60.00, 117-120 \$62.00, 121-124 \$64.00, 125-128 \$66.00, 129-132 \$68.00, 133-136 \$70.00, 137-140 \$72.00, 141-144 \$74.00, 145-148 \$76.00, 149-152 \$78.00, 153-156 \$80.00, 157-160 \$82.00, 161-164 \$84.00, 165-168 \$86.00, 169-172 \$88.00, 173-176 \$90.00, 177-180 \$92.00, 181-184 \$94.00, 185-188 \$96.00, 189-192 \$98.00, 193-196 \$100.00, 197-200 \$102.00, 201-204 \$104.00, 205-208 \$106.00, 209-212 \$108.00, 213-216 \$110.00, 217-220 \$112.00, 221-224 \$114.00, 225-228 \$116.00, 229-232 \$118.00, 233-236 \$120.00, 237-240 \$122.00, 241-244 \$124.00, 245-248 \$126.00, 249-252 \$128.00, 253-256 \$130.00, 257-260 \$132.00, 261-264 \$134.00, 265-268 \$136.00, 269-272 \$138.00, 273-276 \$140.00, 277-280 \$142.00, 281-284 \$144.00, 285-288 \$146.00, 289-292 \$148.00, 293-296 \$150.00, 297-300 \$152.00, 301-304 \$154.00, 305-308 \$156.00, 309-312 \$158.00, 313-316 \$160.00, 317-320 \$162.00, 321-324 \$164.00, 325-328 \$166.00, 329-332 \$168.00, 333-336 \$170.00, 337-340 \$172.00, 341-344 \$174.00, 345-348 \$176.00, 349-352 \$178.00, 353-356 \$180.00, 357-360 \$182.00, 361-364 \$184.00, 365-368 \$186.00, 369-372 \$188.00, 373-376 \$190.00, 377-380 \$192.00, 381-384 \$194.00, 385-388 \$196.00, 389-392 \$198.00, 393-396 \$200.00, 397-400 \$202.00, 401-404 \$204.00, 405-408 \$206.00, 409-412 \$208.00, 413-416 \$210.00, 417-420 \$212.00, 421-424 \$214.00, 425-428 \$216.00, 429-432 \$218.00, 433-436 \$220.00, 437-440 \$222.00, 441-444 \$224.00, 445-448 \$226.00, 449-452 \$228.00, 453-456 \$230.00, 457-460 \$232.00, 461-464 \$234.00, 465-468 \$236.00, 469-472 \$238.00, 473-476 \$240.00, 477-480 \$242.00, 481-484 \$244.00, 485-488 \$246.00, 489-492 \$248.00, 493-496 \$250.00, 497-500 \$252.00, 501-504 \$254.00, 505-508 \$256.00, 509-512 \$258.00, 513-516 \$260.00, 517-520 \$262.00, 521-524 \$264.00, 525-528 \$266.00, 529-532 \$268.00, 533-536 \$270.00, 537-540 \$272.00, 541-544 \$274.00, 545-548 \$276.00, 549-552 \$278.00, 553-556 \$280.00, 557-560 \$282.00, 561-564 \$284.00, 565-568 \$286.00, 569-572 \$288.00, 573-576 \$290.00, 577-580 \$292.00, 581-584 \$294.00, 585-588 \$296.00, 589-592 \$298.00, 593-596 \$300.00, 597-600 \$302.00, 601-604 \$304.00, 605-608 \$306.00, 609-612 \$308.00, 613-616 \$310.00, 617-620 \$312.00, 621-624 \$314.00, 625-628 \$316.00, 629-632 \$318.00, 633-636 \$320.00, 637-640 \$322.00, 641-644 \$324.00, 645-648 \$326.00, 649-652 \$328.00, 653-656 \$330.00, 657-660 \$332.00, 661-664 \$334.00, 665-668 \$336.00, 669-672 \$338.00, 673-676 \$340.00, 677-680 \$342.00, 681-684 \$344.00, 685-688 \$346.00, 689-692 \$348.00, 693-696 \$350.00, 697-700 \$352.00, 701-704 \$354.00, 705-708 \$356.00, 709-712 \$358.00, 713-716 \$360.00, 717-720 \$362.00, 721-724 \$364.00, 725-728 \$366.00, 729-732 \$368.00, 733-736 \$370.00, 737-740 \$372.00, 741-744 \$374.00, 745-748 \$376.00, 749-752 \$378.00, 753-756 \$380.00, 757-760 \$382.00, 761-764 \$384.00, 765-768 \$386.00, 769-772 \$388.00, 773-776 \$390.00, 777-780 \$392.00, 781-784 \$394.00, 785-788 \$396.00, 789-792 \$398.00, 793-796 \$400.00, 797-800 \$402.00, 801-804 \$404.00, 805-808 \$406.00, 809-812 \$408.00, 813-816 \$410.00, 817-820 \$412.00, 821-824 \$414.00, 825-828 \$416.00, 829-832 \$418.00, 833-836 \$420.00, 837-840 \$422.00, 841-844 \$424.00, 845-848 \$426.00, 849-852 \$428.00, 853-856 \$430.00, 857-860 \$432.00, 861-864 \$434.00, 865-868 \$436.00, 869-872 \$438.00, 873-876 \$440.00, 877-880 \$442.00, 881-884 \$444.00, 885-888 \$446.00, 889-892 \$448.00, 893-896 \$450.00, 897-900 \$452.00, 901-904 \$454.00, 905-908 \$456.00, 909-912 \$458.00, 913-916 \$460.00, 917-920 \$462.00, 921-924 \$464.00, 925-928 \$466.00, 929-932 \$468.00, 933-936 \$470.00, 937-940 \$472.00, 941-944 \$474.00, 945-948 \$476.00, 949-952 \$478.00, 953-956 \$480.00, 957-960 \$482.00, 961-964 \$484.00, 965-968 \$486.00, 969-972 \$488.00, 973-976 \$490.00, 977-980 \$492.00, 981-984 \$494.00, 985-988 \$496.00, 989-992 \$498.00, 993-996 \$500.00, 997-1000 \$502.00, 1001-1004 \$504.00, 1005-1008 \$506.00, 1009-1012 \$508.00, 1013-1016 \$510.00, 1017-1020 \$512.00, 1021-1024 \$514.00, 1025-1028 \$516.00, 1029-1032 \$518.00, 1033-1036 \$520.00, 1037-1040 \$522.00, 1041-1044 \$524.00, 1045-1048 \$526.00, 1049-1052 \$528.00, 1053-1056 \$530.00, 1057-1060 \$532.00, 1061-1064 \$534.00, 1065-1068 \$536.00, 1069-1072 \$538.00, 1073-1076 \$540.00, 1077-1080 \$542.00, 1081-1084 \$544.00, 1085-1088 \$546.00, 1089-1092 \$548.00, 1093-1096 \$550.00, 1097-1100 \$552.00, 1101-1104 \$554.00, 1105-1108 \$556.00, 1109-1112 \$558.00, 1113-1116 \$560.00, 1117-1120 \$562.00, 1121-1124 \$564.00, 1125-1128 \$566.00, 1129-1132 \$568.00, 1133-1136 \$570.00, 1137-1140 \$572.00, 1141-1144 \$574.00, 1145-1148 \$576.00, 1149-1152 \$578.00, 1153-1156 \$580.00, 1157-1160 \$582.00, 1161-1164 \$584.00, 1165-1168 \$586.00, 1169-1172 \$588.00, 1173-1176 \$590.00, 1177-1180 \$592.00, 1181-1184 \$594.00, 1185-1188 \$596.00, 1189-1192 \$598.00, 1193-1196 \$600.00, 1197-1200 \$602.00, 1201-1204 \$604.00, 1205-1208 \$606.00, 1209-1212 \$608.00, 1213-1216 \$610.00, 1217-1220 \$612.00, 1221-1224 \$614.00, 1225-1228 \$616.00, 1229-1232 \$618.00, 1233-1236 \$620.00, 1237-1240 \$622.00, 1241-1244 \$624.00, 1245-1248 \$626.00, 1249-1252 \$628.00, 1253-1256 \$630.00, 1257-1260 \$632.00, 1261-1264 \$634.00, 1265-1268 \$636.00, 1269-1272 \$638.00, 1273-1276 \$640.00, 1277-1280 \$642.00, 1281-1284 \$644.00, 1285-1288 \$646.00, 1289-1292 \$648.00, 1293-1296 \$650.00, 1297-1300 \$652.00, 1301-1304 \$654.00, 1305-1308 \$656.00, 1309-1312 \$658.00, 1313-1316 \$660.00, 1317-1320 \$662.00, 1321-1324 \$664.00, 1325-1328 \$666.00, 1329-1332 \$668.00, 1333-1336 \$670.00, 1337-1340 \$672.00, 1341-1344 \$674.00, 1345-1348 \$676.00, 1349-1352 \$678.00, 1353-1356 \$680.00, 1357-1360 \$682.00, 1361-1364 \$684.00, 1365-1368 \$686.00, 1369-1372 \$688.00, 1373-1376 \$690.00, 1377-1380 \$692.00, 1381-1384 \$694.00, 1385-1388 \$696.00, 1389-1392 \$698.00, 1393-1396 \$700.00, 1397-1400 \$702.00, 1401-1404 \$704.00, 1405-1408 \$706.00, 1409-1412 \$708.00, 1413-1416 \$710.00, 1417-1420 \$712.00, 1421-1424 \$714.00, 1425-1428 \$716.00, 1429-1432 \$718.00, 1433-1436 \$720.00, 1437-1440 \$722.00, 1441-1444 \$724.00, 1445-1448 \$726.00, 1449-1452 \$728.00, 1453-1456 \$730.00, 1457-1460 \$732.00, 1461-1464 \$734.00, 1465-1468 \$736.00, 1469-1472 \$738.00, 1473-1476 \$740.00, 1477-1480 \$742.00, 1481-1484 \$744.00, 1485-1488 \$746.00, 1489-1492 \$748.00, 1493-1496 \$750.00, 1497-1500 \$752.00, 1501-1504 \$754.00, 1505-1508 \$756.00, 1509-1512 \$758.00, 1513-1516 \$760.00, 1517-1520 \$762.00, 1521-1524 \$764.00, 1525-1528 \$766.00, 1529-1532 \$768.00, 1533-1536 \$770.00, 1537-1540 \$772.00, 1541-1544 \$774.00, 1545-1548 \$776.00, 1549-1552 \$778.00, 1553-1556 \$780.00, 1557-1560 \$782.00, 1561-1564 \$784.00, 1565-1568 \$786.00, 1569-1572 \$788.00, 1573-1576 \$790.00, 1577-1580 \$792.00, 1581-1584 \$794.00, 1585-1588 \$796.00, 1589-1592 \$798.00, 1593-1596 \$800.00, 1597-1600 \$802.00, 1601-1604 \$804.00, 1605-1608 \$806.00, 1609-1612 \$808.00, 1613-1616 \$810.00, 1617-1620 \$812.00, 1621-1624 \$814.00, 1625-1628 \$816.00, 1629-1632 \$818.00, 1633-1636 \$820.00, 1637-1640 \$822.00, 1641-1644 \$824.00, 1645-1648 \$826.00, 1649-1652 \$828.00, 1653-1656 \$830.00, 1657-1660 \$832.00, 1661-1664 \$834.00, 1665-1668 \$836.00, 1669-1672 \$838.00, 1673-1676 \$840.00, 1677-1680 \$842.00, 1681-1684 \$844.00, 1685-1688 \$846.00, 1689-1692 \$848.00, 1693-1696 \$850.00, 1697-1700 \$852.00, 1701-1704 \$854.00, 1705-1708 \$856.00, 1709-1712 \$858.00, 1713-1716 \$860.00, 1717-1720 \$862.00, 1721-1724 \$864.00, 1725-1728 \$866.00, 1729-1732 \$868.00, 1733-1736 \$870.00, 1737-1740 \$872.00, 1741-1744 \$874.00, 1745-1748 \$876.00, 1749-1752 \$878.00, 1753-1756 \$880.00, 1757-1760 \$882.00, 1761-1764 \$884.00, 1765-1768 \$886.00, 1769-1772 \$888.00, 1773-1776 \$890.00, 1777-1780 \$892.00, 1781-1784 \$894.00, 1785-1788 \$896.00, 1789-1792 \$898.00, 1793-1796 \$900.00, 1797-1800 \$902.00, 1801-1804 \$904.00, 1805-1808 \$906.00, 1809-1812 \$908.00, 1813-1816 \$910.00, 1817-1820 \$912.00, 1821-1824 \$914.00, 1825-1828 \$916.00, 1829-1832 \$918.00, 1833-1836 \$920.00, 1837-1840 \$922.00, 1841-1844 \$924.00, 1845-1848 \$926.00, 1849-1852 \$928.00, 1853-1856 \$930.00, 1857-1860 \$932.00, 1861-1864 \$934.00, 1865-1868 \$936.00, 1869-1872 \$938.00, 1873-1876 \$940.00, 1877-1880 \$942.00, 1881-1884 \$944.00, 1885-1888 \$946.00, 1889-1892 \$948.00, 1893-1896 \$950.00, 1897-1900 \$952.00, 1901-1904 \$954.00, 1905-1908 \$956.00, 1909-1912 \$958.00, 1913-1916 \$960.00, 1917-1920 \$962.00, 1921-1924 \$964.00, 1925-1928 \$966.00, 1929-1932 \$968.00, 1933-1936 \$970.00, 1937-1940 \$972.00, 1941-1944 \$974.00, 1945-1948 \$976.00, 1949-1952 \$978.00, 1953-1956 \$980.00, 1957-1960 \$982.00, 1961-1964 \$984.00, 1965-1968 \$986.00, 1969-1972 \$988.00, 1973-1976 \$990.00, 1977-1980 \$992.00, 1981-1984 \$994.00, 1985-1988 \$996.00, 1989-1992 \$998.00, 1993-1996 \$1000.00, 1997-2000 \$1002.00, 2001-2004 \$1004.00, 2005-2008 \$1006.00, 2009-2012 \$1008.00, 2013-2016 \$1010.00, 2017-2020 \$1012.00, 2021-2024 \$1014.00, 2025-2028 \$1016.00, 2029-2032 \$1018.00, 2033-2036 \$1020.00, 2037-2040 \$1022.00, 2041-2044 \$1024.00, 2045-2048 \$1026.00, 2049-2052 \$1028.00, 2053-2056 \$1030.00, 2057-2060 \$1032.00, 2061-2064 \$1034.00, 2065-2068 \$1036.00, 2069-2072 \$1038.00, 2073-2076 \$1040.00, 2077-2080 \$1042.00, 2081-2084 \$1044.00, 2085-2088 \$1046.00, 2089-2092 \$1048.00, 2093-2096 \$1050.00, 2097-2100 \$1052.00, 2101-2104 \$1054.00, 2105-2108 \$1056.00, 2109-2112 \$1058.00, 2113-2116 \$1060.00, 2117-2120 \$1062.00, 2121-2124 \$1064.00, 2125-2128 \$1066.00, 2129-2132 \$1068.00, 2133-2136 \$1070.00, 2137-2140 \$1072.00, 2141-2144 \$1074.00, 2145-2148 \$1076.00, 2149-2152 \$1078.00, 2153-2156 \$1080.00, 2157-2160 \$1082.00, 2161-2164 \$1084.00, 2165-2168 \$1086.00, 2169-2172 \$1088.00, 2173-2176 \$1090.00, 2177-2180 \$1092.00, 2181-2184 \$1094.00, 2185-2188 \$1096.00, 2189-2192 \$1098.00, 2193-2196 \$1100.00, 2197-2200 \$1102.00, 2201-2204 \$1104.00, 2205-2208 \$1106.00, 2209-2212 \$1108.00, 2213-2216 \$1110.00, 2217-2220 \$1112.00, 2221-2224 \$1114.00, 2225-2228 \$1116.00, 2229-2232 \$1118.00, 2233-2236 \$1120.00, 2237-2240 \$1122.00, 2241-2244 \$1124.00, 2245-2248 \$1126.00, 2249-2252 \$1128.00, 2253-2256 \$1130.00, 2257-2260 \$1132.00, 2261-2264 \$1134.00, 2265-2268 \$1136.00, 2269-2272 \$1138.00, 2273-2276 \$1140.00, 2277-2280 \$1142.00, 2281-2284 \$1144.00, 2285-2288 \$1146.00, 2289-2292 \$1148.00, 2293-2296 \$1150.00, 2297-2300 \$1152.00, 2301-2304 \$1154.00, 2305-2308 \$1156.00, 2309-2312 \$1158.00, 2313-2316 \$1160.00, 2317-2320 \$1162.00, 2321-2324 \$1164.00, 2325-2328 \$1166.00, 2329-2332 \$1168.00, 2333-2336 \$1170.00, 2337-2340 \$1172.00, 2341-2344 \$1174.00, 2345-2348 \$1176.00, 2349-2352 \$1178.00, 2353-2356 \$1180.00, 2357-2360 \$1182.00, 2361-2364 \$1184.00, 2365-2368 \$1186.00, 2369-2372 \$1188.00, 2373-2376 \$1190.00, 2377-2380 \$1192.00, 2381-2384 \$1194.00, 2385-2388 \$1196.00, 2389-2392 \$1198.00, 2393-2396 \$1200.00, 2397-2400 \$1202.00, 2401-2404 \$1204.00, 2405-2408 \$1206.00, 2409-2412 \$1208.00, 2413-2416 \$1210.00, 2417-2420 \$1212.00, 2421-2424 \$1214.00, 2425-2428 \$1216.00, 2429-2432 \$1218.00, 2433-2436 \$1220.00, 2437-2440 \$1222.00, 2441-2444 \$1224.00, 2445-2448 \$1226.00, 2449-2452 \$1228.00, 2453-2456 \$1230.00, 2457-2460 \$1232.00, 2461-2464 \$1234.00, 2465-2468 \$1236.00, 2469-2472 \$1238.00, 2473-2476 \$1240.00, 2477-2480 \$1242.00, 2481-2484 \$1244.00, 2485-2488 \$1246.00, 2489-2492 \$1248.00, 2493-2496 \$1250.00, 2497-2500 \$1252.00, 2501-2504 \$1254.00, 2505-2508 \$1256.00, 2509-2512 \$1258.00, 2513-2516 \$1260.00, 2517-2520 \$1262.00, 2521-2524 \$1264.00, 2525-2528 \$1266.00, 2529-2532 \$1268.00, 2533-2536 \$1270.00, 2537-2540 \$1272.00, 2541-2544 \$1274.00, 2545-2548 \$1276.00, 2549-2552 \$1278.00, 2553-2556 \$1280.00, 2557-2560 \$1282.00, 2561-2564 \$1284.00, 2565-2568 \$1286.00, 2569-2572 \$1288.00, 2573-2576 \$1290.00, 2577-2580 \$1292.00, 2581-2584 \$1294.00, 2585-2588 \$1296.00, 2589-2592 \$1298.00, 2593-2596 \$1300.00, 2597-2600 \$1302.00, 2601-2604 \$1304.00, 2605-2608 \$1306.00, 2609-2612 \$1308.00, 2613-2616 \$1310.00, 2617-2620 \$1312.00, 2621-2624 \$1314.00, 2625-2628 \$1316.00, 2629-2632 \$1318.00, 2633-2636 \$13

PROBLEM NOW ACUTE

Severe Labor Shortage Hurting Game Factories

CHICAGO, Oct. 18.—A check-up of the amusement game coin machine plants here indicated this week that the trade is suffering from its most severe labor shortage since the end of World War II. Most of the manufacturers agreed the situation was due to the defense effort and the

high cost of living which forces production line workers to seek employment in other fields. The problem has become so acute that factories stepping up production on a hot game have been held back by as much as two and three weeks in reaching capacity output. While most of the distributors and operators have been patient in waiting for deliveries, it has become increasingly evident that this waiting period has been costly for them as well as to the manufacturer. Quite obviously when a distributor is not in a position to deliver a game to an operator, he can't make any money. In turn the operator unable to place the desired game on location also is hamstrung.

On the manufacturing level, the problem is even more of a problem. Naturally, there are times when it is necessary to have more production workers than normal. Unfortunately some of these have to be laid off after the peak of demand has been satisfied. As recently as a year ago, this plan seemed to work fairly smoothly. Most of the as-

sembly staffers laid off periodically were housewives, working to supplement the family budget. When the periodic layoffs came along, they caught up on their housework and got a chance to rest up.

Steady Work

Today, most of these same people are looking for steady work because they need the money more than ever. Only recently, one of the industry's largest producers required more than a month to increase its staff by 100 workers. Normally, this could be done in a week. This same factory stressed that production costs zoomed because workers frequently quit after being on the job a few weeks. It takes several weeks to train workers.

Oddly enough, none of the labor problems stem from the wage angle. It is generally accepted that assembly personnel in coin machine plants are paid at a higher rate than workers doing a comparable job in other industries. In addition most of the factories have virtually bent over backwards to create ideal working conditions.

Bally Finance Plan on Horse Proves Op Aid

CHICAGO, Oct. 18.—Reports received by Bally Manufacturing Company on its distributor network show, the recently instituted finance plan on the mechanical horse, The Champion, has proved popular with operators.

Jack Nelson, general sales manager, stated this week the finance program is of particular benefit to new coinmen. He also pointed out many old timers in the trade were making use of it. The plan is backed by the Walter Heller Company, which has handled much music machine paper down thru the years.

Thru the Heller firm, operators may purchase The Champion with a small down payment and the balance in 12 monthly payments.

Rotary Hikes Pitch Output

GARFIELD, N. J., Oct. 18.—The Rotary Baseball Pitching Machine Corporation has increased its output and speeded up delivery on its new unit. The Rotary, John J. Calleo heads the company.

The New Jersey firm's unit has a 9-foot long channel which feeds the baseballs into the machine on a gravity basis. It has a speed control as well as a horizontal and vertical adjustment to set up the machine for accuracy. The Rotary can be set to deliver 10 balls for a quarter or for continuous play. One of its added features is it pitches wet balls accurately.

The company supplies operators with an 18 by 26 inch blueprint to be used in making a complete batting range layout.

First Distributors Mails '53 Gift Book

CHICAGO, Oct. 18.—First Distributors started a mailing this week of its 1953 Gift Book which lists several hundred items suitable for both merchandise awards and Christmas gifts. Altho, the book is filled with items of general interest, it has been slanted toward the coinmen trade.

First's latest edition includes several different lines of appliances, watches, luggage, sporting goods, clocks, housewares, glassware, toys, dolls, cutlery, picnic goods, lamps, flashlights as well as many others.

The firm is owned by Joe Kline and Wally Finke. The merchandise division is managed by Hal Finke.

Calendar for Coinmen

October 20—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

October 28—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.

November 10—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.

November 12—Music Operators of Northern Illinois, monthly meeting. Site to be announced.

PRAISE DROP CHUTES

Shuffle Game Mfrs., Ops Tell Advantages

CHICAGO, Oct. 18.—Manufacturers of shuffle games this week defended their use of dime drop chutes on the ground they are a trade advance in both playing speed and performance and also eliminate a major location hazard. These statements were made in answer to a claim by a New York operator that drop chutes were troublesome (The Billboard, October 4).

The game producers stated that before the development of the drop chute to a point where it became standard equipment, many game operators com-

plained the slide type had a great many drawbacks. These cited were:

1. It wasted playing time to set up the game for play.
2. Required too much physical effort to push in the chute to clear the playfield.
3. Location Patrons occasionally damaged their clothing by brushing against the slide chute.
4. Disgruntled players frequently bent it out of operation.

It was pointed out by one manufacturer, the fault did not lie with the drop chute when jam-ups occur. He explained some dimes are exceptionally thin and many dropped into the chute are bent. Just a little care, he said, would eliminate 99 percent of the confusion.

Meanwhile, several operators in this area flatly stated the drop chute had been a big step forward and was one of the key improvements in the postwar era.

General Adds Perin to Staff

BALTIMORE, Oct. 18.—General Vending Sales Corporation appointed Herman Perin to its sales staff this week. Perin, during the past 15 years as operator, sales representative and in executive capacities in the industry, has covered 21 States from New England to Florida and Texas.

General, headed by Irv Blumfeld, Harry Hoffman and George Goldman, is distributor thru Maryland, District of Columbia and Virginia for Chicago Coin Machine Company, H. C. Evans & Company, Exhibit Supply Company, Genco Manufacturing & Sales Company, F. Gottlieb & Company, and Williams Manufacturing Company.

Speed Clock Delivery

CHICAGO, Oct. 18.—The Electric Ad Clock Company is making deliveries on its new Roulette Clock for specialized locations.

The clock has special features, one of them a pointer which automatically spins every minute and stops on a number. This feature can also be handled manually.

Correction

In a story which appeared in the October 18 issue of The Billboard, Sam Kohn was not identified as president of the Merry-Co. Round Manufacturing Company. Mr. Kohn is president of the firm.

Exhibit Ships Rudolph Units For Rep Shows

CHICAGO, Oct. 18.—Distributors of Exhibit Supply Company staged showings this week of Rudolph the Red Nosed Reindeer, Frank Mercuri sales manager, announced.

The coin-operated animal ride is mounted on a base, equipped with casters, dime coin chute, jungle bell halter with hand grips, jockey type saddle and adjustable stirrups. The ride lasts 60 seconds and has a 1-4 h. p. capacitor type Emerson motor.

The over-all height of the device is 54 inches while the saddle height is 33 inches. Other specifications are: Over-all length, 59 inches; width, 12 1-2 inches; base, 51 inches by 23 1-2 inches. The ride can handle a riding weight of 350 pounds. Shipping weight is 275 pounds.

Fully Licensed

Mercuri pointed out Exhibit Supply's Rudolph is the only one fully licensed by Robert S. May, creator of the fictional reindeer, and as such would receive the promotional backing of May's world wide organization.

One of the added features of the new Exhibit Supply product is that its base is also usable with two other animal rides in the works—Pete the Rabbit and Rawhide the Pony. Thus operators will be able to purchase up to three mounts for the same base and vary them according to location needs.

D & L Holds Open House

HARRISBURG, Pa., Oct. 18.—With scores of local and out of town operators and their wives participating, the D & L Coin Machine Company celebrated the move to its new headquarters at 100 S. 10th Street with open house festivities.

Owners Dave Berson and Leon Takson were on hand to receive the column guests and explained the salient facts of the firm's new lines. Food and refreshments were served thruout the day.

United Ships 2 New Type Shuffle Games

CHICAGO, Oct. 18.—United Manufacturing Company this week started deliveries on two new six player shuffle games—10th Frame Star Shuffle Alley and 10th Frame Super Shuffle Alley. Billy De Selin, sales manager, stated that parallel production lines had been established in the factory to move both units at virtually equal output.

The 10th Frame Star game combines two of the top features of current shuffle play, the double matching score principle and extra shots for sharp shooting in the final frame. It has dial scoring, strike and spare flasher lights, Formica playfield and a 10th frame scoring area, which registers only the pins recorded in the final frame. Purpose of the 10th frame is to give average players a chance to catch up by coming thru on their final shot. The matching score on the game has two phases. In the first, the player tries to match the last digit of his score with the number lighting up on the backglass. This in itself is considered a winning score. However, if the player can also finish his game with a lighted star over his matching score he is a double winner.

In the 10th Frame Super game, United concentrated on refinements of final frame play. As in the other game there is dial scoring and a special area for 10th frame scoring. It has provisions for the railroad split flasher lights for strikes and spares and a Formica playfield.

Both games are available in six and 9-foot lengths, giving operators a choice of four different models.

Gottlieb Bows Chinatown, New Nine Trap Game

CHICAGO, Oct. 18.—Regular shipments of D. Gottlieb & Company's Chinatown, New Nine Trap game were started this week. The new game features nine ball trap holes and several ways of scoring replays.

The key to Chinatown is a combination of plays both in the trap hole section in outlying areas of the playfield where most of the scoring bumpers and switches are located. Balls falling into the trap holes score from 100,000 to 900,000 high score points and from one to nine special points.

Replays may be made by guiding balls into trap holes 1 to 5 (one ball in each) or 5 to 9. Another special approach to replays is to guide balls into the traps in such a way that the hole numbers add up to 21. Another way of recording replays is to guide a ball thru the top rollover, when lit, by making both the C and A side rollovers. The new game also has a spill out feature for added replay action. This works in conjunction with a rollover button near the bottom playing area.

Steady Prices Mark Activity On Used Games

CHICAGO, Oct. 18.—Prices on used shuffle games continue steady in The Billboard's Index of Advertised Used Machine Prices with little tendency toward fluctuation on models made by major manufacturers.

Among the most active units in the past three weeks have been United's Shuffle Alley, Shuffle Alley Express, Bally's Shuffle Lane, Chicago Coin's Twin Bowling Alley, and 6-Player Bowling Alley.

In the five ball field, the giant pinballs have been getting the most turnover. Leaders in this division were Bally's Bright Lights and Bright Spot and Williams' Hayburner.

Exhibit Supply products continue to set the pace in the arcade business. Units most active were the Dale Gun, Silver Bullet and Jet Gun. Other fast moving items in the same period were Mutoscope's Photomatic and Seeburg's Shoot the Bear and Chicken Sam.

Rose Agency Moves

CHICAGO, Oct. 18.—The Charles Edson Rose Advertising Agency this week moved its headquarters to 6370 Sheridan Road. The firm handles several coin machine accounts including D. Gottlieb & Company, H. C. Evans & Company, Aeme International, S. L. London & Company, Inc., and Southern Automatic Music Company.

The firm has been in business over 20 years and is headed by Charles Edson Rose, founder. Bill Perry has been Rose's assistant for a number of years.

USE OF GOOD BODY ENGLISH PLUS PRAYERS PAYS OFF

PITTSBURGH, Oct. 18.—The coolness of a coin machine serviceman in an emergency resulted in a near-miracle plane landing here Wednesday (14) Edward Savage, Berlin, N. J., an amateur pilot with less than six months at the controls, ran out of gas before he could reach the County Airport. Had it been at sometime other than the morning rush hour Savage could have tried a landing on one of several highways in sight.

Luckily he spotted a smooth area along the unfinished Penn-Lincoln Parkway and decided to shoot for it. Like an old pro he guided his little ship beneath power lines, between trees, thru a maze of construction equipment and finally down the ruts and gutters of the unfinished roadway. He ended up under a bridge, less than a foot from a concrete sewer of construction.

Vending Growth Cited In Wall St. Journal

CHICAGO, Oct. 18.—The growth of automatic merchandising, both in numbers of venders and variety of products, took news precedence Thursday (16) on the front page of The Wall Street Journal. Citing the industry's expansion, the article quoted figures from the 1952 Survey of the Vending Machine Industry by Vend, sister publication of The Billboard, and leading manufacturing and operators in the field.

Ind. Tax Body Mulling State Vender Levy

Special Industry Tax Unwarranted—Fred Brandstrader

INDIANAPOLIS, Oct. 18.—The State Tax Study Commission, created by the Indiana Legislature in 1951, is readying a decision as to whether the State should impose a tax on venders.

It was pointed out, however, by commission chairman Courtney Johnson that the body has no legislative authority, nor does it have the power to assess or create a tax of any kind. The commission exercises an advisory function; action upon its suggestions is left up to the Indiana General Assembly which meets in January.

Fred L. Brandstrader, legislative counsel of National Automatic Merchandising Association, told the commission that a vender is a piece of business equipment similar to a cash register or a counter in a retail store. As such, venders do not warrant a special tax, he emphasized.

Cites Other States

The commission, as asked by Brandstrader to consider the experiences of other States with vending machine taxes. He pointed out that in some States, a tax is levied on the sale of vending machines.

Bow New Bloyd Bulk Machine

VALLEY STATION, Ky., Oct. 18.—Bloyd Manufacturing Company here has announced a new model bulk vender, the Do-All, at \$12.95.

Vending plate permits stocking of nuts, ball gum, lizenzette type items and charms available for penny and nickel operation, the unit features a low base, cylinder type globe with lock on cap and a side coin chute. Horizontal movement of lever affixed in vending plate effects product delivery.

Rite Mulls Cold Coffee Drink for Vending Field

NEW YORK, Oct. 18.—While not coffee machines are making heavy inroads in the coin vending field, the possibility of cold coffee drinks for the vending trade is being mullied by Rite Food Products here.

Benjamin Spectorman, president, said Rite research men have been working on a coffee sirup which would be used in vending machines for either a carbonated coffee drink or for iced coffee. Spectorman said the research has been conducted for 18 months and that the firm expects to put its product on the market soon.

Rite buys its raw materials from American Home Foods, Inc., and uses George Washington pure coffee for its base. At present the sirup is sold primarily to soda fountains.

Circular Planned
Current plans call for circular-

Leading off with the statement that during 1952, Americans will spend \$1.2 billion in vending machines, double the volume of 1946, the article pointed out that in addition to on-the-spot consumption venders are increasing their volume of take-home business.

It was pointed out that in 1951, there were over 1.1 million venders in factories, against less than 780,000 in 1950. Machines in military installations increased from 94,000 in 1950 to nearly 145,300 last year.

Credit Cup Units
Much of the credit for the recent spurt in vending, the Journal set forth, was due to the development of bulk or cup type beverage units. Americans drank 1.3 billion cups of vender-sold drinks in 1951 for \$51 million; in 1949, beverage vender volume was under \$42 million.

Combining the Vend survey figures with those of W. B. England, Harvard lecturer, it was noted that one of the earliest forms of volume vending was still gaining ground. Referring to cigarette units, it was pointed out that 436,700 venders last year sold \$664 million in single pack sales. In 1949, England said, 250,000 machines sold \$300 million and in 1930, 25,000 machines moved \$18 million worth of cigarettes.

Robert Z. Greene, president of Rowe Corporation, was quoted: "About one in every seven packs of cigarettes purchased by Americans comes from a vender, and about 15 per cent of the nation's nickel candy bars are sold thru machines."

Quoting Vend, the article stated that in 1951, candy venders grossed over \$180 million, against \$126 million in 1949.

Most of the 6,000-plus operators in the country are small.

(Continued on page 101)

CREATE WIDER DEMAND

Charms Mfrs. Using New Ideas to Broaden Market

CHICAGO, Oct. 18.—New materials, animation, color and the greatest variety of design in history, resulting in more appeal for moppet customers and a wider age group appeal generally, is proving to be the five-point key opening up new and revitalizing established markets for charms.

The five charms manufacturers supplying the U. S. and the booming Canadian ball gum operator fields have during the past two years, invested in new molds and equipment to introduce the — glamor and glitter lines in some instances, these dies recovers upward of \$50,000 expenditure by a single firm. Venturing for the first time in important volume into the teenage market, with some releases

CAR COINS

Tailor-Made Islands Up Vend Value

PHOENIX, Oct. 18.—The 32-service-station chain operated by Blakely Oil, Inc., features an all-vender refreshment bar in each outlet replete with separate metal canopy and bench.

A. Monroe Blakely head of the chain, said the automatic merchandising islands are designed as a customer convenience. Each includes three bottle venders, flanking candy, cigarette, popcorn, gum and nut machines.

Placing the vender islands away from lubrication and wash racks entices more customers than in the original plan of locating machines along the wall of the main service station building, Blakely said.

Sales volume thru the venders would indicate that they will play an important role in the architectural design of new service stations, he predicted.

Supreme Court Sets Canteen Case Renewal

WASHINGTON, Oct. 18.—The Supreme Court this week agreed to review the discriminatory pricing case of the Automatic Canteen Company of America. Court acted on a petition by Canteen, which earlier lost a decision in the Seventh Circuit Court of Appeals in favor of the Federal Trade Commission.

FTC originally ordered the Canteen to cease and desist from certain alleged discriminatory practices.

(Continued on page 101)

Dispenser Program Progress Report by Fla. Citrus Mutual

No Dollar Commitments Yet, But Inquiries Invited; Cite Plan Details

LAKELAND, Fla., Oct. 18.—Although offering no definite financial commitments to any one dispenser or vender program, Florida Citrus Mutual this week thru a progress report, on dispensers, announced that it now has an administrative plan ready with necessary policing and utilization of a quality emblem.

Ralph M. Townsend, manager of FCM's six-month-old Beverage and Dispenser Division, emphasized that no advance assurances had been made to anybody relative to financing, even the several manual dispensers have been approved (The Billboard, October 11). However, he said inquiries for such financing were being received and would be reviewed upon merits with no favoritism either for the concerns applying or for types or brands of equipment.

Townsend said that there were about 30,000 dispensers of all types (including the Minute Maid Mills venders which number about 550) serving citrus juices. "That total is a very small fraction of the number of locations where we know that dispensers serving Florida juice will pay off," he stated.

During recent weeks, Townsend declared, he had received requests for Mutual financing of dispenser equipment totalling over \$2,000,000. This figure, he said, represented locations for some 15,000 units of all types.

Consider Benefits

Consideration of possible benefits to Florida growers will be

the key to whether Mutual will undertake setting up a credit fund of \$2,000,000 for the first year's operation, plus further credit during 1954 and 1955 for a three year over-all operation. Townsend stated.

Policing action will play an important part in the dispenser program. All purchasers of equipment from Mutual, thus operators of all such dispensers financed by the organization, would be required to sign a contract to meet specified standards. These would include the kind of juice to be sold, sanitary and attractive maintenance of equipment and other requisites of good service.

To uphold quality standards, dispenser installations meeting proper requirements would display an emblem of approval from Mutual. The emblem would be (Continued on page 101)

G. Washington Vending Market Upped Fivefold

NEW YORK, Oct. 18.—Sales of vending machine operators of George Washington coffee have jumped 500 per cent during the last six months. L. C. Powell, American Home Foods sales executive announced this week. He pointed out that the firm's research men have been working to improve the product since it was first manufactured for powder-type coffee machines 17 months ago.

Powell said that George Washington coffee is now sold in vending machines in all 48 States, with the heaviest sales in the East and Midwest.

Two manufacturers of coffee sirup for carbonated drinks are now using GW as a base, he added. They are Airline Foods, Elizabeth, N. J., manufacturers of Spar, and Rite Products of New York, manufacturers of Old Glory.

Powell claimed that research men have improved the taste and quality of GW during the last 17 months, and that they are now working on a process to reduce foam.

Distribution of GW to West Coast coffee venders is a fairly recent development, but Powell says sales are going well there.

Hold Mich. Cig Op in Tax Case

DEARBORN, Mich., Oct. 18.—William E. Maskeny, a local cigar operator, was ordered jailed by Circuit Judge Thomas F. Maher last week for refusal to produce his firm's records after he was accused of withholding \$8,000 in taxes from sales thru unlicensed machines. Temporarily freed after posting an appeal bond, he is scheduled for trial on charge of conspiring to evade the State cigarette tax.

According to State investigators, Maskeny operated 28 unlicensed venders in the Detroit area in addition to 15 other venders which were licensed.

ADDITIONAL VENDING NEWS

Additional vending news appears on page 115 The Vending Machines Index of Advertised U.S. Machine Prices also appears on that page.

put PROFITS in your pocket with PICTURES



Auto Photo STUDIO

develops 700% Gross Profit!

- Professional Pictures — sharp focus, clear finish
- Produced in 2 minutes — fast and economical
- All Automatic — easy servicing for operator
- Attractive Easily Recognized Studio — suits any location! Write today, for Auto-Photo, for your brochure — "Picture Yourself in the Money"

Contact Auto Photo Co. for distributor nearest you

Auto Photo Company

DEPT 103 - 1444 SOUTH SAN PEDRO STREET
LOS ANGELES 14, CALIFORNIA

4 poses 25¢

... less than 3¢ cost per strip!

SILVER QUARTER OPERATION—KING SIZE INCLUDED

ORDER YOUR KING SIZE CONVERSICKS NOW!

We have new size conversions for all ROWE, DU GRONIER, WOOD, APAC and NATIONAL machines.

Prices vary, so please advise your requirements and we'll make immediate delivery at lowest possible price.

Our Plans Are VINDEXED
Prevents Peeling, Flaking & Rusting

National 320 3 Cols. 370 Pack Cap. **Special \$95.00**

Du Gronier Model W 3 Cols. 320 Pack Cap. **\$85.00**

Rowe Imperial 3 Cols. 340 Pack Cap. **Special \$85.00**

SPECIALS ON CANDY MACHINES

DUG. Candyman 72 Cap. Without Base \$ 67.50
 DUG. Candyman With Base 67.50
 Uneda Candy 103 Bar Cap. With Base 75.00
 National Candy 010, 102 Bar Cap. 81.00

All Equipment Unconditionally Guaranteed
 Trade Prices
 3 Day Del. C.O.D.

UNEDA 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

Oregon Cig Tax General Ballot Issue Nov. 4

PORTLAND, Ore., Oct. 18.—A State proposal to tax cigarettes 3 cents per package will be voted on at the November 4 election. Approval would activate a companion measure that would apply fair-trade practices to cigarette sales.

The tax measure is a referendum on a 1951 State law that was forestalled by circulation of petitions putting the issue on the general election ballot. The tax was expected to equalize the machine price with that charged over most counters. Although a few machines vend standard-size cigarettes for 17 cents, the going price in venders is 20 cents. Prices over the counter range from 17 cents in grocery stores to 25 cents in clubs.

The 1951 legislation, however was framed to link the cigarette tax with the 1951 fair-trade law, the latter measure having the support of the tobacco interests.

VENDERS WOOD BY KOOLS CIGS

NEW YORK, Oct. 18.—The Brown & Williams Tobacco Corporation, manufacturer of Kools, is making a pitch to the vending field in a brochure mailed to operators throughout the country.

A green and white, five-and-a-half by six-inch mailing piece points out that the smoker of Kools will not accept a non-mentholated cigarette as a substitute. It contends that every operator who doesn't put Kools in his machine is losing money. Testimonials are carried from the following operators: Arthur Weil, Cliff Weil, Inc., Richmond, Va.; Mike Stephan, Stephan Candy & Tobacco Company, Fort Wayne, Ind.; J. C. Guthrie, Miller Automatic Sales Company, Company, Louisville, and Herb Geiger, Geiger Automatic Sales Company, Milwaukee.

NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards
 Silver-Tipped
 Buttons and
 New Cansos

Compasses
 Plates
 Locks
 Hooks and
 Jewel Boxes

Ours is the finest and most complete line in the country. Immediate delivery! Send 35c for complete samples for low, low, low prices.

PENNY KING CO.
 238 Mission Street
 Pittsburgh 3, Penna.

We Have VICTOR'S

New BABY GRAND CHICLE TREETS VENDOR also Jumbo 100

Order Now

BIRMINGHAM VENDING CO.
 540 2nd Ave., N.E.
 Birmingham 4, Alabama

GIVE TO DAMON RUNYON CANCER FUND

THE RIGHT COMBINATION FOR GREATER PROFITS

VICTOR'S VICTOR'S VICTOR'S

TOPPER DELUXE globe style **TOPPER DELUXE half-cabinet style** **BABY GRAND**

\$14.20 Each—Packed 4 to a Case. Less in Quantity Lots.

Price subject to change without notice. Time payment plan available—trade-ins accepted.

Less than 25 cases . . . \$52.00 per case of 4 P.O.B.
 25 cases or more . . . 48.00 per case of 4 P.O.B.

America's Finest Cigarette Vendor

all electric
"SMOKESHOP Lo-Boy"

Featuring EYE-LEVEL SELECTIVITY

- * 480 Pack Capacity
- * 9 Columns
- * Regular or King Size
- * Service-Free Mechanism

The Biggest LITTLE Cigarette Vendor Ever Made!

For full details TEAR OUT AND MAIL THIS AD NOW!

General Sales Office
AUTOMATIC PRODUCTS CO.
 150 W 57th St., New York 19, N. Y. • PA 2-7322
 Registered Sales Representatives throughout the United States

BABY GRAND CHICLE TREETS

2 for 1c 300 Count. Capacity: 5½ Pounds.

NOW VENDING CHLORO TREETS

A Delicious . . . High-Quality Chewing Gum . . . Featuring That Sensational Health-Giving CHLOROPHYLL.

2 for 5c 250 Count Capacity: 5½ Pounds Operator Gross **\$6.25** Per Pound Approx.

ALSO VENDS CHLORO TREETS

2 for 1c, 336 Count, Capacity: 5½ Pounds

SPECIAL PROMOTIONS

FOUR 1c BABY GRANDS plus 25 pounds of CHICLE TREETS—Total **\$63.25**

FOUR 1c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total **\$65.00**

FOUR 5c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total **\$69.50**

SPECIALS!
 Merchandise Suitable for **TOPPER DELUXE MODELS**

RAIN BIRD BALL GUM (in 25 lb. cartons). All sizes . . . 28c lb. (freight prepaid on orders in 200 lb. lots or more) when cash accompanies 500 lb. order 3% discount allowed.

LARGE PISTACHIO NUTS (25 or 60 lb. carton) . . . 70c lb. Extra Large . . . 73c lb.

SMALL PISTACHIO NUTS (25 or 60 lb. carton) . . . 45c lb.

SPANISH PEANUTS (30 lb. carton) . . . 28c lb.

VIRGINIA PEANUTS (30 lb. carton) . . . 37c lb.

USED EQUIPMENT FOR SALE

REGULY LIKE NEW—3c Mar. chandise Silver King **\$7.45** Each

REGULY LIKE NEW — Victor Model B's **\$7.95** Each

ATTENTION: VENDING MACHINE OPERATORS!!!

Now available in any quantity—4 or more—Victor's Half-Cabinet, Topper Deluxe; Glass Globe, Topper Deluxe; Baby Grand; Vending 2 for 1c Chicle Treets and Chloro Treets; also going great—our Baby Grand Vending 2 for 5c Chloro Treets Topper Deluxe at \$14.20 per unit; Baby Grand at \$13.00 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms ready to set on location—at \$18.20 per unit. Your gross, approx. \$12.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with orders. balance C.O.D. Prices F.O.B. Dallas

TEXAS EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION

GRAFF VENDING SUPPLY CO.
 2841 WEST DAVIS STREET DALLAS, TEXAS

VICTOR'S BABY GRAND and TOPPER DELUXE

← BABY GRAND, 1c or 5c **\$13.00** ea. packed 4 to a case

\$12.00 ea. lots of 25 cases or more.

→ TOPPER DELUXE—GLOBE-STYLE

\$14.20 ea. packed 4 to a case

\$13.20 ea. lots of 25 cases or more

CHLORO TREETS, 2 for 1c, \$13.00 per case of 25 lbs. CHICLE TREETS, 2 for 1c, \$12.00 per case of 25 lbs. CHLORO TREETS, 2 for 5c, \$12.00 per case of 25 lbs. JORDAN TREETS, \$22.50 per case of 50 lbs.

Ball Gum, 144-178-210, 25 lbs. or more, 34c per lb.

DEVICES NOVELTY SALES CO.
 Authorized VICTOR Distributor

1624 N. California Ave. Chicago 47, Ill. Phone: SP 41910 3 0000

Write for Our Complete Charm List

PIONEER VENDING SERVICE
 590 Albany Avenue Phone: PResident 4-5358 Brooklyn 3, N. Y.

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
PRINTS AND PRECISION CALL BEATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTS WHEN IN USE.
SPECIAL WORKMANSHIP IS EMPLOYED IN BUILDING THIS SCALE TO ASSURE RELIABILITY AND ACCURACY.

There is a shortage of construction material available than in any other part of the country. This is the reason for the high price of building materials. This scale is made of strong black fiber to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
125 Des. Bldg. C.O.D. F.O.B. N. Y.
Distributors Write for Prices.
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave. Brooklyn 35, N. Y.

Your Future will be brighter with

GUGGENHEIM'S FORTUNE WHEEL

\$12.00 per thousand

Send for the complete price list of our latest charm line

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

"DAV" RAZOR BLADES

An AMAZING VENDING PROGRAM... that returns your cost within 4 months. See your distributor or write direct.

National Sanitary Sales
Dept. B, 4307 W. Lawrence Ave. Chicago 30, Ill.

We are restockers and carriers of Nut Meats

- Spanish Peanuts
- Butter Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Walnuts
- Quince
- Seeds
- Beans
- Red Skins
- Almonds
- Pilberts
- Adams Gum
- Ball Gum
- Pan Candies
- Straws
- Breakers
- Seeds
- Cherries
- Oranges
- Puffs

NORTHWESTERN SALES & SERVICE
1114 TREMONT ST., BOSTON, MASS.

Victor's Topper Deluxe HALF CABINET STYLE SHOWN

Also available with glass globe

\$14.20 EACH (cases of four)
(Minimum Order)

\$13.20 EACH (100 or more)

We have lowest prices on gum and charms

H. B. HUTCHINSON JR.
860 NORTH AVE., N. L. ATLANTA 6, GA.
Tel: Emerson 4300

Canteen Case
Continued from page 99

tices, including "the use of exclusive dealing contracts" in the leasing of the vending machines, and "knowingly inducing and knowingly receiving price discriminations in connection with purchases of sweets and nuts. On the latter count, the FTC charged that the Canteen company paid from 1.2 to 33 per cent less than did competitors, and that it received similar price cuts from "about 80 of its 115 suppliers," all of which, insisted the commission, is in violation of the Clayton Act, as amended by the Robinson-Patman Act.

These practices, said the commission, enabled the ACCA to attain a "dominant position" in its field, with sales thru vending machines expanding from \$1,937,117 in 1936 to \$14,253,547 in 1944.

A spokesman for the commission admitted, however, that the bargain prices offered the vending machine company by the candy suppliers permitted the firm to plow back extra profits into the making of superior machines. Sweets and nuts suppliers recovered their losses thru increased sales in theaters, factories and other preferred locations served by Canteen.

The ACCA argues that the Robinson-Patman Act, which does permit price differentials based on cost differences, does not require a better to prove his selling cost justification. To be required to prove that candy gum and nut suppliers made their products available at lower prices because their costs were less, would impose on Canteen "an impossible burden," the company contends. It would further deprive Canteen of "due process" and eliminate from the Act the cost-justification provisions, according to the firm.

Vending Growth
Continued from page 99

businessmen, ranging downward from the giant Automatic Canteen Company, the article declared. Canteen operates 300,000 venders of different types and increased sales 19 per cent the first half of this year over sales made in the same period in 1951.

The article singled out a "typical middle-sized operator" to provide concluding quotes: D. C. Moore, Rockford, Ill., stated he had 34 venders in one local hydraulic equipment plant employing 800 workers.

Moore said his coffee machines move about 1,200 cups daily, while the cold drink units sell about 700 cups and candy machines 600 nickel bars each day. Commission to the plant amounts to \$175 a month, on the average, he stated.

Wider Demand
Continued from page 99

lasting finishes for charms calling for bronze, silver, gold and other metallic effects.

New Ideas

With production departments busy at all five charms firms, each reports like activity in designing departments. The output of proven designs will be bolstered regularly with new ideas aimed at maintaining high interest on the customer's part.

An important indication of the thinking behind the charms production lines is this statement by one leading manufacturer: "Current releases, in the main, are not the 'hold and throw away' type; instead, they encourage serious collection on the part of the youngster or teen-ager and make attractive and prized display pieces in his home."

The five companies producing charms are Samuel Epp & Company, Inc., Jamaica, L. I.; Karl Guggenheim, Inc., New York; Penny King Company, Pittsburgh; Plastic Processes, Inc., New York; and Paul Price, Inc., New York.

Dispenser Plan
Continued from page 99

available not only to Mutual-financed machines but to machines otherwise purchased, if they comply with set standards.

The emblem would be linked to a national education program informing the public how to recognize an installation "where a quality drink of Florida orange juice may be expected."

Relative to types of equipment available, Townsend said that in each category (of machines) now known, there were those capable of doing a good job and "efficient enough to be eligible for consideration for mutual financing." "Vending machines for both concentrate and single strength juice are available," he stated.

COLD 'N' HOT Ice, Fuel Units Build New Market

DES MOINES, Oct. 18.—The sale of ice in block, cube and crushed form thru venders has taken on new impetus during the last two years because of a broadened merchandising policy, according to Donald Rose, sales manager of F. B. Dickinson & Company.

The ice vender market, up thru 1950, was static because the sole location for such equipment was in the ice plant itself. With the introduction and successful operation of separate neighborhood ice-vending stations, the location potential underwent a drastic change. Now, Rose estimates, there are about 1,000 such vender stations in operation.

Dickinson also reported a fairly recent adaptation of its ice-vending unit, to that of a coal vender, was finding growing customer approval. There were 45 coal venders operating in 1951; now there are over 100, Rose said. In addition to sacked coal, charcoal and briquettes, the fuel venders too handle five-gallon cans of kerosene.

Willis Named To Cole Post

NEW YORK, Oct. 18.—George Gruber, manager of the New York office for Cole Products Corporation, announced the appointment this week of Harry Willis as district manager.

Gruber said that Richard Cole, president, and D. W. Donahue, secretary, were in from Chicago. Cole will visit American National Dispensing Company's Lansdale, Pa., plant where Coffee Spa is manufactured, while Donahue will go to the firm's Canadian offices in Toronto.

Ind. Tax Body
Continued from page 99

ed out that only seven States have enacted such levies—Alabama, Florida, Maryland, North Carolina, South Dakota, Tennessee and West Virginia. In every instance, revenue "is not substantial," he said.

Brandstrader also pointed out that six other States—Texas, Georgia, Kentucky, South Carolina, Virginia and Arkansas—had repealed net-machine taxes within the last five years.

In Massachusetts this year, that State's Joint Taxation Committee expressed unwillingness to legislate a vending machine tax, he declared.

Platforms containing vigorous commitments against the imposition of new taxes of any type were adopted by both the Democratic and Republican parties in their State conventions here last summer. It was pointed out.

Portuguese Crop Short

Shelled almond exports from Portugal total 3,174 tons for the crop year ending August 31, 1952, compared with 4,352 tons for the previous crop year, the Commerce Department announced last week.

Portugal's almond crop this year is predicted to be 400 tons short of the 4,800 ton record crop in 1950. Exports of unshelled almonds were 562 tons in the 1951-'52 crop year and 637 tons for the previous year.

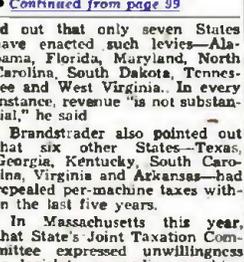
Another New FEATURE ITEM from P. A. PRICE Co.

DOMINOES

Beautifully designed black plastic with clear white dots.
Complete line of charms. Send for FREE PRICE LIST.

\$7.50 per M. F. o. b. NYC
Min. order 2M

PAUL A. PRICE CO.
220 Broadway, New York 7



IF YOU ARE LOOKING FOR THE BIG MONEY... THIS IS IT!

Today's hottest money market. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity—1000 holds over 600 pieces—100 columns—wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms—fast, easy, front load servicing—positive, simple, fool-proof delivery tested and proved on location.

THE NORTHWESTERN CORPORATION
699 S. ARMSTRONG STREET
MORRIS, ILLINOIS

DO-ALL VENDORS
for Nut-Gum Charms
Circle Treats 12 or 36 each

\$12.95 each

BLOYD MFG. CO.
Volley Station, N.Y.

30 DAY MONEY BACK TRIAL

Northwestern Model 49

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know you will gain a satisfied customer.

100 OR MORE
\$16.95
F.O.B. Factory

GUARANTEED USED MACHINES

DELUXE 14 and 24 Combination... \$13.95
MODEL 33 BALL GUM, Porcelain, 12 P. 45... \$22.50
MASTER 54... 7.45

CHALLENGER
Plastic Globe... \$22.50
MUSTY LITE NEW ADVANCE MODEL O T BALL GUM 7.45... \$22.50

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO Jumbo Queen... 37	VIRGINIA PEANUTS 28	BALL GUM, All Sizes... 40
ZENOBIA PISTACHIO PINEY BUSH... 43	SPANISH PEANUTS... 38	Prepaid... Per Lb. 6.38
PISTACHIO 4-STAR... 21	ALMONDS, 400 Count... 25	ADAMS GUM, All Flavors, 100 Count... 47
MIX... 42	1 LB. Vactor Packed... 35	WRIGLEY GUM, All Flavors, 100 Count... 42
PISTACHIO Star... 48	ITALIAN CRACKED PEAS, RICE and Beans... 35	SUCHARD CHOCOLATE, 700 Count... 1.30
CASHW. WHOLE... 47	RAINBOW PEANUTS... 20	HERBETTS CHOCOLATE, 300 Count... 1.30
MIXED NUTS... 35	BOLTON BAKED BEANS... 25	MINIMUM ORDER, 21 Boxes
JELLY BEANS... 25	LICORICE LOZENGES... 35	

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.

TIME PAYMENT PLAN Available—TRADE-INS ACCEPTED

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • 10ancora 4-6467

From **LITTLE ACORNS** mighty INCOMES grow!

Precision-Built for PROFITS!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYL GUM—all bulk make
- Polished, easy-to-clean merchandise chute.
- Temperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW! SILVER STREAM
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Kingsbridge Ave., Culver City, Calif.

East & Midwest: W. J. Abelson, Gen. Sales Mgr., 2033 17th Ave., Pittsburgh. Phone: AT 1-607
Pacific Coast Distributors: OPERATORS VENDING MACHINE SUPPLY, 1221 S. Grand Ave., Los Angeles

Heavy Operator Turnouts Key Rock-Ola Showings

Fireball's 120-Selection Mechanism Seen by Trade at Distrib Parties

CHICAGO, Oct. 18.—Several thousand operators, servicemen and guests got their first view of the Rock-Ola Fireball when distributors held open house gatherings Sunday (12) to show the trade's first 120-selection music box. Also shown was Rock-Ola's 120-choice wall box.

The Fireball, known as Model 1436, will be available in either 78 r.p.m. or 45 r.p.m. speeds. It has a revolving four-sided title strip panel with 30 selections to

the side and a wheel or drum type record magazine. A robot-like record arm lifts the records from the magazine and places them on the turntable. Both the magazine and selector mechanisms are on one hollow shaft and can be removed as a unit for simplified servicing.

A three section plastic dome houses the top of the Fireball. The rear of the center section is finished in several colors and provides a strong background for

the visible portion of the player mechanism. The magazine is at the rear of the player compartment and is only one third visible as it swings to make a selection.

The wall box, designated as No. 1544, has a row of 10 selector buttons running vertically down each side. The title strips are attached to 20 hinged metal holders. To change the group of 20 visible selections on the wall box the patron turns a lever which causes the selections to move like the pages of a book.

Following is a round up of Rock-Ola distributor showings held Sunday (12):

World Wide Chi Show

Just about every operator in the World Wide territory was on hand sometime during the day to view the performance and study the mechanics of the Fireball. Al Stern, assisted by Len Micon, Monty West and Fred Skor, provided beverages and a wide assortment of foods which were served throughout the day.

(Continued on page 104)

MOA POLLS OPS ON 120 SELECTION LIMITATION

OAKLAND, Calif., Oct. 18.—Should Music Operators of America adopt a resolution urging manufacturers not to build phonographs with more than 120 selections?

That point, among others, was covered in a one-page questionnaire mailed this week from MOA's headquarters. "Seeburg built a 100-play job," the questionnaire began. "AMI builds an 80-play job. Rock-Ola has a 120-play job. Wurlitzer has a 104-play job. A new firm has manufactured a 100-play job that will be on the market after the first of the year, making a total of six companies.

"The operators at the MOA convention felt that the manufacturers should standardize the number of plays on a phonograph.

Further, that there would be no benefit to the operator in increasing the number of plays over what is already being built.

"Further, that the manufacturers should be informed of the operators' feelings regarding this matter."

At the bottom of the questionnaire operators were asked: Are you in favor of such a resolution? How many plays should be standard on any make of phonograph? Do you favor 45 r.p.m.? Do you favor 78 r.p.m.? Do you favor intermix?

OPS Invites Data For Juke Decontrol

WASHINGTON, Oct. 18.—Tighe Woods, administrator of the Office of Price Stabilization, has suggested that representatives of the juke box industry meet with his office to assist the OPS in reaching a decision on decontrol of that industry.

In letters to both George A. Miller, president and business manager of the Music Operators of America, Inc., and Rep. George P. Miller, of California, Woods declared that decontrol of the automatic music industry would have to be considered on a nationwide basis. He said that Conley Dillon, chief of the OPS Service Trades Branch, desires to receive data from other geographic areas (in addition to California) so as to reach an early decision. To date, Woods wrote, OPS has not received such additional information.

OPS, Woods declared, stands ready to "give every consideration to the solution of the problem once we have sufficient information on which to base a decision."

Earlier this month, Congressman Miller sent the following letter to Woods:

"I respectfully request that you personally take a look at the automatic coin-operated music machine business with a view to having it decontrolled.

"This is about the only phase of the entertainment business that is still under control, and it is a minor facet of it.

Ops Responding To AMI Contest

GRAND RAPIDS, Mich., Oct. 18.—Operators from every part of the nation have already responded to AMI's "Write An Ad Contest," the firm's advertising manager, Bill Fitzgerald, reported this week.

With a November 15 deadline looming, Fitzgerald said he expected returns to be even heavier in the remaining weeks. Top prize for the best ad idea will be a new AMI juke box.

"The operators of automatic phonographs... find themselves in a bind. Practically all formerly 5-cent operations such as telephones, newspapers... are now 10 cents. These people (juke operators) deserve relief."

"I have consistently supported price control in the interest of our economy, but now that relaxations are being given on a broad basis, I do not see why this industry is not entitled to immediate relief."

A BATTLE OF SELECTIONS?

'How Big Can a Juke Box Get?' Operators Wonder

• Continued from page 1

lections would be most desirable?

3. Should future phonographs be built to handle 45 r.p.m., 78 r.p.m. or an intermixture of both speeds?

When MOA held its third annual convention and exhibit in Chicago last month, advance news of Rock-Ola's 120-selection phonograph had reached a sufficient number to cause speculation that the industry might be in for a "battle of selections."

Resolution Asked

Some members of MOA thought the association ought to have adopted a resolution during the convention, but Miller convinced them a survey should be made to determine operator opinion.

Miller pointed out that any resolution adopted by MOA would be merely a recommendation based on the survey.

At the manufacturing level, there were no indications this week that any firm planned introducing a model with more selections than are currently being built.

Carl T. McKelvy, vice-president and director of sales for Seeburg, commented that a

"race between manufacturers to determine which offers the most selections could defeat the purpose of the phonograph industry."

McKelvy declared, "the number of selections beyond 100 is not a factor since 100 selections offers an adequate programing service for the industry. Even though we have had since 1948 a 200-selection non-coin-operated mechanism, we do not think it fitting, practical or necessary to convert this mechanism to coin operation.

"We do not want to destroy the selectivity factor just for the sake of being able to say we have more selections."

Editor's note: The 200-selection mechanism is Seeburg's Industrial Commercial music system designed to provide background music in office buildings, industrial plants and similar installations. It was introduced a year earlier than the Seeburg Select-o-Matic 100 juke box.

The Rudolph Wurlitzer Company, which makes a 104-selection box, has no plans for building a phonograph with more selections, according to Bob

EDITORIAL

"Sell" MOA Locally

During the Music Operators of America convention in Chicago last month we made the suggestion that MOA's officers and directors consider dividing the nation into a number of regions, and that regional meetings, sponsored by MOA, be held in those territories in the 12 months between each national convention.

The reasons for establishing regions and holding regional meetings are far too numerous to be set down in detail. The principal reasons, however, are:

1. Establish a much closer contact between MOA and music operators in every area.
2. Keep MOA alive before music operators the year-around thru these local meetings; once a year is not often enough for the association to get its program rolling.

Setting up regions and holding such meetings is not a simple matter. Great care would have to be taken to make certain the regional divisions follow the industry's natural trading boundaries. MOA will have to take pains to avoid concentrating its efforts in the big cities to the exclusion of the thousands of music operators who live and work in small towns and are not presently members of any association.

MOA's president, George A. Miller, has already made it clear that the association cannot and should not involve itself in purely local matters. But matters of an industry-wide nature, and legislative aid, could be offered local operators if MOA had a regional set-up.

State Legislature Aid

State legislation is one field in which a strong MOA is needed. There are some 38 States with laws licensing and taxing music machines. Miller estimates better than half of these exact unfair, discriminatory license fees.

On its present, limited budget, MOA could not possibly hope to give direct legal assistance to regional or State groups wishing to present their case to the Legislature. But MOA might well start by drawing up a model State licensing law and a plan of action its members could put into effect in their own areas.

MOA is already considering a public relations program designed to tell the industry's story to the public and to locations. The success of any such program rests largely on enlisting the aid of music operators everywhere, of interesting them in the dollars and cents progress they can make if they have an active, aggressive national association.

Much of the work MOA has laid out for itself, just simply cannot be done unless the association and its members begin an earnest campaign to enroll more operators. Its treasury does not have the money. Nor would a regional division of the country serve a real purpose unless MOA can start a constructive program in each region immediately.

As a start, however, we suggest President Miller might consider holding a series of meetings in key cities, under MOA sponsorship and with the co-operation of established State and local groups where such groups already exist. The meetings could accomplish two goals: To "sell" operators the value of MOA and to alert them to such industry-wide problems as the threat of copyright legislation.

A Legislative Kit

It would be ideal if MOA could have a kit ready, designed to help operators stave off further increases in per-machine taxes on juke boxes. During 1953, 44 State Legislatures will be in session. A number of them are certain to consider legislation with a direct bearing on the phonograph industry. If MOA could lend its experience to such battles, a big step would be taken in the job of building an effective national association.

Whether time and money permits State legislative aid this winter, a series of regional meetings conducted by Miller and coupled with a membership drive would go a long way toward making MOA's position stronger.

(Editor's note: This is the second in a series of editorials dealing with Music Operators of America. Another will appear in these columns next week).

TV Scare Out; Havana Jukes Living Again

MIAMI, Oct. 18.—Tavern keepers in Havana have abandoned the use of television sets and are going stronger than ever for juke boxes, according to Maynard Ross, manager of North American Music Company in the Cuban capital.

As a result the music business is holding up well in the island. Ross, who spent a few days in Miami on business, said, TV, tho continues to be a potent entertainment force thruout Cuba. Ross added, with the country's per capita ownership of sets ranking third in the world.

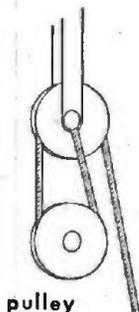
When TV made its appearance in Cuba about a year and a half ago.

(Continued on page 104)

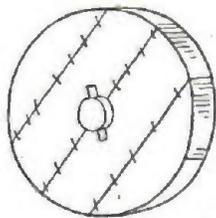
Ohio Phono Group Hears MOA Report

CLEVELAND, Oct. 18.—Thirty-five members of the Ohio Phonograph Merchants Association who attended a general meeting October 9 at the Hollenden Hotel here, heard a report from President Jack Cohen on last month's

(Continued on page 104)



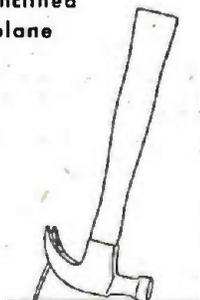
pulley



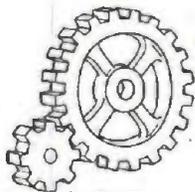
wheel



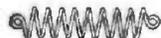
inclined plane



lever



gear



spring



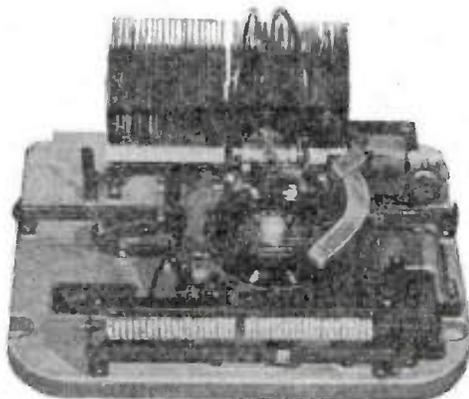
condenser



electromagnet

"KEEP IT SIMPLE"

This three-word slogan, "Keep It Simple", is the guiding rule in the design and engineering of AMI's mechanical and electrical components. The sure, steady response of the AMI mechanism as a whole results from the elimination of non-essentials in all its working parts. Operators know that this adherence to basic principles in the factory pays off with prolonged trouble-free operation on the route.



D-80 mechanism

AMI Incorporated

General Offices and Factory:
1500 Union Avenue, S.E., Grand Rapids 2, Michigan

AMI's "Write-an-Ad" Contest Any music operator can enter. Big list of valuable prizes. Ask your AMI distributor for helpful contest book and complete details, free.

Rock-Ola Showings Big Draw

• Continued from page 102

Among the distinguished visitors at the World Wide event were: David C. Rockola, president of Rock-Ola; Ralph Marterle, orchestra leader and recording artist; Two Ton Baker, radio and TV star; Joni James, singing star; Jimmy Martin, record distributor; and Joe Calderon, music machine exporter.

Franco Open House

MONTGOMERY Ala.—Approximately 100 operators and their families helped the staff of the Franco Distributing Company unveil the Rock-Ola 120 selection box. Aiding David R. Franco, firm head, on the receiving line were Morris Pih, Rubin Franco, Joe and Victor Capliouat, Bill Rogers, C. B. Thornell, Carey Walker, Mrs. Ella Cain and Miss Nell Davis. Jack Barabash represented the Rock-Ola factory at the Montgomery showing.

Following is a partial list of operators and guests who were on hand for the showing and also attended the firm's cocktail party: Oscar Ard, Mr. and Mrs. L. W. Garrett, W. L. Shepard, Joel Norris, Mr. and Mrs. Ruben Kennedy, Miss Dolly Ann Kennedy, Mr. and Mrs. Print O'Neal, Miss Vernell Dunn, Sam Stewart, J. H. Hodge, James M. Channell, Marvin B. Paugh, Mr. and Mrs. Charles Nelson, Mr. and Mrs. F. Taylor, Mr. and Mrs. A. L. Kropp.

H. T. Rowell, H. H. Hill, Travis Chestwood, Max Hudgins, O. C. Wood, Mr. and Mrs. Ray Demsey, J. O. Gunn, Guy Adams, Mr. and Mrs. Mack Williams, L. L. Dozier, Mr. and Mrs. Adolph Sutton, Mr. and Mrs. Edward S. Gale, G. H. Stitt, D. T. Goodwin, Mr. and Mrs. Leonard Barnes, Abe Kaplan, Mr. and Mrs. Nathan Allen and Mr. and Mrs. Joe Henry Beal, Clarence E. Howard, Isaac Cohen, Raymond Cohen, Ben Witt, Mr. and Mrs. A. M. McCrory, Noah McCrory, Mr. and Mrs. Frank Walker, J. O. DeVane.

Howard Johnston, Nelson Daniels, William Scaews, G. F. Williams, David Mussafa, Mrs. Louise Heady, Les Weinstein, Mr. and Mrs. Harold Campbell, Miss Jo Ann Bailey, Mr. and Mrs. and Mrs. Wallace Arnold, Gene Simms, Bill Perkin, Joe Schineberg, James Boykott.

Stewart Bows Fireball

SALT LAKE CITY—The showing sponsored by the Dan Stewart

Company was held in the Terrace Room of the Newhouse Hotel. The event began at 10 a.m. and lasted until 8:30 p.m. Early arrivals were treated to coffee and doughnuts. Beginning at 11:30 a buffet spread was set up.

Manager I. Allred reported the following operators participated in the Stewart showing:

Theron Demars, Mr. and Mrs. Thomas Rabby, Mr. and Mrs. Max K. Horton, Alvin Holt, George D. Perkins, Lowell Perkins, Mr. and Mrs. Dell Fagu, Mr. and Mrs. Harvey Brinkley, Mr. and Mrs. Keith Bever, Mr. and Mrs. John H. Hendricks, Mr. and Mrs. J. W. Quinn, Mr. and Mrs. S. A. Haslam, Mr. and Mrs. Dell C. Murdoch, J. A. Stevenson, Mr. and Mrs. C. A. Stewart, Mrs. Nellie Peake.

Mr. and Mrs. Ray Oberhansley, Mr. and Mrs. R. W. Anderson, Elmer H. Petersen, Sid Stewart, Mr. and Mrs. Eugene Phelps, Mr. and Mrs. Thomas Allred, Mr. and Mrs. Bob Bever, Leonard S. and Jeannie B. Ralph, Roy Sparks, Paul Beck, George Burch, Cliff Krantz.

Calderon Bows Rock-Ola

INDIANAPOLIS—Calderon Distributing Company, headed by Al Calderon and R. E. (Dick) Wagner welcomed a steady flow of operators all day. Operators from Ohio, Michigan, Illinois and Kentucky, as well as Indiana, trooped thru the firm's Indianapolis headquarters. Refreshments were served.

Among the operators in for a first look at the Fireball were: Martin Joachim, T. H. Armstrong, E. T. Harlan, Blanche M. James, William Smith, C. G. Surber, Bob Carter, Harold Meeker, Mr. and Mrs. William J. Roberts, M. Joe Rabin, J. H. Peachey, Bob Robisch, Karl Higgins, C. J. Hohmann, T. O. Prentiss, Robert McDuff, Frank W. Barrister, R. E. Booth, William J. Blankenship, F. B. Antrum, Charles E. Yegley, R. S. Craig, R. J. Loundsbury, John Hall, Roy Snodgrass, Mr. and Mrs. Fred Wallace and J. A. Conley.

Denver Fireball Debut

DENVER—With J. Raymond Bacon, Rock-Ola vice-president on hand to aid the local showing, Modern Distributing Company played host to operators from several Colorado elites and towns

including Colorado Springs, Leadville, Greeley, Pueblo, Florence, Keenesburg, Boulder and Denver.

Modern staffers explaining the salient points on the Fireball were, L. D. Shulman, manager, George Pittman, salesman, and John Noguchi, service manager. A buffet lunch was served Sunday and also Monday. The second day of the showing was unscheduled but so many operators from outlying points called in to say they could not arrive before that Modern extended its program another day.

Among the operators helping Modern bow in the Fireball were: C. J. Fendrick, Ed Fezell, Ed Johnson, Amos Leaf, Floyd Helms, Ralph Perin, Peter Geritz, Jack Wycaver, William E. Halner, Balie Hodges, Otto Emrich, Ben De Garmo, Wesley Willmott, Harry Bowes, Lee Tites, Doyle Wycaver, Mr. and Mrs. Forrest Asa (Torrington, Wyo.), Leo Negri and Mike Savo.

New England Debut

BOSTON—Music and Television Corporation, distributors of the Rock-Ola line in the New England territory, held the first of three Fireball showings Sunday (12). President J. J. Golumbo reported a turnout of approximately 200 operators. The showing was planned for Monday (13) an additional 40 operators dropped in for their initial demonstration of the Rock-Ola 1953 line.

Later in the week, Wednesday and Thursday (15-16), the Golumbo firm sponsored a Springfield, Mass., showing at the Sheraton Hotel. The Music and Television Corporation has planned a program for Rhode Island operators October 26-28 inclusive. On those days, there will be also Fireball showings in the Sheraton, Billmore for the convenience of operators in the Northern section of New England.

Arizona Ops Eye Line

PHOENIX—Paul W. Hawkins, Rock-Ola distributor in Arizona with headquarters in Tucson, moved his showing to Phoenix for the convenience of outlying operators. The event was held in the headquarters of the Grand Avenue Coin Machine Operators. Twenty-nine ops participated.

Hawkins stated that those attending appeared equally inter-

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

OPS STUDY TO CONTINUE—The study launched recently by the Office of Price Stabilization to determine whether or not to decontrol record prices may continue for another three or four weeks.

CORAL HALTS SCHEDULE—To exploit fully waxings already put out on the market, Coral Records has called a halt to its regular, semi-monthly schedule from now till the end of the year.

CAPITOL PLATTER JUMPS—Capitol Records' unusual platter "Its In the Book," with John Standley, is shaping up as one of the best novelties of the year.

FEWER CHRISTMAS POP TUNES PLANNED—Fewer new disks of Christmas pop tunes are planned by the leading record companies.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

ested in both the 120-selection music machine and its wall box accessories. Many remained to get full instructions on servicing the Fireball.

Atlanta Presentation

ATLANTA—Robinson Distributing Company offered some typical southern hospitality while bowing in the Rock-Ola Fireball in the Georgia territory. Over 100 operators and their guests dropped into the firm's headquarters during the all day open house. Howard Robinson, firm owner, and his staff were on hand to answer questions concerning the 120-section box.

Operators and guests included the following: Mr. and Mrs. Sam Cohen, H. R. Payne, Don and Frank Beavers, A. R. Dobson and Family, R. B. Brown, James C. Johns, Mr. and Mrs. T. F. Hatcher, Mr. and Mrs. W. O. Powell, Jr., J. H. Sammons, W. S. Venable, Lamar Callaway, R. L. Moody, J. R. Duke, Clarence Osborne and Family, Mr. and Mrs. Gene Gibson, O'Neal Powell, Mr. and Mrs. Robert R. Pompe, Alfred Friedman, Faye Lang, Sam Castellana, Bill Anderson, W. L. Groover, W. H. Barnes, S. M. Johnson, Mr. and Mrs. Ben F. Gay, W. H. Weathers, Mr. and Mrs. Sam Wallace, Bill Chambers, Roxie Mayberry, William E. Johnson, Charles M. Johnson, William A. Hames and Family, C. H. Hames and Family, Mr. and Mrs. Jack Lovelady, Clyde Hughes and Family, O. W. (Slim) Scarborough, Jack T. Harris, T. L. Thompson, C. M. Yaght, Howard C. Ball, J. P. Smith, Dud Wallace.

Motor City Premier
DETROIT—One of the best attended Fireball open house parties was staged at the headquarters of the Brilliant Music Company. Operators and their families arrived from virtually every part of the State and were greeted by Owner Joe Brilliant.

Among the visitors were: Otto Wissner, George Kurtz, B. J. Van den Bouche, T. H. Kalenbach, E. Grodzick, W. Rodes, N. George, James Rothis, F. Stankiewicz, Richard Pinkston, Wanda Rheume, Al Smith, Jack Lyons, Mr. and Mrs. Sheldon, Sid Katcher, H. Young, Ed Carlson, Ted Creedy, William E. Bufalino, G. V. Patton, James Julien, C. D. Stravos, H. Weingarden, M. Boyd, L. Weinberger, J. H. Kirschner, M. Goldman, H. Gilbert, J. M. Jeffrey.

S. Caromitaro, W. Chase, R. H. Lewis, R. D. Long, M. Linkner, Jake Dumler, Kenneth Styles, A. Weston, Harry Riche, B. Moss, W. Matheson, B. Groom, Ed DeBell, John Dandas, Fred A. Gardella, H. D. Wisdom, I. G. Jones, Charles E. Lamb, Jim Schupper, William Pasley, Ed Lesinski, Jack Baynes, William Patterson, E. Paul, Fred Choppen, H. Tate, J. McLean, W. Carey, William Campbell, E. Heeborg, Mrs. Ben Okum, Lil Patton, Henry Solomon, Vina Meli, Lou Niemish, Herman Stallings, Roy Clason, Johnny Welch, S. Brancealone, Everett H. Watson, Frank Alluett, Frank Antenna, Jack Attis, V. D. Schreiber, O. Bush, Moe Sandberg, Jake Visser, M. Gilbert.

New York Area
ELIZABETH, N. J.—Some 560 music operators, distributors, record company officials and recording stars were guests of Seacoast Distributors, Inc., here Sunday (12), at the first showing of the Fireball 120-selection phonograph in the New York area.

On hand to greet the guests

were Seacoast executives Dave Stern, president; Tom Burk E. partner; Bob Shifer, sales manager; Charles Reissner, service manager; Ed Adams and Herman Halperin. Seacoast is the Rock-Ola distributor for New York and Northern New Jersey.

Recording stars on hand at the Elizabeth showing included Les Paul and Mary Ford, Dorothy Loudon, Coy McDaniels, Alan Dale, Dick Todd, Judy Lynn, Martha Lou Harp, and Frances Faye. Other visitors were Jack Koslow, Decca; Ivy Jerome, Capitol; Tony Bennerli, Cosmat Distributors; Joe and Mrs. Cohen, Essex Distributors; Norrie Sauerman, Krish-Radisco, and Mrs. Ernie Krautner, Belmont Records. In addition Al Denver, Al Bodkin and Max Schwartz represented the New York Operators' Guild.

New Orleans Showing

NEW ORLEANS—The Rock-Ola Fireball was unveiled here at 10 a.m. Sunday. The showing was held in the headquarters of A-M & F Distributing Company where firm officials, Gaspar Mule, Percy Alleman and Ewell Forest welcomed the coinmen and their guests.

K. J. Meyn, from the Rock-Ola factory in Chicago was on hand to aid A-M & F staffers in explaining the features of the 120-selection machine. Operators in for the open house gathering included Abe Fishman, Milton Fayard, Sig Litt, William Spellman, Chester Young, Joe Sevot, Joe Scortino, Peter Albano, Paul Genco, Tony Migliore, F. J. Lusky, Pete Roland, Jerome Casse, Mrs. Ethel Duffy.

TV Scare Out

• Continued from page 102

ago, Ross recalled, juke boxes were hard hit. Many bars got rid of automatic music and purchased the then fascinating new entertainment. Nowadays it's a different story. Experience has proved to location owners that as interest in the novelty of TV wore off, customers were reluctant to patronize places without music boxes. Ross observed that it's simply a tough proposition to sell that second drink to most patrons unless they can be entertained with phonograph music.

Altho business conditions in general are good thruout the island, the months of August, September and October are the traditional slack period before the sugar harvest begins, Ross pointed out.

Turning to Latin tastes in recorded music, Ross noted that the youngsters in the larger cities like Havana go for popular American music, while the Guantanamo area, where the United States maintains a large naval base, seems to prefer eastern and hillbilly tunes.

Vending machines, too, are becoming popular in the island, according to Ross.

Ohio Phono

• Continued from page 102

Music Operators of America convention.

In addition to Cohen's report on MOA, the members discussed hit tune promotion during October on Jack Smith's Coral recording of "You're Going to Break So-ene's Heart Some Day."

The members presented a gift to newly-married Charles Comella, owner of the Cadillac Music Company. After the meeting they attended a party in the Vogue Room held in Comella's honor.

SEE IT AT YOUR DISTRIBUTOR NOW!

EVANS' CENTURY PHONOGRAPH MODEL 2045

100 SELECTIONS • 50 RECORDS • 45 RPM

WITH NEW EYE-LEVEL PROGRAMMING—

SELECTIONS VISIBLE AT A GLANCE—TITLE STRIPS AT TOP!

"CENTURAMATIC" SELECTION—Simplified, Speedy! Press only 2 NUMBERED BUTTONS for Selections!

"ENCORE" MECHANISM

PLUS TESTED AND PROVEN RECORD CHANGER "RECORD NOW PLAYING" INDICATOR and RECORD POPULARITY METER (Standard Equipment)

AND

All the "Profit-Insurance" Extras That Make Evans' Phonographs Your Best Buy!

H.C. EVANS & CO.
1556 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS





How Many 78 RPM
Records in your Library?



Why Buy a Phonograph
that doesn't play them?



Protect your Record
Investment with a Wurlitzer
Fifteen Hundred

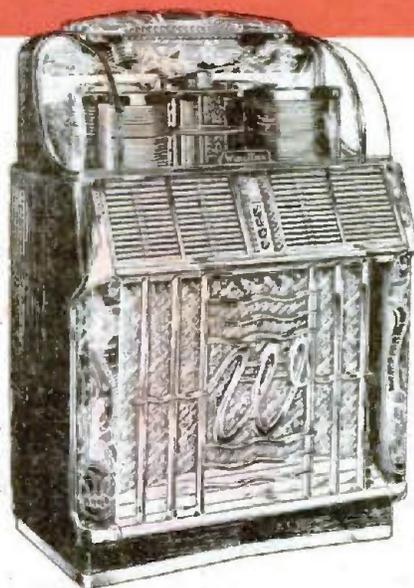
**Only Phonograph that Plays 45 and 78
RPM Records Intermixed**

Your 78 RPM record library, whether it be 5,000 or 50,000 records, represents money you invested. Many of these records are all-time favorites—others have a definite seasonal demand.

Can you reap full profit from your investment?

You can if you operate Wurlitzer 1500's. Your 78's can be intermixed with 45 RPM records as you see fit. No other phonograph has this feature.

Protect your investment, earn added profit—you're set for years to come with the Wurlitzer 1500.



Wurlitzer
Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

Only the **ROCK-OLA** Fire Ball 120
has Carrousel Line-O-Selector for
One hundred and twenty Selections!

**Push One Button
Under Number Selected**
(that's right, just one)



THE ROCK-OLA
"CARROUSEL"
LINE-O-SELECTOR

... and Out
Comes
Your Tune

Discover



for Yourself
at any of these
Showrooms

EASTERN

MUSIC & TELEVISION CORP.
1119 Commonwealth Avenue
Boston 15, Massachusetts
S & K DISTRIBUTING CO.
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania
SEACOAST DISTRIBUTORS, INC.
1200 North Ave., Elizabeth, New Jersey

SOUTHERN

A. M. & P. DISTRIBUTING CO.
3118 Tulane Ave., New Orleans, Louisiana
COM AUTOMATIC MUSIC CO.
241 W. Main St., Johnson City, Tennessee

MIDWEST

BRILLIANT MUSIC COMPANY
19963 Livernois Ave., Detroit 21, Mich.

FRANCO DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S. E. Atlanta, Ga.

S & M SALES COMPANY, INC.
1074 Union Avenue, Memphis, Tennessee

SOUTHERN MUSIC CORPORATION
2820 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO.
418 Margaret St., Jacksonville 6, Florida

WERTZ MUSIC SUPPLY CO.
1013 E. Cory St., Richmond 20, Virginia

CALDERON DISTRIBUTING
450 Massachusetts Ave., Indianapolis, Ind.

DIXON DISTRIBUTORS
3808 Southern Blvd., Youngstown, Ohio

IDEAL NOVELTY COMPANY
2823 Locust Street, St. Louis 3, Missouri

LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.
4533 Payne Avenue, Cleveland, Ohio

S. D. LAZAR COMPANY
1635 Fifth Avenue, Pittsburgh 19, Penn.

UNI-CON DISTRIBUTING CO.
3410 Main Street, Kansas City 2, Missouri

WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave., Chicago 47, Ill.

SOUTHWEST

BOYLE AMUSEMENT COMPANY
522 North West Third
Oklahoma City, Oklahoma

AUTOMATIC MUSIC CO.
1401 E. First Street, Tulsa, Oklahoma

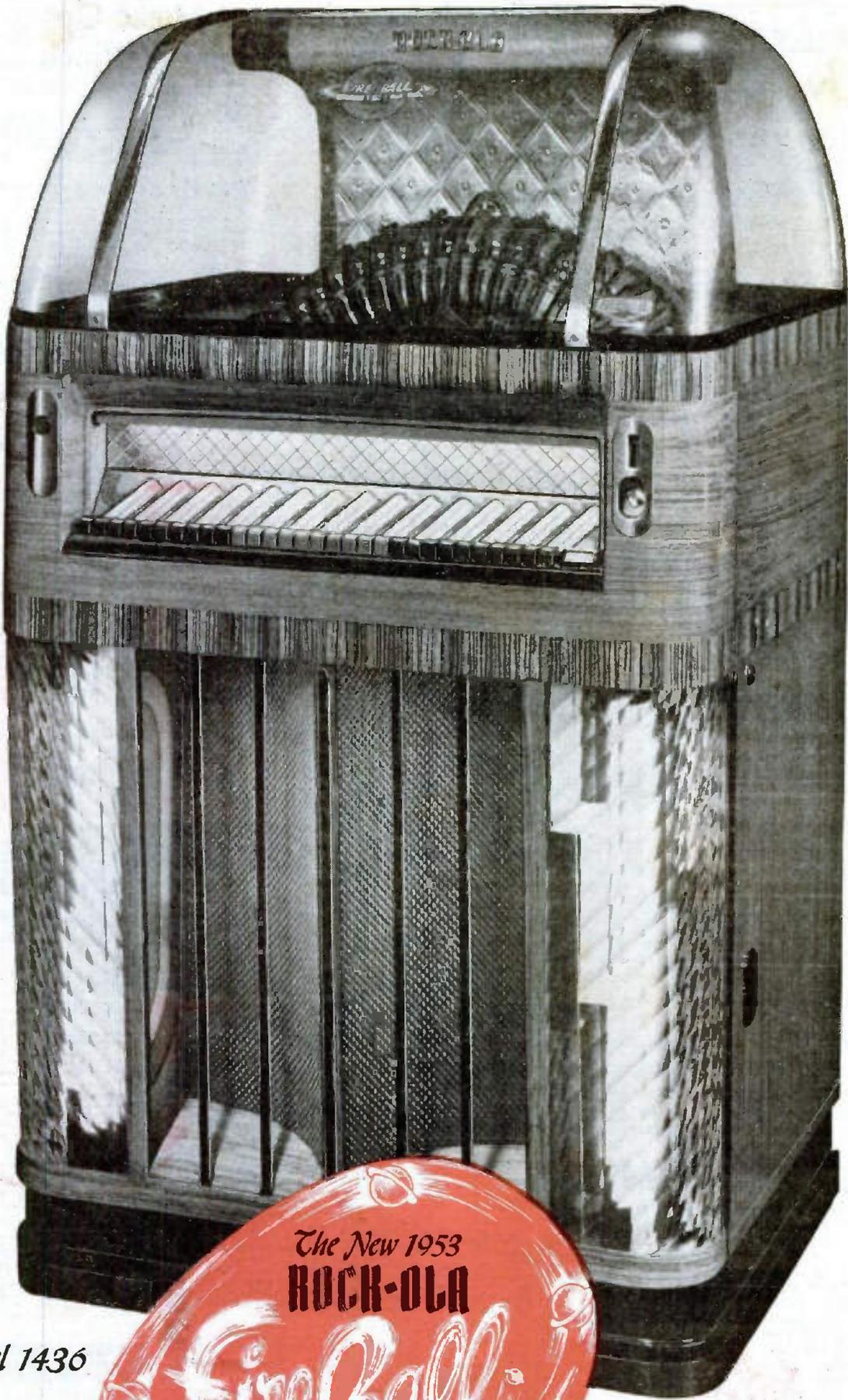
PAUL W. HAWKINS
329 East 7th Street, Tucson, Arizona

MODERN DISTRIBUTING CO.
3222 Tejon Street, Denver 11, Colorado

DAN STEWART COMPANY, INC.
140 E. Second, South, Salt Lake City, Utah

UNITED AMUSEMENT CO.
446 N. Main St., San Antonio, Texas





Model 1436

The New 1953
ROCK-OLA
FireBall
 120

ROCK-OLA MANUFACTURING CORP.

800 North Kedzie Avenue • Chicago 51, Illinois

Miami

George Caravasio, Southern Phonograph, has amazed his coin machine buddies by shedding 90 pounds in 80 days.

Willie Blatt, Supreme Distributors, returned from a business trip to Chicago in high spirits.

AMO's program of obsoleting pre-1845 juke boxes with the exception of the 750 Wurlitzer and the Hi-Tone Seeburg.

C & L Amusement Company has moved to a building where Hymie Darling used to have his row of Supreme Music.

When not taking care of juke box operators' orders, Jane Fielding of Southland Record Shop practices her singing.

Mangone & Mangone acquired two small routes last week. With the recent purchase by Supreme Distributors of the bulk of Advance Music, the Mangone and Supreme companies are running a close race for the distinction of having the largest music operation in Dade County.

Sonny Lomborg, now traveling several States for Dan Gould Enterprises, manufacturers of parts for coin machines, was in town on a brief visit between trips thru his territory.

Betty Klein, manager of the record department at Pan American Distributing, believes that Marian Caruso's rendition of her own number, "My Favorite Song," is destined to leapfrog in popularity.

John Marion, route man for Southern Phonograph, received five requests from a many locations in one day for Guy Mitchell's "Feet Up."

Southland Record Shop opened a branch in Shell's Supermarket with Ann Gregorio in charge.

Washington

Dorothy Brockman, of Nelson & Company, local Capitol records distributor, is pleased with the tremendous sales of the Johnny Standley recording of "It's in the Book."

Coinmen You Know

Michael Bushdid, owner of Michael Coin Devices, reports business picking up. Bushdid, however, is not bappy about the increase in the price of games.

Jack A. Spitzer, who operates in nearby Virginia, has added more AMTs to his stock. He's hoping that business will pick up now that vacations have ended.

Robert Mittman, Berlo Vending, will attend the Popcorn Convention in Chicago next month. He will be accompanied by Mr. Smith, who supplies popcorn to the local operators.

With both Harry Jacobs Jr. and Don Jacobs up North writing orders for new Wurlitzers and conducting training programs for new Wurlitzer operators, the Viet Street stronghold of United, Inc., still keeps going at a swift pace.

Milwaukee

Nick Novasic, top man at the West Allis Vendors, recently became the proud father of a girl. Business at the Plankinton Arcade has been falling slightly behind in recent weeks, reports Doug Opitz.

The long awaited celebration at Hastings Distributors, marking the official opening of the firm's newly built warehouse and showroom additions, is being held Saturday, Sunday and Monday (18-20). Hastings anticipates a large turnout of operators from all over the State to view his fall offerings of premium goods and coin machines.

Clyde Nelson, General Novelty Company's bossman, reports having bagged his limit of ducks on the opening day of the hunting season. Next on the list for nimrod Nelson, is the opening of the Wisconsin pheasant hunting season.

New York

Bob Kyle, of the American Chic Company, returned this week from a 10-day trip thru the Midwest. Harry Pearl, vice-president of the Decca Manufacturing Company, is on a flying

trip to promote his firm's new Space Ranger. On his first stop, Pittsburgh, he sold a large order to A. H. Braunstein of Standard Rocket. Other stops will be Cincinnati, Louisville and Atlanta.

Nash Gordon, of the New York Automatic Music Operators' Association, said that 1,000 ops, their families and friends are expected to attend the organization's annual banquet at the Commodore

Hotel November 1. Rosie Rosenberg, San Francisco Wurlitzer distributor, visited Young Distributing here last week. Orders are going strong, but deliveries are slow at Young's. Hyman Rosenberg has set up shop at 65th Street and Broadway, where he's working on his conversion unit.

Harry Goldstein, after an absence of several years, has returned. (Continued on page 110)

THE MARKET PLACE for the COIN MACHINE INDUSTRY

Business Opportunities

Coin radios and televisions: buy direct from manufacturer and save! steel cabinet, modern design, coin receptor. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

Wanted - Phonograph Mechanic, one who is familiar with Seeburg M100A and M100C Phonographs; wonderful opportunity for night person. Box M-22, Billboard, Cincinnati 22, O.

Parts, Supplies & Services

Deals for Vending Machines: category de-low price; write for folder. Grand, 2506B 52nd, Kenosha, Wis.

For best buys in bulk vendors and supplies write for literature. Camco Vending Service, 432-B W. 42nd St., New York 18, N. Y.

For Sale - 15 Keeney Bowling Champ Street-Harbord Attachments, all complete in A-1 condition at \$45 per unit. 1/2 deposit, balance C.O.D. Central Music Dist. Co., 1523 Grand Ave., Kansas City, Mo.

Used 1c-5c Candy, Nut, Ball Gum Vendors

Bought, sold, exchanged. All parts, coin wrappers, coin counters, 100 gum, panned candies, cast iron stand, 100 plates for 2 vendors, top plates for 3 vendors. Ball Gum - 210, 170, 140 - 24¢ per lb. in case lots (25 lbs.)

KING & CO. Distributors of Northwestern Model 49 and Tab Gum Vendors, 2700 W. Lake St., Chicago 12, Illinois

Stamp folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Vender Sales Co., 2124 Market St., Philadelphia 3, PA. Local 7-1448

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8 N. J.

Routes for Sale

FOR SALE Florida Route - Music and Pinball Machines; established 18 years; 132 pieces on location. VALUE \$60,000 - PRICE \$47,000. 1/2 Cash, Terms. Address: BOX 571, The Billboard, Chicago 1, Ill.

Rio Grande Valley, Texas - 50 Phonographs, 25 Bowlers and Guns, about \$25,000; yearly take \$10,000; will handle Box 531, The Billboard, Chicago 1, Ill.

For Sale - Route located in W. Central Ca., cattle and cattle center; 110 pieces, 55 music, bal. 1 balls, pin, alley and bingo; gar. 8 yrs.; price, \$27,000; \$5 down, bal. financed to reliable party. Box 975, The Billboard, Chicago 1, Ill.

50 excellent locations in San Diego, Calif.; nets \$25,000, \$35,000, same terms. Box A-123, Billboard, 6000 Sunset, Hollywood 28, Calif.

Used Coin-Operated Equipment

A-1 Bargain - Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Coin-Operated Changers - Gives nickels for quarters and dimes; holds \$30 in nickels; bargain at \$65. Ketter Vendors Co., 3330 W. Division St., Chicago 51.

For Sale - Mills, Jennings, Pace, Walling Bells, Spot Bell, Super Bonus Bells, Double Up; perfect condition; Evans Races, \$100 Wanted - Mills and Jennings Bells, also Pin Games. General Coin Machine Co., 215 N. 9th St., Philadelphia, Pa. WAmm 2-4378

CLASSIFIED ADVERTISING

For Sale: Red Hot Values - Turf King, \$100; Bunters & Bows, \$55; Saratoga, \$46; Carolina, \$40; Bowling Champ, \$55; Tampa, \$70; 249 Major, \$45; Three Features, \$40; Ramona, \$40; One-Two-Three, \$45; Sully, \$40; Bowling Alley; Chicago Coin Baseball, \$40; Shuffle Jangle, \$60; United State Express, \$65; United Double Shuffle, \$50; good, clean city machines; in deposit reg. Crown Novelty Co., Inc., 920 Howard Ave., New Orleans, La. Phone: CAnal 7137.

For Sale - 4 coin operated Electronic Coin Driver Machines, must be Arnold Miller, 3659 Harrison, Kansas City, Mo.

For Sale - 10 Automatic Popcorn Vending Machines known as Popcorn Spin or U-Pop-It; makes corn to order; machines used only 2 weeks. We are forced to discontinue this operation due to other interests. Machine Men for \$700; will listen to any reasonable offer; any number, James Loeb, 710 Madison Ave., Astoria Park, N. J.

For Sale - 10 Skee Ball Alloys, 36 ft. long, in A-1 condition; also other amusement machines. John J. Byrnes, Elkhorst, Wis.

For Sale - 50 like new Silver King Mut Mut Machines in cartons; sell all for \$20 each. Write P. O. Box 6181, St. Petersburg Beach, Fla.

3 slightly used 4052 Spacarb, 1 3/4 Colepa, best offer. K. Moirgan, Alexandria, Minn.

Special Close Out - AMI Model B, \$295; 468 Seeburg, Hide-A-Way, \$145; AMI Selector, \$27.00; Seeburg Bear Gun, \$165; 20 post-war late Flipper 5-Balls, each \$25; lots of other bargains; write for list. Starkey Amusement Co., 5225 S. Tacoma Way, Tacoma, Wash.

U-Select-It, 72-bar size, \$27.50; 74-bar size, \$37.50; Shipman 3 column like new Candy Bar Machines, \$22.50 each; \$69.50; Cigarette Machines, Quarter operation, Unisada, latest model, \$55; Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8 N. J.

Wanted to Buy

WANT AMUSEMENT MACHINE ROUTE Experienced operator will consider any U. S. location, or consider partnership with mechanic or operator. No fritters. I HAVE CASH!

Wanted - Used Acorn Vendors or Adams Tab Gum, one or several, cheap. Write Box 502, Spindale, N. C.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display classified" indicate in the margin and what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

2: Now check off the classification you want your advertisement to appear under: Agents and Distributors Wanted, Help Wanted, Parts, Supplies and Services, Positions Wanted, Routes for Sale, Used Coin-Operated Equipment, Want to Buy. 4: And last - complete this authorization blank and rush your advertisement into the very next issue of The Billboard: Gentlemen: Run this in your "Market Place" as indicated below: Next 6 issues, Next 4 issues, Next 3 issues, Next issue only. Payment enclosed, Bill me (add 3 or more issues only). Name, Address, City, Zone, State.

ADVERTISING RATES: REGULAR CLASSIFIED: Usual wanted style, one paragraph, no display, first line set in 6 pt. bold, balance 8 pt. light. 3 or more consecutive or 24 insertions, per word .12. 15 consecutive insertions, per word .16. minimum \$5. DISPLAY CLASSIFIED: Any advertisement using display make-up or white space. Figure 50 words minimum. 1 pt. rule borders permitted only on ads of 20 lines or more. Per space line (10 lines or more): 3 or more consecutive or 24 insertions, per space line .50. 15 consecutive insertions, per space line .75. 8 inch square 14 space line.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 108 W. RANDOLPH ST., CHICAGO 1, ILL.

Coinmen You Know

Continued from page 109

turned to the juke box business as manager of Hart Music Company, Brooklyn. . . . Nat Keller, Bronx operator, has bought a cigarette route. . . . Irv Holsman, of Flushing Music, went on a diet and lost 30 pounds. . . . Nat Lerner, who sold his route recently, is manager of Pacific Music. . . . Freda Barkin, secretary for Barney Sugarman, of Runyon Sales, is leaving her job to be a full-time housewife.

Lou Borstein, of Leslie Distributors, attended a meeting of the Connecticut State Operators Association at Hartford, Conn. **James Tollans**, president, spoke on one stop. Borstein recently opened a Hartford branch, which is headed by **Dave Brutler**, up from the New York office.

Jack Green, New York representative of the C. S. Allen Company, has joined the New York Candy Club. . . . **Bill Moss** has joined the candy firm of Dublin & Bohn. . . . **Jack Dubin** has taken on the Concord line and **Abel Josephson** is handling the Shutter line.

Pittsburgh
Raymond W. Watts, divisional sales manager, Mills Automatic Merchandising, celebrated his 20th year in the vending business. He took over his present position 10 years ago.

Monroe Greene, Eastern Supply has started selling television sets. . . . **Sidmore Vending, Vibro-Rol Products Inc.**, and **Plastic Specialties Inc.**, have nearly the same executive officers, yet each is a separate company.

Morris Vinocur, president, Monarch Music, spent a restful week at Hotel Traymore in Atlantic City. . . . **Victor Abelson** Empire Distributors, came close to hitting a deer while driving between Johnstown and St. Marys, Pa. The animal suddenly appeared at the side of the road and jumped in front of the car.

George Terzis, president, Victory Vending, at one time purchased part of the equipment of Automatic Catering. . . . In town were **Gene Starbuck** of Colerain,

O., and **Jack Bellotti**, Washington, Pa., . . . **Andrew Yoeh**, Leon Music, has been on a fishing trip into Canada.

M. J. Abelson, general sales manager, Oak Manufacturing, says top sales depend to some extent on being on the spot at the moment when you can be of greatest assistance to the operator.

Chicago

Since the death of **Charles Wilmoth** August 30, Mrs. Wilmoth has been heading the games-music operation of Tri-County Music Company in a commendable spirit. Wilmoth built up the route over a period of years, starting in a small way and by utilizing resourcefulness and good business sense created the present route.

Rudy Kitt, Suburban Music Service, Berwyn, has expanded into the vending field. He now includes cigarette and candy vendors in his operation. **Rudy and Mrs. Kitt** were present at the recent fourth annual banquet of the Music Operators of Northern Illinois at the Graeemere Hotel, and agreed the affair outdones the three previous banquets.

Adolph Raymond, A & M Music Company, has purchased a Willys station wagon to transport his juke and servicemen in style from shop to location. . . . **Jimmy Martin**, James H. Martin, Inc., reports operator buying up on candy vendors.

Chicago Coin Machine Company had a raft of visitors last week to see Super Match Bowler. Among them were **Jack Dolan**, of the Dan Stewart Company, Los Angeles; **B. D. and J. D. Lazar**, of the Pittsburgh distributing firm, and **Dave Frankel**, Montgomery, Ala.

Most of the factories reported they were in the midst of a solid business upswing. At **United Manufacturing**, two new games came off the line—10th Frame Super Shuffle Alley and 10th Frame Star Shuffle Alley. **Billy DeSelm** and **Johnny Casola** welcomed a Leavy run of plant

visitors. Among them were **Mr. and Mrs. H. W. Vaiden**, Memphis; **William Confer**, St. Louis, and **Bob Black**, Simon Sales, New York.

D. Gottlieb & Company also introduced a new game, **Chinatown**. **Alvin Gottlieb** stated early distributor reports on the unit indicate it will have a long run. Meanwhile, **Judd Distributing Company**, Gottlieb's export agency, has been building up its foreign customer list. **Judd Weinberg** heads this firm. **Marvel Manufacturing** thru **Ted Rubenstein** reports a big upturn in sales on its Horse Collar and Marvel-Score shuffleboard scoreboards.

At First Distributors, **Joe Klino** and **Wally Flunk** greeted a large number of operators from Wisconsin, Indiana, Iowa and downstate Illinois. Most of the activity was concentrated on Exhibit Supply's Super Twin Rotation and Keeney's new 10 player shuffle game. The firm's 1953 gift catalog was released by the printer this week and mailing was started Friday (17).

Jerry Brenner, Empire Coin Machine Exchange, has been receiving a lot of requests for his new ideas on export packaging. **Howie Freer** completed game shipments to operators in Europe and Australia. **Vince Shay** reports deliveries on the Evans Century have improved but he could still use more.

As usual, **Al Stern**, World Wide Distributors, proved to be a super host at the firm's Rock-Ola showing. Among the local operators in to wish World Wide good luck were **Frank Padula**, **Ray Cunliffe**, **Phil Levin** and **Dan Gaines**. **Frank West**, **Len Micon** and **Fred Skor** put in a busy day Sunday (12) explaining the new ideas developed on the Fireball.

Herb Perkins, Purveyor, leaves Tuesday (21) for the second part of his whistle stop tour. He will hit several cities between Chicago and Los Angeles and hopes to be back before election day. **Dave Bender**, creator of the Little Cliff Cliff character appearing in Cover's house organ, received several compliments on the character's words of wisdom.

Over at the big Bally plant, **Jack Nelson**, **George Jenkins** and **Bill O'Donnell** were huddling on ways of stepping up shipments of the Frolics game and the mechanical horse, The Champion. (Continued on page 113)

Peanut Users Seek End to Gov't 'Aid'

CHICAGO, Oct. 18.—The Committee of Peanut Users, formerly the Council of Peanut Users, representing manufacturers of peanut products, has concluded a series of meetings in five cities for the purpose of eliminating federal "interference in the industry."

Charles F. Scully, chairman, said the first objective is to change the status of peanuts from a basic to a non-basic commodity. The committee holds that government subsidization has lost and is losing markets for peanut farmers. Another result, the committee says, is the consumer is paying artificially high prices for salted peanuts and peanut candy.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Index as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, or in the case of bulk orders, 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.

	Issue of Oct. 18	Issue of Oct. 11	Issue of Oct. 4	Issue of Sept. 27
ABC (United)	\$165.00 175.00	\$165.00 175.00	\$165.00 175.00	\$175.00(3) 225.00
All Baba	195.00(2)	29.50	49.50	49.50
Alvin in Wonderland (Gottlieb)	29.50	39.50	39.50	39.50
Aquacade (United)	49.50 79.50	49.50 79.50	49.50 79.50	49.50 79.50
Arcade (Williams)	150.00			
Arms (United)	49.50 99.50	99.50	99.50	99.50
Atlantic City (Bally)	450.00(2)	450.00(2)	429.50	469.50
Baby Face (United)	475.00 500.00	475.00	475.00	489.50
Balloon (Bally)	49.50	49.50	45.00	49.50
Banjo (Exhibit)	49.50	49.50	35.00	49.50
Banjo-Ball (Gottlieb)	99.50	99.50	99.50	99.50
Barnacle Bill (Gottlieb)	64.50	64.50	64.50	29.50 64.50
Beetleball (Chicago Coin)	195.00 225.00	195.00 225.00	225.00(2)	195.00 225.00
Betting Practice	75.00 89.50	79.00 89.50	75.00 89.50	75.00
Big Boy (Exhibit)	64.50 94.50	94.50	50.00 94.50	94.50
Big Top (Gottlieb)	125.00			
Big Top (Gottlieb)	49.50 64.50	49.50 64.50	49.50 59.50	49.50
Black Gang (Gottlieb)	59.50	59.50	59.50	59.50
Black Jack (Gottlieb)	40.00	40.00	40.00	40.00
Blue Sales (United)	275.00 285.00	275.00 285.00	275.00 285.00	275.00 300.00
Boiler (United)	325.00(2)	325.00(2)	325.00(2)	325.00 330.00
Bomb (Chicago Coin)	89.50	89.50	79.00 89.50	90.00
Bonnie (Williams)	34.50 59.50	59.50 74.50	39.50 59.50	39.50 59.50
Bowling Champ (Gottlieb)	60.00 74.50	75.00	74.50 75.00	74.00 75.00(2)
Bright Light (Bally)	199.50	193.00	199.50	239.50
Bright Spot (Bally)	225.00(2)	225.00(3)	239.50(2)	249.50(3)
Bullseye	239.50 249.50	249.50 279.50	239.50 279.50	259.50 279.50
Bullseye (United)	250.00	290.00(2)	259.50	290.00(2)
Buttercup (Gottlieb)	290.00(2)	290.00(2)	290.00(2)	295.00
Bright Spot (Bally)	299.50 300.00	275.00 300.00	299.50 300.00	324.50
Buttercup (Gottlieb)	345.00 349.50	345.00 349.50	324.50 345.00	349.50
Buttercup (Gottlieb)	355.00 365.00	355.00 365.00	349.50 355.00	355.00 365.00
Buttercup (Gottlieb)	345.00 50.00	50.00 64.50	50.00 59.00	49.50 50.00
Buttercup (Gottlieb)	64.50	74.50	64.50	64.50
Buttercup (Gottlieb)	74.50	74.50	74.50	74.50
Buttercup (Gottlieb)	69.50	69.50	65.00 69.50	65.00 69.50
Buttercup (Gottlieb)	69.50	69.50	69.50 94.50	79.50 94.50
Buttercup (Gottlieb)	40.00	50.00 99.50	25.00	25.00 50.00
Buttercup (Gottlieb)	210.00 220.00	218.00 220.00	220.00	220.00(2)
Buttercup (Gottlieb)	49.50	49.50	39.50 49.50	49.50
Buttercup (Gottlieb)	49.00	49.00	49.00	49.00
Buttercup (Gottlieb)	25.00 29.50	25.00 29.50(2)	25.00 29.50(2)	25.00 29.50(2)
Buttercup (Gottlieb)	59.50 74.50	35.00 65.00	49.50(2) 74.50	49.50(2) 74.50
Buttercup (Gottlieb)	89.50	74.50 89.50	65.00 74.50	85.00 89.50
Buttercup (Gottlieb)	60.00 69.50(2)	49.50 69.50	69.50(3) 70.00	69.50 70.00
Buttercup (Gottlieb)	74.50	70.00	74.50	74.50
Buttercup (Gottlieb)	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Buttercup (Gottlieb)	15.00	15.00	15.00	15.00
Buttercup (Gottlieb)	29.50 30.00	29.50 37.50	37.50 49.50	24.50(2) 37.50
Buttercup (Gottlieb)	49.50 79.50	49.50 79.50	73.00 79.50	49.50 79.50
Buttercup (Gottlieb)	89.50	89.50	89.50	89.50
Buttercup (Gottlieb)	289.50 310.00	275.00 285.00	289.50 310.00	314.50 319.50
Buttercup (Gottlieb)	310.00 349.50	310.00 349.50	314.50 349.50	349.50 355.00
Buttercup (Gottlieb)	355.00 365.00	355.00	365.00(2)	365.00(2)
Buttercup (Gottlieb)	375.00	345.00(2)	345.00(2)	375.00
Buttercup (Gottlieb)	139.00	139.00	139.00	139.00
Buttercup (Gottlieb)	230.00 275.00	195.00 230.00	230.00 275.00	230.00 275.00
Buttercup (Gottlieb)	275.00	275.00	275.00	275.00
Buttercup (Gottlieb)	29.50	29.50	29.50	29.50
Buttercup (Gottlieb)	210.00	210.00(2)	210.00	210.00 215.00
Buttercup (Gottlieb)	39.50 49.50	49.50 74.50	49.50 74.50	49.50 74.50
Buttercup (Gottlieb)	99.50	99.50	99.50	99.50
Buttercup (Gottlieb)	250.00	265.00 285.00	265.00	275.00
Buttercup (Gottlieb)	39.50	39.50	35.00 39.50	39.50
Buttercup (Gottlieb)	195.00	195.00	195.00	215.00
Buttercup (Gottlieb)	84.50	84.50 90.00	84.50 85.00	59.50 84.50
Buttercup (Gottlieb)	85.00 99.50	95.00	90.00	90.00
Buttercup (Gottlieb)	190.00	190.00	190.00	190.00
Buttercup (Gottlieb)	29.50 49.50	49.50	49.50	29.50 49.50
Buttercup (Gottlieb)	85.00 100.00	100.00 114.50	100.00 114.50	110.00 114.50
Buttercup (Gottlieb)	69.00	69.00	69.00	69.00
Buttercup (Gottlieb)	100.00 110.00	115.00 125.00	125.00(2)	129.50(2)
Buttercup (Gottlieb)	113.00 134.50	134.50 170.00	129.50 134.50	134.50 135.00
Buttercup (Gottlieb)	175.00	175.00	170.00 175.00	170.00 175.00
Buttercup (Gottlieb)	15.00	15.00	15.00	15.00
Buttercup (Gottlieb)	49.50	49.50	39.50 49.50	39.50 49.50
Buttercup (Gottlieb)	39.50	39.50	39.50	64.50
Buttercup (Gottlieb)	110.00 115.00	115.00 149.50	149.50	59.50
Buttercup (Gottlieb)	210.00(2)	210.00(2)	210.00	210.00
Buttercup (Gottlieb)	94.50	94.50	94.50	94.50
Buttercup (Gottlieb)	289.50	230.00	324.50	100.00
Buttercup (Gottlieb)	85.00 100.00	100.00	100.00	100.00
Buttercup (Gottlieb)	19.50 49.50	49.50	35.00 49.50	19.50
Buttercup (Gottlieb)	19.50 59.50	19.50 59.50	59.50	22.50 59.50
Buttercup (Gottlieb)	90.00	100.00	100.00	90.00
Buttercup (Gottlieb)	19.50	19.50	49.00	49.00
Buttercup (Gottlieb)	160.00			
Buttercup (Gottlieb)	50.00 59.50	50.00 89.50	50.00(2) 85.00	50.00 109.50
Buttercup (Gottlieb)	89.50 107.50	89.50 109.50	89.50 109.50	89.50 109.50
Buttercup (Gottlieb)	175.00(2)	195.00 200.00	195.00 200.00	200.00 210.00
Buttercup (Gottlieb)	195.00 200.00	210.00 250.00	210.00 250.00	239.50 250.00
Buttercup (Gottlieb)	210.00 250.00	210.00	210.00	210.00
Buttercup (Gottlieb)	75.00 85.00	90.00	90.00 99.00	90.00
Buttercup (Gottlieb)	22.50	22.50	13.50 22.50	22.50
Buttercup (Gottlieb)	180.00 185.00	185.00 190.00	190.00	190.00 195.00
Buttercup (Gottlieb)	29.50	29.50	29.50	29.50
Buttercup (Gottlieb)	345.00(2)	345.00(2)	345.00	345.00
Buttercup (Gottlieb)	350.00	350.00		149.50

Shaffer Specials

LATE MODEL RECONDITIONED PHONOGRAPHS

traded in on the NEW Seeburg *Settable*

MODEL "C"	\$445.00	1100	\$289.50
MODEL "B"	395.00	1015	139.50
5" WALL BOX	17.50	1017	99.50
5/10 WALL BOX	29.50	750	49.50

ROCK-OLA
1426 \$129.50
1422 94.50

PACKARD
MODEL "7" \$69.50

SEEBURG M-100-A . . . WRITE

AMI	WURLITZER
1426 \$129.50	SEEBURG 5c 3 WIRE \$17.50
1422 94.50	SEEBURG 5c WIRELESS 8.95
	WURLITZER 3020 (24) 27.50
	WURLITZER 3020 (48) 39.50

POST WAR WALL BOXES

Write for Illustrated Catalog of Late Model Phonographs
Terms: 25% Deposit, Balance C.O.D.

Shaffer Music Co.

Columbus, Ohio 606 S. High St. MAIn 3563
Cincinnati, Ohio 1200 Walnut St. MAIn 6310
Indianapolis, Ind. 1827 Capitol Ave. LINcoln 3571

Exclusive Seeburg Distributors

see you at the polls

ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

	Issue of Oct. 18	Issue of Oct. 21	Issue of Oct. 24	Issue of Sept. 27
Hot Rod (Bally).....	199.50	199.50	199.50	199.50
Happy Dumps (Gottlieb)...	29.50	29.50	29.50	29.50
My Best (Bally).....	65.00	65.00	65.00	65.00
Jack & Jill (Bally).....	240.00	240.00	240.00	240.00
Jockey Special (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....	160.00	160.00	160.00	160.00
Judy (Barnhart).....	99.50	99.50	99.50	99.50
Just 21 (Gottlieb).....	24.50	40.00	25.00	40.00
K C Jones (Gottlieb).....	69.50	69.50	69.50	69.50
King Cole (Gottlieb).....	99.50	99.50	99.50	99.50
King Pin (Chicago Coin).....	200.00(2)	200.00(2)	200.00(2)	200.00(2)
Koach Out (Gottlieb).....	79.50	60.00	65.00	90.00
Lady Beala Head (Gottlieb)...	39.50	39.50	39.50	39.50
Lady (United).....	110.00	325.00	325.00	325.00
Life-a-Live (Kern).....	134.50	135.00	134.50	135.00
Lucky Ladies (Williams).....	60.00	79.50	60.00	79.50
Mask (Exhibit).....	84.50	84.50	84.50	84.50
Master Lunge Barnhart (United).....	39.50	39.50	39.50	39.50
Matadores (United).....	180.00	185.00	180.00	185.00
Mayor of '89 (Chicago Coin)...	74.50	74.50	74.50	74.50
Maryland (Williams).....	49.50	84.50	49.50	84.50
Merry (Gottlieb).....	69.50	80.00	69.50	80.00
Merry Widow (Gottlieb).....	39.50	39.50	39.50	39.50
Minister Man (Gottlieb).....	95.00	159.50	159.50	159.50
Monte Carlo (Gottlieb).....	165.00	165.00	165.00	165.00
Monterey (United).....	39.50	39.50	39.50	39.50
Monk Gene (United).....	39.50	49.50	39.50	49.50
Morocco (Exhibit).....	49.50	49.50	49.50	49.50
Nipper (Williams).....	100.00	110.00	110.00	110.00
Nile (Exhibit).....	79.50	90.00	90.00	90.00
Oasis (Exhibit).....	109.50	109.50	109.50	109.50
Oklahoma (United).....	45.00	74.50	59.50	74.50
Olympic (Williams).....	210.00	210.00	210.00	210.00
One, Two, Three (Gottlieb)...	34.50	34.50	34.50	34.50
Palm Beach (Bally).....	449.50	449.50	449.50	449.50
Parade (Gottlieb).....	24.50	49.50	25.00	29.50
Phonix (Williams).....	49.50	49.50	49.50	49.50
Police (Chicago Coin).....	85.00	110.00	75.00	125.00
Play (Williams).....	100.00	100.00	100.00	100.00
Playland (Exhibit).....	79.50	104.50	104.50	104.50
Playtime (Exhibit).....	74.50	74.50	65.00	74.50
Play Up (Gottlieb).....	45.00	45.00	45.00	45.00
Pushover (Gottlieb).....	89.50	90.00(2)	90.00	100.00
Punchy (Chicago Coin).....	89.50	100.00	89.50	100.00
Quarterback (Williams).....	79.50	89.50	79.50	89.50
Ray Map (Williams).....	79.50	79.50	79.50	79.50
Reel (Williams).....	35.00	35.00	35.00	35.00
Rendezvous (United).....	39.50	39.50	39.50	39.50
Ringo (United).....	90.00	90.00	90.00	90.00
Robin Hood (Gottlieb).....	30.00	30.00	30.00	30.00
Rocket (Gottlieb).....	85.00	85.00	85.00	85.00
Rochester (United).....	39.50	49.50	39.50	49.50
St. Louis (Williams).....	29.50	25.00	29.50	29.50
Sally (Chicago Coin).....	29.50	49.50	29.50	49.50
Samba (Exhibit).....	59.50	59.50	59.50	59.50
Sandwich (United).....	49.50	49.50	49.50	49.50
Sea Jockeys (Williams).....	175.00	175.00	175.00	175.00
Scratch (Gottlieb).....	39.50	39.50	39.50	39.50
Select-a-Card (Gottlieb).....	24.50	40.00	25.00	40.00
Shanty-Town (Exhibit).....	80.00	89.50	79.50	80.00
Sharpshooter (Gottlieb).....	79.50	90.00	79.50	85.00
Shoo Shoo (Williams).....	85.00	100.00	100.00	100.00
Show Boat (United).....	160.00	165.00	190.00	175.00
Siegfried (United).....	190.00	190.00	190.00	190.00
South Pacific (Gottlieb).....	89.50	89.50	89.50	89.50
Spark Plug (Williams).....	175.00(2)	200.00	200.00	200.00
Special Entry (Bally).....	49.50	49.50	35.00	49.50
Speedway (Williams).....	29.50	29.50	35.00	29.50
Spillball (Chicago Coin).....	29.50	29.50	29.50	29.50
Spinning (United).....	309.50	329.50	309.50	329.50
Spot-It (Bally).....	365.00	375.00	349.50	369.50
Springtime (Gottlieb).....	125.00	125.00	125.00	125.00
Stadium (United).....	280.00	280.00	280.00	280.00
Star Dust (United).....	90.00	94.50	89.50	90.00
Step and Go (Gottlieb).....	29.50	29.50	29.50	29.50
Storm (Williams).....	39.50	39.50	39.50	39.50
Summer Time (Gottlieb).....	49.50	49.50	49.50	49.50
Sunny (United).....	54.50	54.50	54.50	54.50
Super Hockey (Chicago Coin)...	225.00	275.00	275.00	275.00
Super World Series (Williams).....	289.50	289.50	289.50	289.50
Swanee (Exhibit).....	54.50	54.50	54.50	54.50
Sweetheart (Williams).....	90.00	90.00	90.00	90.00
Tahiti (Chicago Coin).....	89.50	89.50	89.50	89.50
Tennis (United).....	79.50	79.50	79.50	79.50
Tic-Tac-Toe (Gottlieb).....	49.50	54.50	49.50	54.50
Tennessee (Williams).....	29.50	29.50	29.50	29.50
Texas Lumber (Kern).....	49.50	49.50	49.50	49.50
Thim (Chicago Coin).....	29.50	40.00	29.50	40.00
Three Feathers (Gottlieb).....	69.50	69.50	69.50	69.50
Three Musketeers (United).....	59.50	240.00	240.00	240.00
3-4-5 (United).....	49.50	49.50	25.00	35.00
Thrill (Chicago Coin).....	49.50	49.50	49.50	49.50
Tomb Raider (Gottlieb).....	40.00	40.00	40.00	40.00
Tonight (United).....	275.00	275.00	275.00	275.00
Trade Wind (Gottlieb).....	39.50	39.50	39.50	39.50
Trapper (Exhibit).....	49.50	49.50	49.50	49.50
Trinidad (Chicago Coin).....	29.50	29.50	29.50	29.50
Triple Action (Gottlieb).....	00	99.50	89.00	99.50
Trip-Scare (Gottlieb).....	59.50	59.50	59.50	59.50
Turkey (Exhibit).....	72.50	85.00	72.50	85.00
Turf King (Bally).....	99.50(2)	124.50	99.50	119.50
Uran (United).....	84.50	84.50	84.50	84.50
Versailles (Williams).....	70.00	75.00	70.00	75.00
Watch My Line (Gottlieb).....	69.50	85.00	60.00	69.50
Whisper (Universal Industries).....	89.50	175.00	89.50	175.00
Wisconsin (United).....	30.00	39.50	30.00	39.50
Yank (Williams).....	49.50	49.50	49.50	49.50
Yoga (United).....	300.00	300.00	300.00	300.00

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators. direct from The Billboard's Washington Bureau.

Tobacco Sales Drop

Unadjusted sales of tobacco products totaled \$230,000,000 in August, a \$17,000,000 decline from July sales and a \$6,000,000 drop from the previous August, the Department of Commerce announced last week.

Unadjusted tobacco inventories were \$141,000,000 in August compared with \$142,000,000 in August, 1951.

Filbert Exports Rise

Spanish filbert exports for the first nine months of the 1951-52 crop season totaled 5,960 tons, an increase of 4,692 tons from the entire 1950-51 season, the Commerce Department announced last week. An estimated 90 per cent of this year's Spanish filbert exports were shelled, according to the Commerce Department. U. S. buyers took only a small fraction of the nuts, with the biggest percentage of filberts going to Switzerland.

Italian Walnut Price

With the United States and Canada expected to be the chief buyers of shelled Italian walnuts, no price has been set for the 1952 crop, the Commerce Department says.

Sugar Distribution Up

Sugar distribution from January 1 thru October 4 totaled 8,398,878 short tons raw value compared with 8,120,666 short tons distributed during the corresponding period in 1951, the Department of Agriculture announces. September distribution was 741,483 tons, nearly 100,000 more than distribution in September, 1951. For the first week in October 161,844 tons were distributed, 21,939 tons more than for the corresponding week in 1951. Total stocks October 4 were 700,989 tons compared with 956,182 tons last year.



M/Sgt. Hubert L. Lee, USA
Medal of Honor

FOUR TIMES Sergeant Lee's platoon had taken, then lost, the hill near Ip-ori. On the fifth try, the sergeant, though hurt, was leading. A Red grenade hit him, seriously wounding both legs. Refusing assistance, he advanced by crawling, rising to his knees to fire. He caught a rifle bullet in the back. Still he wouldn't be stopped. Finally, with 12 survivors of his platoon, he took the hill, then let the stretcher-bearers carry him away. Today Sergeant Hubert Lee says:

"In thirteen years of soldiering, I've seen brave enemies defeated—because things had collapsed back home. That's why I can appreciate what a good thing it is when people like you buy United States Defense Bonds.

"I'm told that you, and millions of others, own a total solid investment of 50 billion dollars in our country's Bonds. That's good! That's strength! A man can face a hill when he knows that people like you are keeping our homeland strong."

Now E Bonds earn more! 1) All Series E Bonds bought after May 1, 1952 average 3% interest, compounded semiannually. Interest now starts after 6 months and is higher in the early years. 2) All maturing E Bonds automatically go on earning after maturity—and at the new higher interest! Today, start investing in better-paying Series E Bonds through the Payroll Savings Plan!

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!



The U.S. Government does not pay for this advertisement. It is financed by the publication in cooperation with the Advertising Council and the Magazine Publishers of America.

"HOT ROD"



SENSATIONAL MONEY MAKER

The perfect campaign piece for the Mechanical Horse... of HALF THE PRICE. Manufactured by world famous builders of amusement riding devices. Made of MOLDED FIBROGLAS. MAX IMPACT STRENGTH OF STEEL. 1/2 H.P., 40 cycle A.C. MOTOR. 34" WIDE. 48" LONG, 31" DEEP. Designed so that even the youngest child is safe. In action "HOT ROD" has a motion that simulates actual road conditions—Accelerated Speed. DISTRIBUTORS—Write today for complete details on how you can represent us in your territory.

KING PIN EQUIPMENT CO.

836 Mills St. Kalamazoo, Mich. Phone 8-1313

SPECIAL! "POP" CORN SEED VENDORS

RECONDITIONED LIKE NEW! WRITE

SPECIAL—PANORAMS Guaranteed Reconditioned WRITE.

NEW ROCK-OLA SHUFFLEBOARD TOPS \$135

NEW WRITE Chicago Chess King's Team Bowler Ex Super Team Set Exhibit 56 Grand Wm. Hong Kong Super "Trigger" Chicago Club 16-Frame Super Match

RECONDITIONED EQUIPMENT Bright Spot \$255 Spot Lite \$295 Copy (stone) 355 Ex Super Team Set Leader \$295 15-Frame \$115 Boley \$175 A-B-C \$145 Double Mader 29.50 Write Lite. 104. 225

SPECIAL! Mat. P.B. Cop. Machine, Pacly. Recond. \$149.50

WRITE FOR COMPLETE LIST CLAY NEMPHOS & CHARLEY PIERS

MONARCH COIN MACHINE, INC. 2257-57 N. Lincoln Ave., Chicago 14, Ill. Phone: Lincoln 9-3767-74



NEW LOW PRICED 15 GAME "DANCER DAN"—colorful new trade simulator. Takes in bundles of pennies. Lifetime, wooden mechanical top glass, when coin lands in target cup. Electrical. Player banks coins against backboard, meters falling in cabinet below. Wood cabinet, lights under awards. MC 19 in. ships 30 lbs. Immediate cash \$29.50 delivery Express C.O.D. Each \$29.50 AGENTS WANTED; OTHER HOT ITEMS! WEBB DISTRIBUTING CORP. 3288 West Chicago Ave. Chicago 21, Ill.

COBRA CARTRIDGES

Reconditioned and Restored. 12 for each. ORIGINAL PERFORMANCE GUARANTEED. 10 Day Service Via Air Mail. ELECTRONIC INDUSTRIES P. O. Box 3066 Mesa, Arizona

You have to plug it in or it won't light

your vote is the Power that makes Democracy Burn Steady and Bright

Use it NOV. 4

• 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, temporary with which the price occurred is indicated in parentheses. Where exactly opposite is 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 of location, territory and other related factors.

	Issue of Oct. 18	Issue of Oct. 11	Issue of Oct. 4	Issue of Sept. 27
Ace Bowler (Chicago Coin)...	\$70.00	\$70.00	\$5.00	\$5.00
Bowling (Bally).....	49.50	49.50	40.00	40.00
Bowler (Chicago Coin).....	40.00	40.00	225.00	24.50
Bowler, 4 Player (Keeney).....	225.00	225.00	24.50	24.50
Boonville (Gottlieb).....	24.50	24.50	49.50	49.50
Bowling Alley (Chicago Coin).....	49.50	49.50	295.00	319.50
Bowling Alley, 6 Player (Chicago Coin).....	295.00	319.50	295.00	319.50
Bowling Champ (Keeney).....	75.00	75.00	95.00	95.00
Bowling Champ Conversion (Keeney).....	75.00	75.00	95.00	95.00
Bowling Champ, 2 Player (Keeney).....	95.00	95.00	70.00	109.50
Bowling Classic (Chicago Coin).....	70.00	109.50	24.50	24.50
Bowling League (Gottlieb).....	24.50	24.50	295.00(2)	295.00(2)
De Luxe League Bowler (Keeney).....	295.00(2)	329.50	299.50	329.50
De Luxe League Bowler, 4 Player (Keeney).....	45.00	49.50	45.00	49.50
De Luxe Bowler (Keeney).....	375.00	375.00	85.00	85.00
De Luxe Twin Bowler (Universal).....	85.00	85.00	70.00e/g	70.00e/g
Double De Luxe Shuffle Alley (United).....	70.00e/g	125.00	24.50	35.00
Double Bowler (Keeney).....	24.50	29.50	60.00	60.00
Double Header (Williams).....	79.50	95.00	65.00	79.50
Double Shuffle Alley (United).....	50.00	50.00	139.50	139.50
Double Shuffle Alley Express (Keeney).....	139.50	139.50	245.00(3)	245.00(3)
Five Player Shuffle Alley (United).....	245.00(3)	245.00(3)	220.00(2)	220.00(2)
Four Player Rebound (Keeney).....	185.00	185.00	145.00	145.00
Four Player Shuffle Alley (United).....	220.00	220.00	145.00	175.00
Hi Score Bowler (Keeney).....	145.00	145.00	145.00	175.00
Hi Score Bowler (Universal).....	175.00	175.00	50.00	50.00
King Pin (Keeney).....	45.00	45.00	145.00	150.00
League Bowler (Keeney).....	145.00	185.00	145.00	185.00
League Bowler, 4 Player (Keeney).....	139.50	195.00	139.50	195.00
League Bowler, 6 Player (Keeney).....	255.00	255.00	225.00	255.00
Match-A-Score Free Play (Banner).....	160.00	160.00	110.00	110.00
Match-A-Score Monthly Play (Banner).....	110.00	110.00	399.50(2)	399.50(2)
Official Shuffle Alley (Keeney).....	399.50(2)	399.50(2)	379.50	379.50
Official Shuffle Alley (Universal).....	379.50	379.50	24.50	24.50
Pin Boy (Keeney).....	24.50	24.50	24.50	24.50
Shuffle Alley (United).....	24.50	29.50(2)	22.50	24.50
Shuffle Alley De Luxe, 6 Player (Keeney).....	345.00	345.00	375.00	345.00
Shuffle Alley Express (United).....	45.00	49.00	45.00	49.00
Shuffle Alley Express (Keeney).....	49.50	50.00	49.50	50.00
Shuffle Alley Express, 2 Player (United).....	139.50	139.50	149.50	149.50
Shuffle Alley, 6 Player (Keeney).....	149.50	149.50	265.00(2)	265.00(2)
Shuffle Alley, 6 Player (Universal).....	265.00(2)	265.00(2)	29.50	45.00
Shuffle Baseball (Chicago Coin).....	29.50	45.00	22.50	24.50
Shuffle Bowler (Bally).....	24.50	25.00	29.00	29.00
Shufflecade, 2 Player (United).....	79.00	79.00	45.00	65.00
Shuffle Champ (Bally).....	45.00	65.00	129.50	129.50
Shuffle Showcase (Chicago Coin).....	99.50	129.50	24.50	24.50
Shuffle Lane (United).....	24.50	24.50	29.00	29.00
Shuffle Lane (Back-Dial).....	99.50	115.00	99.50	115.00
Shuffle Lane (Bally).....	125.00(2)	125.00(2)	65.00	79.50
Shuffle Sluggo (United).....	65.00	79.50	45.00	49.50
Shuffle Target (Gottlieb).....	90.00	119.00	90.00	119.00
Single Shuffle Alley (United).....	70.00	89.50	70.00	89.50
Six Player Rebound (Keeney).....	90.00	90.00	49.50	79.50
Sam Alley (United).....	70.00	79.00	24.50	29.00
Speed Bowler (Bally).....	35.00	49.50	19.00	49.50
Star Bowler, 2 Player.....	125.00	350.00	89.50	89.50
Surf (Keeney).....	89.50	89.50	95.00	95.00
Super Deluxe Twin Bowler (Universal).....	95.00	95.00	69.00(2)	109.50
Super Twin Bowler (Universal).....	59.00	69.00	24.50	24.50
Tee Pins (Keeney).....	109.50	109.50	119.50	119.50
Trophy Bow (Chicago Coin).....	119.50	119.50	49.00	49.50(2)
Twin Bowler (Universal).....	49.00	49.50	145.00(2)	145.00(2)
Twin Shuffle Alley Rebound (United).....	145.00(2)	145.00(2)	24.50	25.00
Twin Shuffle (Williams).....	24.50	25.00	110.00	195.00
Twin Shuffle Case (United).....	110.00	195.00		

Coinmen You Know

Continued from page 110

The firm's finance plan on the horse has proved a big hit with operators (see separate story).

Art Weinand and Frank Menckel, Exhibit Supply, feel sure the company's new animal units—Rudolph the Red Nosed Reindeer, Pete the Rabbit and a new smaller horse will make lots of new operator friends for the company. Meanwhile, the Trigger horse and Super Twin Rotation are chalking up steady sales records.

Indianapolis
Mrs. Lottie Berman, head of Sicking Company, Inc., is enjoying the sunshine at Miami Beach. Sicking reports the United's Circus game is going over big.
Bain Sarfaty, secretary at Calderon Distributing Company, is confined at home with a severe cold.
Richard E. Wagner, Sutton Sales, has joined the sales group at Calderon.

Joe Flynn, sales manager, Shaffer Music Company, was a visitor at the firm's local branch on Wednesday. Gene Ford, manager of Shaffer here, announced more shipments of Secubag boxes. Armstrong Automatic Company suffered a loss by fire when a garage next door burst into flames. The Armstrong Company is busy placing equipment in new locations. Rex Hassler, of the Armstrong repair personnel, is back on the job after being attacked by hoodlums while on a service call.

More dime vending machines are making their appearance in good top locations. Al Evans, South Bend, Ind., operator, was on tour, buying new equipment.

Hartford
A Hartford resident who wrenched a nut vending machine from the side of a downtown store couldn't explain his action to Judge Max M. Savitt. The man pleaded guilty to a charge of theft. "Do you like pistachio nuts?" asked the judge. "Not especially," was the reply. The judge imposed a fine of \$25.

Francis Stern, head of Stern and Company, Columbia Records and appliance distributors, is back from an extended trip to the West Coast. Sid Blade of the Music Box, downtown retail record store, sponsored a one-night engagement of Stan Kenton and his orchestra, at the 3300-seat Bushnell Memorial.

American Sets Supply Volume Order Program
UNION CITY, N. J., Oct. 18.—As a special service to operators, the American Shuffleboard Company has instituted a volume order plan.

Under the set-up operators can purchase a full complement of the company's wide range of shuffleboard play aids at a reduced price. Among the items are: Cleaner and polisher; Magic Glaze, a dressing for playfield tops; Speed Powder, wax and pucks.

Contempt Proceedings Halts Pinball Probe
NEW ORLEANS, Oct. 18.—The federal grand jury halted its investigation of pinball activities in this area following the sentencing of four witnesses on contempt of court charges. The inquiry will be resumed later this month.

Purpose of the probe is to ascertain whether the amusement game business here is controlled by undesirable.

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators. Direct from The Billboard's Washington Bureau.

Limit Spanish Long Tons

Next year's Cuban sugar crop will be limited to 5,000,000 Spanish long tons under terms of a special agreement between the Sugar Institute and Cuban banks.

Propose Change In Pinball Law

CINCINNATI, Oct. 16.—City council here Tuesday (14) took under consideration an amended ordinance concerning the playing of pinball machines by persons under 21 years old. It was sent to council by City Manager W. R. Kellogg.

The new ordinance states that it shall be unlawful for any person in charge of one or more pinball machines to permit them to be played by minors. Previously the ordinance said that it was unlawful for any exhibitors to permit minors to play machines.

Assistant City Prosecutor Ralph Cort said that recently a cafe owner and his bartender were arrested for violation of the ordinance, but the owner was dismissed in Police Court because he was not present at the time of the alleged violation and the bartender also was dismissed because he was not an exhibitor.

signed in August, the Commerce Department announced last week. Agreement financed the reserve stock of 1,750,000 Spanish long tons of 1952's sugar crop. The current record-breaking crop totaled 7,963,689 short tons, with 397,000-000 gallons of blackstrap molasses.

Also announced by the Commerce Department was an expected 10 per cent increase in the 1952-53 crop of Guatemalan sugar from last year's production. Nearly 16,000 acres of cane are expected to be harvested compared with 14,500 acres in 1951-52.

Cocoa Crop Decline

This year's cocoa bean production in the Dominican Republic is expected to be 24,000 metric tons, a decline of almost 8,000 tons from last year's output, the Department of Commerce has announced. Exports of chocolate liquor, chiefly to the United States, rose 833 tons during the first nine months of the current season, with 3,773 tons the total for the corresponding period last year, according to preliminary Commerce Department figures.

Cocoa bean exports for the same period were 14,572 tons during the corresponding period last year.

JUST OFF THE PRESS!

FIRST DISTRIBUTORS
NEW 1953 GIFT BOOK

BIGGER! MORE ITEMS!
Highest quality merchandise at lowest wholesale prices! Immediate delivery on all items! Send for your FREE COPY TODAY! Mailed only to Operators and Dealers.



SHUFFLE GAMES

"First-Conditioned" and Resurfaced

<p>Gottlieb Formica Tests Indicates on United A Keeney Games—only \$15 extra</p> <p>CHICAGO COIN 51X PLAYER.....\$380 SHUFFLE... HOCKEY... 79</p> <p>WILLIAMS DOUBLE HEADS... 4.45 CHICKEN BOWLER... 75 TWIN SHUFFLE... 75</p>	<p>UNITE DELUXE & PLAYER \$365 4 PLAYER..... 345 TWIN REBOUND..... 75 SEE ALLEY..... 65 SHUFFLE SLUGGER..... 65 SHUFFLE SLUGGER..... 65 SHUFFLE ALLEY..... 65</p> <p>BALLY SHUFFLE LINE.....\$188 SHUFFLE CHAMP..... 185 SPEED BOWLER..... 59 SHUFFLE BOWLER..... 75</p>	<p>UNIVERSAL HI SCORE BOWLER \$140 DELUXE TWIN..... 80 BOWLER..... 80 SUPER TWIN..... 49 BOWLER..... 49 TWIN BOWLER..... 49 KEENEY SUPER DE LUXE... LEAGUE BOWLER \$130 DE LUXE LEAGUE... 295 BOWLER..... 295 51X PLAYER LEAGUE... 350 BOWLER..... 350 LEAGUE BOWLER... 145</p>
---	--	--

Keeney's 10 Player TEAM BOWLER

★ Fastest, Most Beautiful Shuffle Game of All!
★ For Team Play! For Individual Play!
★ Jumbo Life Up Pins Aid Accuracy!
★ Colorful, Easy-to-Follow Backboard!

Two 5-man teams can bowl with ease AND SPEED on this sensational Keeney 10 P.M. Shuffle appeal boost play, \$88 AT FIRST! Keeney Distributor for the Iowa and Indiana.

ARCADE

"First-Conditioned"

<p>Seaburg SHOOT.....\$275 SHOOTER..... 215 SHISH JET GUN..... 85 SHISH SUN PATROL..... 85 SHISH SWIFTER..... 145 SHISH SILVER..... 145 SHISH..... 145 TELEQUIZ, w/illum..... 119 Keeney Air RIDE..... 105 CHICKEN SAM..... 105 RIFLE RANGE RAY..... 105</p>	<p>United TEAM HOCKEY.....\$45 CHI. COIN GOALIE..... 85 EN. FOOT RACE..... 85 EN. FOOT RACE..... 85 EN. DALE GUN..... 75 EN. DALE GUN..... 75</p>	<p>CHICAGO COIN HIT PARADE Brand New Special \$150 Limited Quantity!</p> <p>New Chicago Coin BANDER—White!</p>
---	--	--

EXHIBIT PRESENTS:

RUDOLPH—The Red Nosed Reindeer—with a red life-size nose. Kids everywhere will love him.

TRIGGER—Most popular horse in the world. Authentic! Every child will know and ride him.

SUPER TWIN ROTATION—Sensational 1 or 2 player pool game played like actual pool. You'll play this game yourself!

BINGO'S BALLS

NEW Bally FROLIC United CIRCUS

"First-Conditioned"

BALLY
PALM BEACH.....\$515
ATLANTIC CITY..... 445
SPRINGFIELD..... 355
BRIGHT SPOT..... 355
CONE ISLAND..... 315
BRIGHT LIGHTS..... 315
UNITE
SOLERO.....\$175
ABC..... 165

FIRST DISTRIBUTORS

Joe Klina & Wally Finko
6750 W. North Avenue Chicago 22, Illinois Dickert 2-0300

CORRECTION!

United Leaders was erroneously priced at \$110.00 in our ad of Oct. 18

CORRECT PRICE: \$310.00

ACME-INTERNATIONAL DISTRIBUTORS
202 N. Halsted St. Chicago 14, Ill.

FOR SALE

Nine United DeLuxe Shuffle Alleys—single play, rebound; good shape reparable.

BOX 181
Cape May, N. J.

AMI

Exclusive Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Lomb St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
140 Jefferson St., Lexington 2, Ky. 8011 E. Moenue Ave., St. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

Cancer strikes one in five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY



TOPPER DELUXE
globe style



SUPERIOR SUPER-SALESMEN
The Big 3 by Victor

TOPPER DELUXE
globe style

BABY GRAND

TOPPER DELUXE
half-cabinet style

Here are the new style Topper DeLuxe vendors by Victor: Topper DeLuxe globe style and Topper DeLuxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper DeLuxe vendors at an additional cost of only 75c per machine. For the finest in vending of ballgum, or ballgum and charma, use Victor's original vending wheel—No. 86-A, which vends 140-, 170-, & 210- without making any adjustments. For other bulk mdas. use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and half-cabinet vendors are packed and sold 4 to the case.

Wholesale Prices to Operators on TOPPER DELUXE Globe Style or Half-Cabinet Style
1 to 5 cases at \$56.80 per case of 4 F.O.B. Factory
6 to 11 cases at \$56.00 per case of 4 F.O.B. Factory
12 to 24 cases at \$55.00 per case of 4 F.O.B. Factory
25 or more cases at \$52.80 per case of 4 F.O.B. Factory

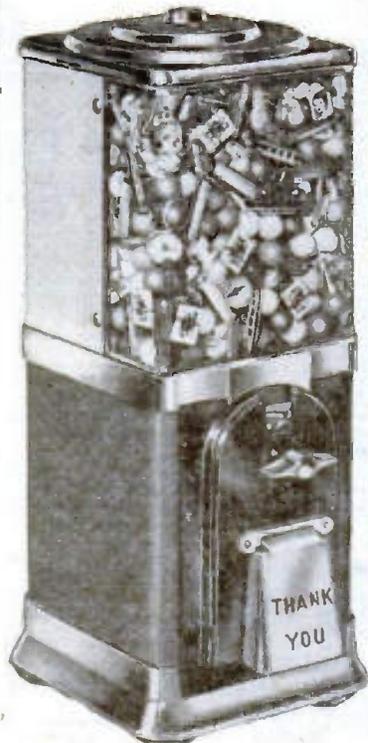
All orders must specify whether "FOR BALL-GUM" or "FOR MDSE." One-third certified deposit must accompany all orders.

BABY GRAND

Victor's Baby Grand Chicle Treats and Chloro Treats, the right combination for greater profits and steadier income, Vends Chicle Treats 2 for 1c, 300 count per pound, or Chloro Treats, 336 per pound. Or Chloro Treats 2 for 5c, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5½ lbs. of Treats. Baby Grand is packed and sold 4 machines to the case.



TOPPER DELUXE
half-cabinet style



Less than 25 cases @ \$52.00 per case. 25 cases or more @ \$48.00 per case. One-third certified deposit must accompany all orders. F.O.B. Factory

Victor's products mean Operator's profits; buy Victor, America's finest vendors — the industry's greatest values. All Victor products are sold exclusively by authorized Victor Distributors. Contact your nearest distributor.

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue

Chicago 39, Illinois

Manufacturers of the famous line of TOPPER vendors



NORTHWESTERN MODEL 49 \$17.35 EA.
1c or 5c Bulk or 1c Ball Gum. Specify when ordering.

NORTHWESTERN TAB GUM VENDOR \$25.95 EA.

FOR THE MOST COMPLETE LINE
Send for Your **FREE** Copy of **RAKE'S NEW 1952 CATALOG TODAY!**

RAKE'S AUTOMATIC MERCHANDISER

Rake
609 A SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

Distributors of Coin-Operated Machines and Supplies

Jet Saucer Is Latest Entry In Rocket Field

LINDEN, N. J., Oct. 18.—Jet Saucer, latest entry into the Rocket ride field, is being manufactured by Mars Manufacturing Company here, with the first models expected to be in distributors' hands by Monday (20).

Dave Braun, Mars president, said the new ride differs from other Rocket rides in that it has three forward speeds, which may be controlled from the joystick by the rider. The motions are forward, with backlashes.

Flashing lights from 12 points are all standard auto accessories. Mechanical parts are bolted, with no welding.

Specifications
The body is of 1/4-inch thick plastic, with a metal base. Oiling is required every six months as the cams have built-in oil-lube bushings. The 1/3 horsepower Westinghouse motor is guaranteed by the manufacturer for one year. Last price will be about \$1,000. Braun said that distributors will be announced within the next few weeks.

Vendo Co. Division Holds Sales Meet

KANSAS CITY, Oct. 18.—Members of the Vendo Company's Dairy Division held a sales meeting in Chicago, in conjunction with the recent biennial Dairy Show. Jack Burlington, division sales manager, directed the meeting. Principal speaker was T. A. Buckley, vice-president in charge of sales and marketing at Vendo.

Major discussion topic was schools and the potential for novelty ice cream sales to students thru vendors.

Dairy-Vend division representatives attending included Robert Lewis, Atlanta, Howard Johnson, Pittsburgh, Richard Wagstaff, New England, Robert Trapp, Kansas City, and Dale McCollum, Los Angeles.

Juice Bar Names New Orleans, Chi Firms Sales Reps

NEW YORK, Oct. 18.—The appointment of two area sales and service representatives for the Juice Bar Corporation were announced this week by Edward Richardson, vice-president.

Harry Sloane Sales, Inc., Chicago, will handle sales and service for Illinois, Southern Wisconsin and Northern Indiana. Lynch & Zander, New Orleans, will cover the Louisiana and Southern Mississippi region.

Match Books Promote Voting in November

NEW YORK, Oct. 18.—Three million match books with covers urging the American public to "get out and vote" in the November 4 election have been sponsored to date by business and civic organizations. The books were designed by the Advertising Council as part of the American Heritage Foundation program.

Sponsors' names are imprinted on the inside cover. Three alternate cover designs urging citizens to register and vote were created by the council.

Morrison Steel Names Carry-All Sales Rep.

BUFFALO, Oct. 18.—Morrison Steel Products, Inc., appointed Russell L. Davies as Texas sales representative for its Carry-All Division.

Davies, headquartered at 3805 Frontier Lane, Dallas, was formerly with the Ford Motor Company in branch management positions. The Carry-All Division manufactures steel truck bodies for light delivery use.

Pepsi Earnings Rise

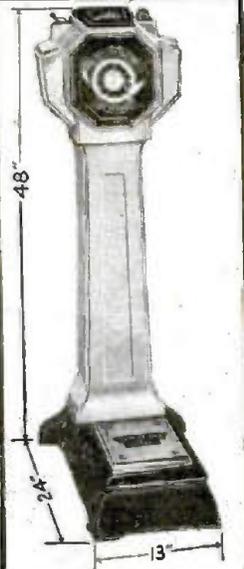
NEW YORK, Oct. 18.—Pepsi-Cola Company earned a net income of \$3,170,000 for the first nine months of 1952. During the like 1951 period, net earnings were \$2,525,000.

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 of 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.

	Issue of Oct. 18	Issue of Oct. 11	Issue of Oct. 4	Issue of Sept. 27
Atom 1c or 5c.....				
Atomic Model 2.....				
Columbus Model M, 1c or 5c.....				
Dugreiner Candyman.....	\$50.00 57.50 62.50	\$57.50 62.50	\$57.50 62.50	57.50 62.50
Dugreiner Challenger, 5c (3 col.).....	22.50	22.50	22.50	22.50
Dugreiner Challenger (7 col.).....	125.00	125.00	125.00	125.00
Dugreiner Champion (13 col.).....	150.00	125.00	125.00	125.00
Eastern Electric C-8.....	135.00 150.00 159.50	149.50 180.00	149.50 150.00	150.00 189.50
Eastern Electric (10 col.).....		165.00	165.00	6.95
Esquire 1c.....	6.95	6.95	6.95	6.95
Foot Ease (Chalk).....	85.00	85.00	85.00	85.00
Foot Vibrator.....	119.50	119.50	119.50	119.50
Kenny (4 col.) Elec.....	185.00	179.50 185.00	185.00	185.00
Kwik Shoe Shine Machine.....	54.50	54.50	54.50	54.50
Martin Scale.....	89.50	89.50	89.50	89.50
Master 5c.....	7.45	7.45	7.45	7.45
Messery Grip Scale.....	49.50			
Mills Candy Vendor (5 col.).....		60.00	60.00	65.00
Minut Pop.....		145.00		145.00
Morseware Candy Vendor.....	149.50	149.50	149.50	149.50
National 9 & Electric.....	95.00 125.00	95.00	95.00	95.00
National 750.....	130.00	130.00	130.00	130.00
National 930.....	135.00 145.00	145.00	145.00	145.00
National 950.....	80.00	85.00	85.00	115.00
National Candy 918.....	115.00	7.45 7.50	7.50	7.45 7.50
Northwestern 33 Ball Gum.....	7.50	7.50	7.50	7.50
Northwestern 49.....				7.95
Northwestern Deluxe.....	13.95	13.95	13.95	12.95 13.95
1c and 5c.....	69.00	69.00	69.00	69.00
Northwestern Stamp.....	69.50	69.50	69.50	59.00 69.50
Pop Corp 5c.....				18.00
Postage Stamp Vendor (4 col.).....	60.00 65.00	70.00		65.00
Revere Candy (5 col.).....				155.00
Revere Cracker (10 col.).....	185.00	185.00	185.00	185.00
Revere Diplomat Electric.....	85.00	85.00	85.00	85.00
Revere Imperial (8 col.).....	100.00 155.00	100.00 155.00	100.00 155.00	100.00 155.00
Revere President (10 col.).....				159.50
Revere Pres. deal, King Size.....	130.00	130.00	95.00 130.00	95.00 130.00
Revere Royal (8 col.).....	140.00	140.00	95.00 140.00	95.00 140.00
Revere Royal (10 col.).....	22.50			
Sandwich Machine, 10c.....				18.00
Shimmas Stamp Vendor (2 col.).....				18.00
Shimmas 3-Way Stamp Vendor.....	39.50	39.50	39.50	39.50
Slack Gum Vendor.....	12.50			
Silver King, 1c or 5c.....	7.45	7.45	7.45	7.95
Silver King Monitor.....	22.50	22.50	22.50	22.50
Star Wash-Up.....	50.00	50.00	50.00	50.00
Stamp Vendor (4 col.).....	18.00			
Stoner Candy.....	120.00	75.00	75.00	130.00
Uneda Candy.....	75.00	50.00	50.00	50.00
Uneda Model E (5 col.).....	130.00	115.00	115.00	115.00
Uneda (15 col.) Model 500.....	115.00			
Uneda Monarch King Size 25c.....	95.00	79.50	95.00	95.00
Uneda Monarch (8 col.).....		95.00		95.00
Uneda Pop, Model 500 (7 col.).....				130.00
Uneda Monarch (10 col.).....	110.00	110.00	110.00	110.00
U-Propit.....	195.00	195.00	195.00	195.00
U-Selct-It.....	49.50	49.50	49.50	49.50
Walling Junior Scale.....		89.50	89.50	65.00
Walling Tom Thumb Jr.....		89.50	89.50	



\$25 DOWN
Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON FOR-CORRAIN ENAMELED, FOR OUTSIDE LOCATIONS

WRITE FOR PRICES
Invented and Made Only by

WATLING
Manufacturing Company

4450 W. Fullon St. Chicago 44, Ill.
Est. 1886—Telephone: Columbus 1-7273
Cable Address: WATLINGTR, Chicago

NEW—Just Out AUTO TIRES
with ENGRAVED PLATED HUB CAPS

Every child is thrilled with a fleet of Auto Tires—Castles, Chrises, Otomobiles, Pontiacs, Dodges, DeSotos, Mercurys, Buicks, Hudsons, Nashes, Fords, Plymouths, Chevrolets, Buicks, etc.

Auto Tires have Play-Vac. Best Will Trade and Swap to Collect a Full Set of Tires.

\$12.50 per 1,000

F.B. Jamaica, New York
On At Your Distributor

The best thing about these Auto Tires is how EASY it is to place machines with them. They are big, round, two-sided and they stay in place in position. When inside the machine they LOOK so nice they have a "Come and Get Me" look. And children do just that—they spend pennies to get Auto Tires.

SAMUEL EPPY & CO., INC.
9-13 12th Place Jamaica 3, N. Y.

Cigarette Bargains
IMMEDIATE DELIVERY

All Machines Have New Hammerhead Paint—Reconditioned

4 Eastern Electric (8).....\$135.00
1 Kenney Electric..... 195.00
3 National 950—25c. 2..... 135.00
King Col..... 135.00
1 National 750—25c. 2..... 125.00
King Col..... 125.00
6 Rowe Imperial..... 69.50
2 Smoke Shop (Original Paint)..... 125.00

UNIVERSITY COIN MACHINE EXCHANGE
854 North High St., Columbus 8, Ohio
Tel: 1 University 6900

CANADIAN OPERATORS!
We are the Canadian distributor for

AK'S ACORN VENDOR

The finest in the vending industry

LEAF BALL GUM

NEW! International, 1/4 Panamo Hockey Player Sticker, \$10.00 per M. Contact the nearest office for immediate delivery!

INTERNATIONAL VENDING CO., LTD.
940 Gerrard St. East Toronto, Ont. Telephone 2179
501 Gladstone Ottawa 2-5782

HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month

There's Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—bring ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 209 2160 Patterson St. Cincinnati 22, Ohio

Please enter my subscription to VEND for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me

Name.....
Address.....
City..... Zone..... State.....
Occupation.....

IN STOCK VICTOR'S

Now BABY GRAND CHICLE TREETS VENDOR also JUMBO 100

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone LOcust 2-1448

ORDER TODAY

VICTOR 1c-BABY GRAND-5c

\$13.00 each 4 to case
\$12.00 each 100 or more
\$15.95 each 500 or more

Samite filled with gum
VENDS Chicle Treats, Chicle Treats, 2 for 1c, Large Chicle Treats, 1 for 5c

WRITE FOR LOWEST PRICES on Ball Gum, Vendors and all merchandise for vending operations.

Now Stocked in Kansas City.
Victor Topper Deluxe Hall Cabinet.....\$14.28
Victor Topper Deluxe with 61c globe..... 14.28

Bernard K. Bitterman
4209 E. 27, Kansas City 1, Mo.

VICTOR'S TOPPER DELUXE GLOBE STYLE

\$14.20 ea.
packed 4 to a case
\$13.20 ea.
lots of 25 cases or more

PARKWAY MACHINE CORP.
715 Essex St. Baltimore 2, Md.

ROY TORR—LANSOWNE, PA.

READY FOR DELIVERY NOW!

1c or 5c ACORN

ALL-PURPOSE BULK MERCHANDISER
Featuring the new **White Flash** SAUSN HOUSING

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. Chicago 22, Ill.

Operators! Be Wise! Get Smart! Operate "Rocket Patrol"

Immediate Delivery!



National or
Rubeo coin
chutes—your
choice!

DISTRIBUTORS! Write or Call—Some Territory Available.

KIDDIE RIDES AMUSEMENT CO.

M. M. BERGER
612 10TH AVE., NEW YORK 36, N. Y.

CIRCLE 6-8464-5-6

"Rocket Patrol" is the only original rocket ship ever built. We have been delivering this "piece" for more than a year and it has passed every money-making test. Get on the "Rocket Patrol" money-making bandwagon. Our products have been copied and imitated but never duplicated. Our ship, piece for piece, nut for nut, washer for washer, wire for wire will stand up against any other ship on the market. Dime for dime, our "Rocket Patrol" has taken in more money than all other rocket ships combined.

Operators! Be Wise! Get Smart! Operate the tried, tested and proven "Rocket Patrol." Other ships may be good and have certain appeal—but when you operate "Rocket Patrol" you're operating a ship that's been proven on location and one that has no bugs in it.

*By unprejudiced survey in
area adjacent to home plant.

"ROCKET PATROL"

HAS ALL THESE OUTSTANDING FEATURES!

- Mechanism Cover 3/4" Weldwood—5 ply plywood.
- Heavy duty steel reinforced frame.
- 1/2 HP motor—ball bearing—continuous operation commercial type.
- Gear reducer has Timkin roller bearings.
- Case hardened phosphorus bronze gears.
- Leg support packed in grooves (non-rattling).
- Complete mechanism mounted on 3/16" steel plate inside Weldwood frame.
- Heavy duty chrome plating.
- Original feature—built-in steps with aluminum knob plate.
- 3/4" cast aluminum body—and aluminum accessories.
- All electric work in Rocket Ship is harmless—uses only 6 to 8 volts except in coin chute.
- All individual electrical parts used have UL stamp of approval.
- Enduring automotive lacquer finish.
- Upholstered in heavy Duran material.
- No more Joy Stick (they want out with the airplane)—latest type control instruments.
- 10c Drop chute with large coin box.

The TWO-SPEED Rocket Patrol is identical in features except for a revolutionary new type loaded unit with speed control built-in. This is manufactured especially for us.

*All merchandise we buy has
UL seal of approval on it.

UNITED ALLEYS 1 Player \$125.00 2 Player with Formica and large sign 150.00 4 Player 219.00 5 Player with Formica and large sign 275.00 2 Player Deluxe 375.00 4 Player Super Write 1 Player Shuffle Alley Rebound 60.00 Express 35.00	COUNTER GAMES Wizard 49.00 Mr. A-Money 25.00 Advance Shakers 34.00 Shipments Art Show 25.00 Game's Punch-A-Ball 15.00 15.00 Three of a King 15.00 Shipman's 3 Way 29.00 Steam Vender 29.00 Darts Dan 29.00 CIGARETTE MACHINES C & C Electric 115.00 9 Col. Keeney Electric & Coin 185.00 National 750 92.00 Row 18 Col. President 106.00 Urenea 500—15 col. 112.00 Urenea Standard, 3 col. 118.00 Urenea Standard, 15 col. 94.00 Urenea 8, 6 col. 94.00 Dupont Challenger 120.00 7 col. 120.00	Bally Big Game \$185.00 Bally Defender 95.00 Bally Heavy Hitter 119.00 Bally Rapid Fire 113.00 C&I Coin Macker 73.00 C&I Coin Pistol 75.00 C.C. Midair Shoe Ball 153.00 Chicken Gam 106.00 C.C. Baseball Game 235.00 C&I Coin Goals 135.00 Colic Pool Table 150.00 C. Dale Gun 65.00 E&E Gun Patrol 213.00 Frank's Bill Ball 150.00 G. Big Escape 97.50 Jack Rabbit 105.00 Keeney Sub Gun 155.00 Keeney Air Rider 135.00 Kirk Wire Bomber 150.00 Mercury Air Scales 70.50 M&B Panoram 200.00 Mountain Climber 165.00 Mut. Flying Saucer 150.00 Mut. Photo. Lens 65.00 Mut. Photo. early 250.00 Mut. Sky Pilot 120.00 Mut. Unicorn Graph 421.00 Mowen Set Shot, new 375.00 Oracle of the Sphinx 285.00 Pop Set 85.00 Quinners & Shim 105.00 QT Pool Table 153.00 Star Series 100.00 Sings Spanish 85.00 Sci. Pokermat 125.00 Stand. Metal Typing 200.00 Seeburg Bear Gun 375.00 Six Shooter 185.00 Sings Salaccos 185.00 Ten Strikes 85.00 Undersea Raider 95.00 Yarn Spinner 275.00 Wilcox Gey Resonance 150.00 Wurlitzer Baseball 185.00 Western Baseball 95.00
---	---	--

All merchandise factory reconditioned
Terms 1/3 deposit with all orders, balance before C.O.D.

AMI
Distributors for
100% Northern Ohio
NOW DELIVERING MODEL D

Cleveland Coin MACHINE EXCHANGE, INC.
2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phone: Tower 1-6715

Cliff Clef Says:

COVEN **COVEN SPECIALS THIS WEEK!**

One Man Carl Sled for Photo and Pin Games.
Complete With Straps \$ 36.50
Seeburg M100A \$99.50
United & Player (Formica Top 7-10 Pickup) 265.00
One-third deposit, balance C.O.D.

COVEN distributing company
3141 Elmer Chicago 18, Ill.
Independence 3-2710

Exclusive Distributors of Wurlitzer Phonographs

RIDE 'M COWBOY!

INDEMNITY COWBOY

Designed by
World Famous Manufacturers of Amusement Rides

The variable speed control allows the smallest tots to ride safely should a larger child or teen-age desire more action a gentle pull on the reins increases the motion to the desired speed. Our large factory and modern production methods allow us to sell at reasonable prices. Write today for full information.

KING AMUSEMENT CO.
Mr. Clemens, Mich.

GUARANTEED USED BINGOS & ONE BALLS
Ready for location at lowest prices

BRIGHT LIGHT	\$225.00
BRIGHT SPOT	300.00
COKEY ISLAND	310.00
ATLANTIC CITY	450.00
UNITED STARS	450.00
SPOT LIGHT	329.50
TURF KING	124.50
WINNER	89.50
CHAMPION	74.50
CITATION	49.50

1/3 deposit with all orders.

SICKING, INC.
America's Oldest Distributor
Established 1895
1401 Central Hwy., Cl. Beach 14, Ohio
1518 N. Capitol Ave., Indianapolis, Ind.

ARCADE

Genco Oliver	\$ 39.50
Mercury 10-Way Athletic Games	NEW
Shuffle Gun Patrol	99.50
Shuffle Dale Gun	65.00
Yale Playmate	145.00
Total Ball	39.50
Pro-Cheer	39.50
Advance Ball	37.50

SHUFFLE GAMES

Un. Official Bowler	\$375.00
United & Player	245.00
3-Player	345.00
Write AROUND	145.00
Shuffle Bowler	79.50
Shuffle Express	45.00
Bally Shuffle Line	125.00
Shuffle Target	119.00
Bowler Team Bowler	45.00
DeLuxe League	295.00
Bowler	185.00
League Bowler	185.00
Shuffle Alley	99.00
Rock-Ola Shuffle	NEW
Lone	59.00
Champion	45.00
EXHIBIT STRIKE	89.50
WHEELS DOUBLE	NEW
WHEELS	45.00
Bally Baseball	69.50
Universal Tumbler	45.00
Bowler	45.00
Formica Tops installed on United Games, 315 extra.	

WANTED
BINGO GAMES—Fair Beaches, Atlantic City, Spok-Lites.

JUST 25 LEFT!
Children's Champion—Gold Cup, WRITE FOR SPECIAL LOW PRICES!

For the Best IT'S PURVEYOR

Shuffleboard Supplies
Shuffle Game Wax, Case 115 4.30
Fast Wax, Case 115 4.30
Pucks 180 of 8 Write
Score Sheets, 18 Pads 7.50
Fluorescent Lights, 60w 22.50
Used Rock-Ola Shuff. Bowler Lites, pr. 32.50
Addressors 18.50

Distributors For AMERICAN SHUFFLEBOARD Games & Supplies

ELECTRIC SCOREBOARDS FOR SHUFFLEBOARDS

KEENEY SHUFFLEBOARD ATTACHMENTS
4-Player Bowler \$125.00
2-Player Bowling Champ 80.00

PURVEYOR Shuffleboard Co.
4322-24 N. WESTERN AVE. PHONE: JUMPER 8-1814 CHICAGO 18, ILL.

for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT ALL MACHINES AT GREATLY REDUCED PRICES

Crestions	539.00	Sharpshooter	179.50
Champions Bally	53.50	Nippy	100.00
Winners	89.50	Punchy	61.50
Photo Finish	75.00	Yard Kings	140.00
Blackout	35.00	Double Shuffle	75.00
Golden Glove	90.00	Lit-A-Lines	125.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT
Keeney Electric Cigarette Vender
Keeney Television
Keeney Ten-Played Team Bowler

ROY MCGINNIS CORP.
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1600

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

Williams NEW! **HONG KONG** NEW! NEW!

COMBINING POPULAR IN-LINE PLAY WITH HIGH NUMBER SCORING! 3-4 or 5 in Line Score Replays **Yes!** 29 DIFFERENT WAYS TO SCORE REPLAYS!

NEW! Fast! EXOTIC! NEW!

NO ALLEE SAMEE!

IMAGINE!

- ANY THREE IN LINE lite up both top side roll-overs for replays!
- MAKING BUMPERS 1 to 8 scores replay and lites both side bottom rollovers for replays!

Fast and Furious THUMPER BUMPER AND FLIPPER ACTION!

ORDER Williams HONG KONG

CREATORS OF DEPENDABLE PLAY APPEAL! 4242 W. FLORENCE ST. CHICAGO 24, ILL.

REDD'S VALUES CAN'T BE BEAT!

MUSIC		SPECIALS	
AMI-C	\$475	SUPER WORLD SERIES	\$225
WURLITZER 1250	425	CHICAGO COIN DERBY	\$100
WURLITZER 1015	150	KEENEY LEAGUE BOWLER	\$95
SEEBURG 146M	125		

WRITE WIRE or CALL COLLECT

LARGE STOCK OF ONE BALLS, FIVE BALLS, MUSIC

REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040
BALLY-UNITED
KEENEY-EXHIBIT

WE EXPORT

- PIN GAMES
- MUSIC MACHINES
- SHUFFLE ALLEYS

WE'VE been exporting all kinds of coin-operated equipment for years—know exactly what you require in the way of merchandise and service. We ship only the finest, top quality equipment, properly crated, via the quickest and cheapest routes, and we guarantee prompt and efficient service. Send us your requirements and we'll fill your bill perfectly from one of the most complete stocks in the U.S.A.

Joe Ash

We are exclusive **WURLITZER DISTRIBUTORS**
In Delaware—S. Jersey—S.E. Pennsylvania

DAVIS Guarantee

Mechanism overhauled
Worn parts replaced
Amplifier reconditioned
Speaker inspected
Tonehead renewed
Cabinet professionally refinished

SEEBURG

H147M Hideaway	\$110	1250	\$200
H246M Hideaway	99	1100	124
1951 Hideaway	49	1080	125
Envoy, Major, Classic, Hightone	49		

WURLITZER

A	\$260
B	195
C	495

AMI

A	\$260
B	195
C	495

ROCK-OLA

1481, 50 Record	\$435
14281	240

WALL BOXES

THIS WEEK'S SPECIAL

WURLITZER 3020, 5c, 10c, 25c, Reconditioned	\$26.50
AMI, 5c, 10c, Reconditioned	\$29.50
Wurlitzer 4651, 5c, 10c, 25c, Like New	59.50
Wurlitzer 4820, 5c, 10c, 25c, Like New	59.50
Wurlitzer 4820, 5c, 10c, 25c, Converted	41.50
Wurlitzer 3031, 5c, Reconditioned	9.95
Wurlitzer 3025, 5c, Wireless, Reconditioned	9.95
Wurlitzer 245 Stepper	49.00
Wurlitzer 219 Stepper	22.50
Seeburg W4-L56, 5c, 10c, 25c, Wireless, Reconditioned, Refinished	34.50
Seeburg 3W2-L56, 5c, 10c, 25c, 3-Wire, Reconditioned, Refinished	34.50
Seeburg 3W2-L56, 5c, 3-Wire, Reconditioned, Refinished	11.95
Seeburg W1-L36, 5c, Wireless, Reconditioned, Refinished	7.95

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 - AUBURN

GENCO
2621 NORTH ASHLAND AVE. CHICAGO 14, ILL.

ACTIVE AMUSEMENT MACHINES CO.
606 1/2 Broad Street, Philadelphia 10 Pa.
Phone: FRanklin 7-4995
"You can ALWAYS depend on Active—ALL WAYS!"

METAL TYPER MACHINES

DON'T BUY SUBSTITUTE ALUMINUM DISCS
ORDER DIRECT FROM MANUFACTURER
MAKE SURE YOUR METAL TYPER MACHINES EARN TOP MONEY

Original Parts and Supplies
WRITE FOR PRICE

STANDARD METAL TYPER CO.
1318 N. Western Ave. Chicago 22, Ill.

R. C. SPECIALS

Seeburg H146	\$125.00
Seeburg H147	150.00
Seeburg H148, Metal Cabinet	275.00

ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a single flip switch-over.

OVERHEAD MODELS
Horseshollar (115-21-50 pts.)
Marvel Score (115-21-50 pts.) \$125.00 ea.
MARVEL MFG. CO. 2845 W. FULLERTON, CHICAGO 47, ILL. (Tel.: Dickens 2-2424)

WALL MODELS
Horseshollar (115-21-50 pts.)
Marvel Score (115-21 pts.) \$95.00 each
Terms: 1/3 dep., bal. C.O.D. or S.O.

WALL BOXES

W6-L56 (5-10-25 Wireless)	\$45.00
W1-L56 (5c Wireless)	10.00
3W2-L56 (5c 3 Wire)	12.50

W. B. DISTRIBUTORS, INC.
3017 MARKET STREET
ST. LOUIS 1, MISSOURI

every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES**
has been sold in The Billboard
WHAT DO YOU HAVE TO SELL? Write The Billboard, 2160 Palmside St., Cincinnati 28, Ohio

Ride THE CHAMPION

TRADE MARK REGISTERED

by Bally®
GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢
A RIDE

RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

RIDE THE CHAMPION 10¢

REQUIRES ONLY 22 IN. BY 44 IN. FLOOR SPACE

110 VOLT A. C.



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.



Typical crowd of junior cow boys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.

WALTER E. HELLER CO.
FINANCE PLAN
NOW AVAILABLE THROUGH
BALLY
DISTRIBUTORS

CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

FROLICS
See Page 124



YES, IT'S TRUE!
 PLAYERS FIND APPEAL—
 EXCITING ACTION—STIMULATING PLAY IN
 GOTTLIEB'S NEW
CHINATOWN

**FLASHING FEATURES THAT PRODUCE
 TOP PLAY AND EARNINGS!**

9 BALL-TRAP HOLES!
 TRAPPED BALLS
 SCORE
 100,000
 to
 900,000
 And POINTS From
 1 to 9

REPLAYS for
 TRAP HOLES 1 to 5... TRAP HOLES 5 to 9...
 ANY COMBINATION of HOLES TOTALLING
 21... SPECIAL TOP ROLL-OVER,
 WHEN LIT BY MAKING BOTH
 C and A SIDE ROLL-OVERS
 ... BOTTOM ROLL-OVER BUTTON,
 WHEN LIT BY C-H-I-N-A-T-O-W-N
 SPELLED OUT (NON-SEQUENCE) and
 HIGH SCORE.
 C or A SIDE ROLL-OVER LIGHTS 2
 "POP" BUMPERS, INCREASING VALUES
 TO 100,000 EACH.



HE WHO ACTS SOONEST
 PROFITS MOST!

**ORDER
 TODAY**

FROM YOUR DISTRIBUTOR

D. Gottlieb & Co.
 1140-50 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

"POP" BUMPERS! SUPER-POWER
 FLIPPERS! CYCLONIC KICKERS!

**LONDON SERVICE MAKES
 QUICK PROFITS POSSIBLE!**

2 Conveniently Located Offices—Large Selection New and Used—
 Top Quality at Best Prices—Fastest Shipment!

SHUFFLE GAMES		TAKE YOUR CHOICE	
Shuffle Express	\$49.50 EACH	Top Pins	Pin Boy
Chicago Coin Bowling		Shuffle Alley	Shuffle Bowler
Alley		Bowling	Bowling
Universal Twin Bowler		League	Bowling
Deluxe Bowler		Shuffle Lane	Twin Shuffle
Speed Bowler			
USED		NEW GAME SPECIALS	
Dale Gun	\$49.50	Tridrome	WRITE
All Star Baseball	69.50	Stop 'n' Go	
NEW LOW PRICES!		FIVE-BALLS	
Chloroform	\$79.99	Montezuma	\$79.50
Black Gold	59.50	Sumo Wrestler	29.50
Sardonia	49.50	Virginia	29.50
Wisconsin	39.50	Tennessee	29.50
Tropic Action	29.50	Dallas	49.50
Merry Widow	29.50	Maryland	49.50
Screen Ball	29.50	Lucky Innings	79.50
Trade Winds	29.50	Bend Sykes	29.50
Spin Ball	29.50	Major League Base	
Crazy Ball	29.50	Ball	29.50
Carolina	29.50	Loeb Robin Hood	29.50
Starkey	29.50	Humpty Dumpty	29.50
Dew-We-Dilly	29.50	Assault	29.50
		Bl Paso	49.50
		Mit Parade	29.50

TERMS: 1/3 Deposit, Balance C.O.D.

Exclusive Distributors SEEBURO Products in Wisconsin, Minnesota,
 North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc.
 3130 WEST LISBON AVENUE
 MILWAUKEE 8, WISC.
 DIVISION 4-3220

2605-7 HENNEPIN AVENUE
 MINNEAPOLIS 8, MINN.
 PLEASANT 4453

**FOREIGN
 BUYERS!**

top manufacturers
 top equipment
 are your
 assured
 guarantees
 for satisfaction
 and profit



Remember:

For export and domestic business it is International and Scott-Crosse!

Write for Free Price
 List and Order Form

We represent the
 following leading
 manufacturers...

**Bally • Williams
 Gottlieb
 Keeney • Evans**

We are now delivering...

Williams
 Hong Kong
 Gottlieb
 China Town



Bally
 Frolics

Evans
 Jubilee 40 Selections
 Evans
 Century 100 Selections
 Keeney
 Ten Player Team Bowler

**INTERNATIONAL
 AMUSEMENT CO.**

1423 SPRING GARDEN STREET

**SCOTT-CROSSE
 COMPANY**

Rittenhouse 6-7712 PHILADELPHIA 30, PA.
 Branch: 906 Capouse Avenue, Scranton, Pa.

FOR SALE

United ABC	\$175.00	Once Again Time	\$135.00
United Belors	325.00	Williams Hay Bunch	175.00
United Leader	315.00	Harvest Time	69.50
Bally Spot Light	Write	Chi Coin Band Box	129.50
Atlantic City, Like New	Write	Watch My Line	75.00
Bally Bright Lights	395.00	Kenney Air Raider	118.00
Chi Coin King Pins	99.50		
Williams Deluxe World Series	225.00		
Williams Star Series	79.00		
Bally Big Inning	149.50		
Exhibit Silver Balls	129.50		
Seeburg Shoot the Bear	249.50		
Victor Baby Grand, New	75.00		
Lots of 100	125.00		
Twin Player Star Bowler	12.50		
Stick Gum Vendors	12.50		

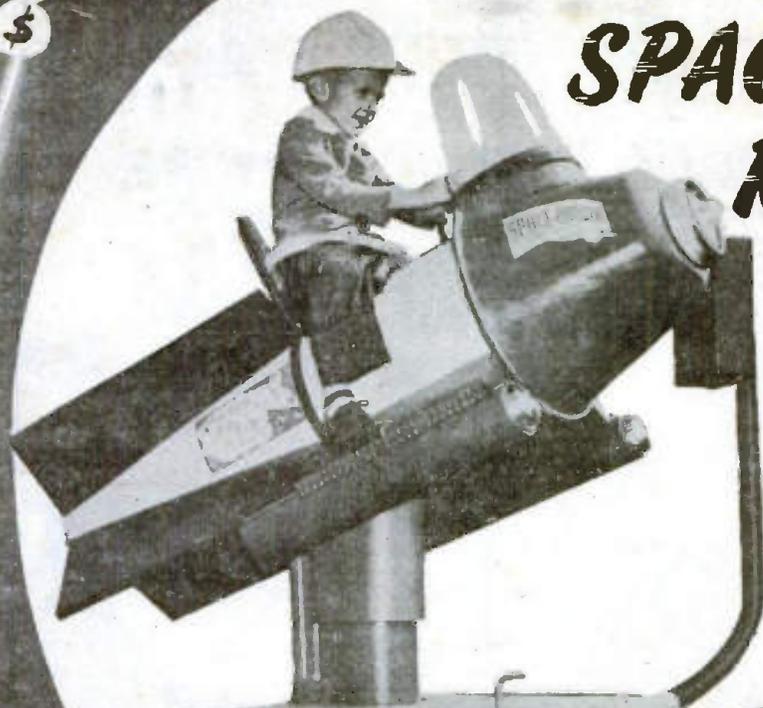
NOW DELIVERING!
 CHICAGO COIN SUPER
 MATCHED BOWLER
 CHICAGO COIN MATCHED
 BOWLER
 CHICAGO COIN 10TH FRAME

MONROE COIN MACHINE EXCHANGE, Inc.
 2423 PAYNE AVENUE, CLEVELAND 14, OHIO
 Tel: Superior 1-4600

**SAVE MORE MONEY
 MAKE MORE MONEY**
 Subscribe to The Billboard TODAY!
 see page 3 for rates

NOW make BIGGER PROFITS with

SPACE RANGER



It's the only ride
on the market
that really
"FLIES"!

SPACE RANGER

is a completely new ride (not a horse mechanism with a rocket body!) containing specifically designed action features! It ascends, descends, tilts, returns to level, at slow and fast speeds—all under the direct control of the Joy stick! This is the rocket ride you've been dreaming about!

Here's why YOUNGSTERS go for SPACE RANGER...

- 6 Realistic Ride Motions Controlled by Joy Stick
- Exciting Sound Effects That Coincide With Flying Movements
- Vivid Multi-Colored Light Effects
- Coin Operated—Completely Automatic

Here's why LOCATIONS go for SPACE RANGER...

- Realistic and Colorful—A Great Traffic Stopper
- Sensational REPEAT Business
- Trouble Free Mechanism—Constant Revenue
- Floor Space Only 30" x 69"
- APPROVED FOR INSURANCE



SPACE RANGER IS THE MOST ACTION PACKED ONE FULL MINUTE OF SPACE RIDE YOU CAN OFFER AMERICA'S SPACE HAPPY YOUNGSTERS!

It soars up and down hydraulically—performs fast and slow "strato movements"—returns to level—under control of the youngsters! As the ride starts rockets hiss—jets whooooo! At the same time "Jet Assist" tubes flash—fin lights blink on and off—landing lights in red and green flash alternately—headlight beams!

SPACE RANGER opens a new field of desirable top locations such as Department Stores, Chain Stores and Super Markets. Its smart colorful hull, all set to take off, is a great traffic stopper; yet its small floor space enables it to fit into the general scheme of things very easily. Special type casters permit easy moving.

In Amusement Parks and Arcades SPACE RANGER is nothing less than sensational, since a battery of these sleek rockets gives the young space hounds all the thrills of flying in squadrons!

Yes, SPACE RANGER is a PROVEN money maker on every type of location! It has been coming off the assembly lines for six months, but total production was allotted to only a few operators who placed SPACE RANGERS in Woolworth, Kresge, J. J. Newberry, McCrory and G. C. Murphy dime stores, as well as in a number of Super Markets.

DISTRIBUTORS:

Choice Territories are now available!

WRITE, WIRE, PHONE . . .

DECO
947 Lehigh Avenue • Union, N. J. • Elizabeth 5-4200
A DIVISION OF DRUM EQUIPMENT CORP.

Don't fail to get full information about SPACE RANGER. Fill out attached coupon and MAIL IT TODAY!

DECO

Att: Harry Pearl, Vice-Pres.,
947 Lehigh Ave., Union, N. J.

Gentlemen: Please send me full information about SPACE RANGER.

Name _____

Address _____

City _____ Zone _____ State _____

IT'S REAL! IT'S A MONEY-MAKER!

CAPITOL'S NEW ACTION RIDE
MIDGET RACER
 SIMULATES CAR IN MOTION... KIDS CAN SPEED 'ER UP
 BY STEPPING ON THE GAS!



*KIDS LOVE IT...
 JUST LIKE DAD'S CAR!*

**IT'S REAL DOWN TO
 THE LAST DETAIL
 INCLUDING THE MONEY
 IN THE CASH BOX!**

REAL

- CAR
- SWEEPING LINES
- AUTO BAKED FINISH
- PNEUMATIC TIRES
- HEADLIGHTS
- HORN
- CHROMIUM BUMPER
- DASH BOARD

MIDGET RACER 10¢

A Natural for:
 DEPARTMENT STORES
 VARIETY STORES
 SUPERMARKETS
 AMUSEMENT PARKS
 KIDDIELANDS

PLANET PATROL
ANOTHER PROFIT ACTION RIDE!



**IT'S SUPER BUILT
 WITH ACTION FEATURES!**

- Atomic Machine Guns
- Flashing Rocket Rays
- Flashy Instrument Panel
- Streamline Design for Minimum Space Requirements

PLANET PATROL — engineered with the well-known Capitol dependability... for trouble-free operation.

**ACT TODAY!...WRITE, PHONE,
 WIRE, SOME CHOICE TERRITORIES
 ARE AVAILABLE.**

CAPITOL ELECTRO-PONY CORP.

556 West 52nd Street • New York 19, N. Y. • Plaza 7-8725

OUTSTANDING NAMES...

PLUS OUTSTANDING PROMOTION TO CONSUMERS AND LOCATIONS VIA...

PLUS OUTSTANDING FEATURES...

**ROY ROGERS • "TRIGGER"
• EXHIBIT**

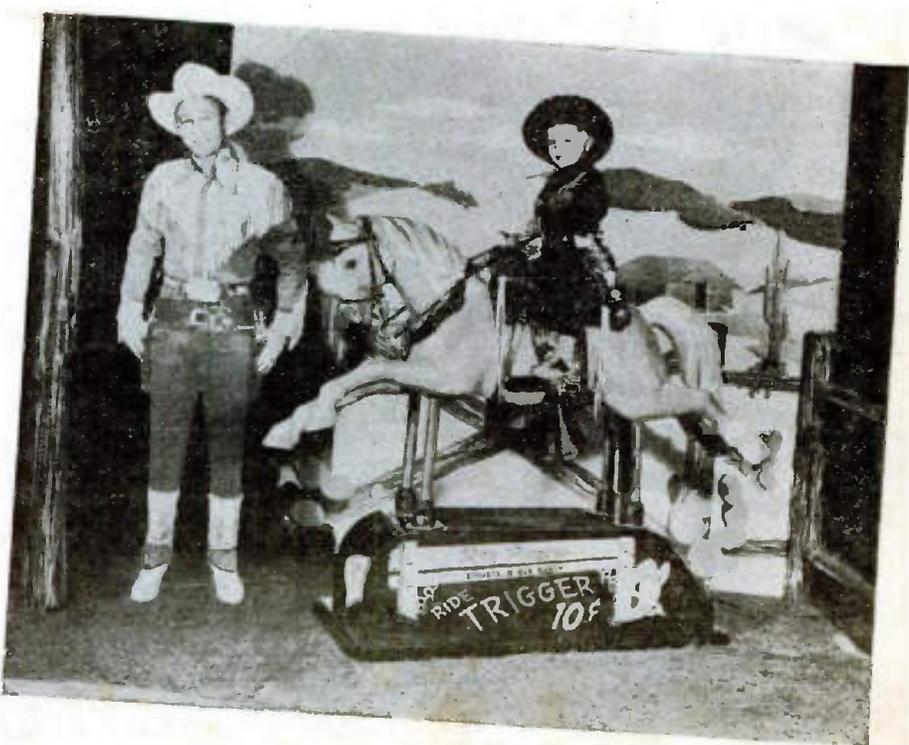
**TELEVISION • RADIO
NEWSPAPER COMIC STRIPS
COMIC BOOKS • MOVIES**

- Authentic Roy Rogers Saddle and Bridle
- Tru-Life "Trigger" Palomino Finish
- Colorful Doubl-R-Bar Ranch and Roy Rogers picture on base
- Retractable Casters
- Underwriters'  Approval

They add together to bring you the greatest consumer advertising support ever offered for a coin-operated amusement device . . . Get on the "Profit Band-Wagon" Today!

**Get the Facts Today
at your Exhibit
Distributor . . .**

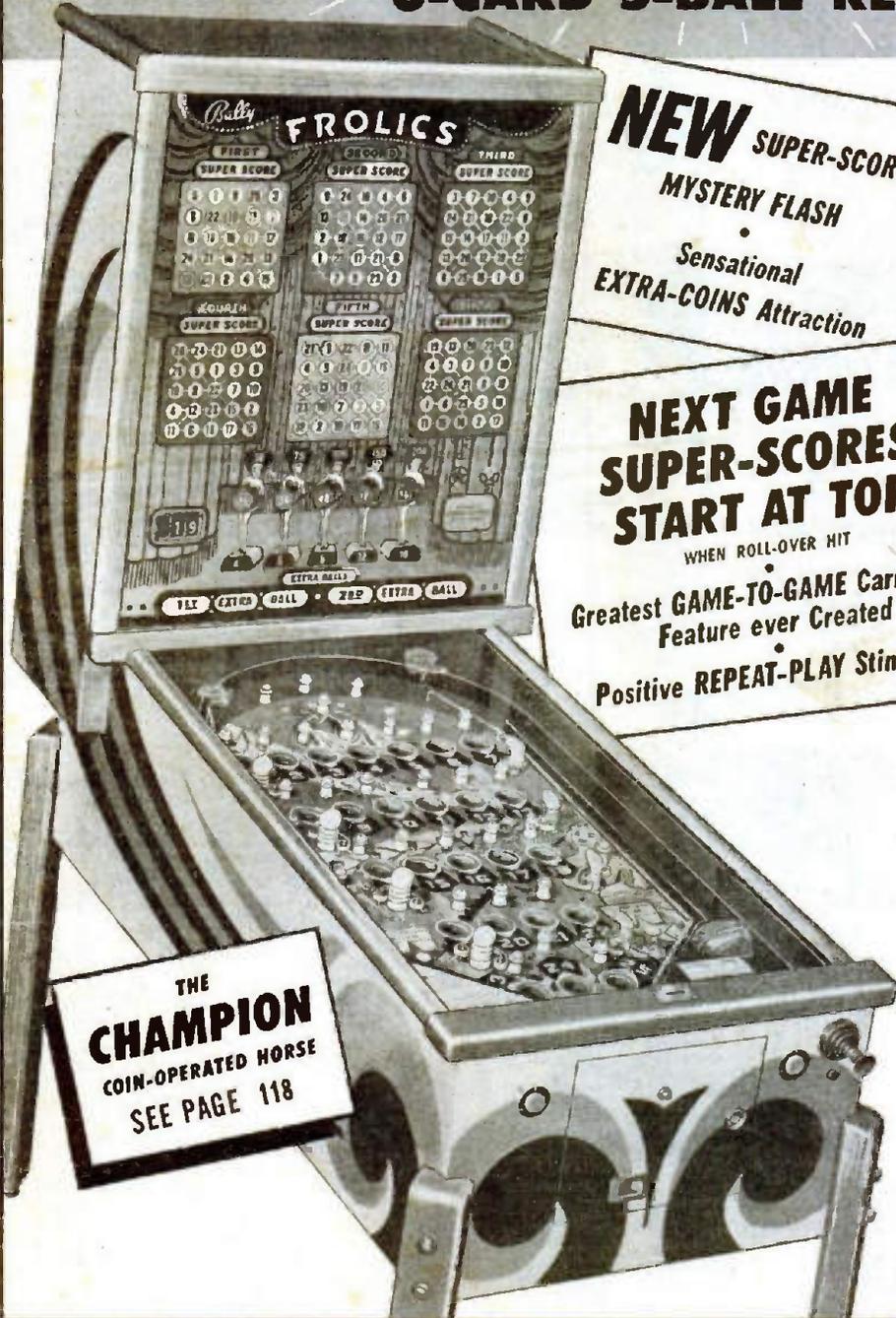
Licensed by
Roy Rogers Enterprises



BIGGEST MONEY-MAKER EVER BUILT IN
 "IN-LINE"
 CLASS

Bally **FROLICS**

6-CARD 5-BALL REPLAY GAME



NEW SUPER-SCORE
 MYSTERY FLASH
 Sensational
 EXTRA-COINS Attraction

REGULAR
 "IN-LINE" SCORES
PLUS
 ADVANCING
 SUPER-SCORES

NEXT GAME
SUPER-SCORES
START AT TOP
 WHEN ROLL-OVER HIT
 Greatest GAME-TO-GAME Carry-over
 Feature ever Created
 Positive REPEAT-PLAY Stimulator

POPULAR
EXTRA-
BALLS
 FEATURE
 More Fun!
 More Profits!

THE
CHAMPION
 COIN-OPERATED HORSE
 SEE PAGE 118

Packed with sensational new features that keep players playing by the hour, Bally FROLICS is piling up record-smashing profits in every type of location. Get your share of the greatest profits in coin-machine history. Order FROLICS from your Bally distributor today.

Bally **MANUFACTURING COMPANY**
 DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

2 OUTSTANDING BOWLING GAMES THAT ARE LOCATION MONEY MAKERS!

Chicago Coin's

NEW 6 PLAYER *Super* MATCH BOWLER



LOCATIONS CAN NOW MEET PLAYERS' DEMANDS BY OPERATING *Super* MATCH BOWLER IN ANY OF THESE 4 WAYS!

- 1 COMBINING MATCH BOWLER AND 10TH FRAME BOWLER
- 2 10TH FRAME BOWLER ONLY
- 3 MATCH BOWLER ONLY
- 4 DELUXE BOWLER ONLY

CHANGE-OVER TO ANY OPERATION IS DONE BY MOVING PLUG IN BACK RACK

EASY TO READ INDIVIDUAL SCORE DIALS

- JUMBO "FLY-AWAY" PINS
- HIGH SCORE OF THE WEEK
- FORMICA PLAYFIELD
- STRIKE & SPARE FLICKER LITES
- 7-10 SPLIT PICK-UP
- REBOUND ACTION 20-30 SCORING

SIZE
8 FT. x 2 FT.

SEE YOUR
DISTRIBUTOR

Chicago Coin's 6 PLAYER

10th FRAME BOWLER



"JUST LIKE REGULATION BOWLING"

A STRIKE IN THE 10th FRAME GIVES PLAYER 2 EXTRA SHOTS.

A SPARE IN THE 10th FRAME GIVES PLAYER 1 EXTRA SHOT.

NO MORE "ONE-SIDED" SCORES

GAME IS COMPETITIVE 'TIL LAST PUCK IS THROWN.

Features

- HIGH SCORE OF THE WEEK
- INDIVIDUAL SCORE DRUMS
- 7-10 SPLIT PICKUP
- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND 20-30 SCORING

SIZE
8 FT. x 2 FT.

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

Rudolph The Red-Nosed Reindeer

EXHIBIT'S Rudolph The Red-Nosed Reindeer

Com - et

- pid and

know Dash - er

la voce

for Children
Everywhere

fa - mous rein - deer of all?

ner and Blitz - en, but do you

18 (a tempo)

Cdim

G7

ver - shin nose

RU-DOLP THE RED-N... REI... OF!

mp-mf
a tempo

RIDE

Rudolph the Red Nosed Reindeer

10¢

And if you

ev - en say

HE'S AUTHENTIC!
HE'S LOVABLE! HE'S
IRRISISTIBLE! HE'S THE
KIDS' FAVORITE!

HIS NOSE LIGHTS UP, TOO!
JINGLE BELL HALTER ...
GENTLE, EASY ACTION ...
YEAR 'ROUND APPEAL!

NOW BEING DELIVERED . . .

EXHIBIT SUPPLY .

4218-30 W. LAKE STREET
CHICAGO 24, ILLINOIS

UNITED'S 10TH FRAME *Super Shuffle-Alley*



with
Extra Play—Extra Profit

10TH FRAME

FEATURE

PLUS
HI-SPEED SCORING INDICATORS
FOR EXTRA-FAST PLAY

HIGH SCORE
FOR THE WEEK
FEATURE

PLAYER WRITES NAME
ON BACK-GLASS

STRIKE OR SPARE FLASHER LIGHTS
CAN PICK UP 7-10 SPLIT
FORMICA PLAYBOARD

SIZES

8 FT. BY 2 FT.
9 FT. BY 2 FT.

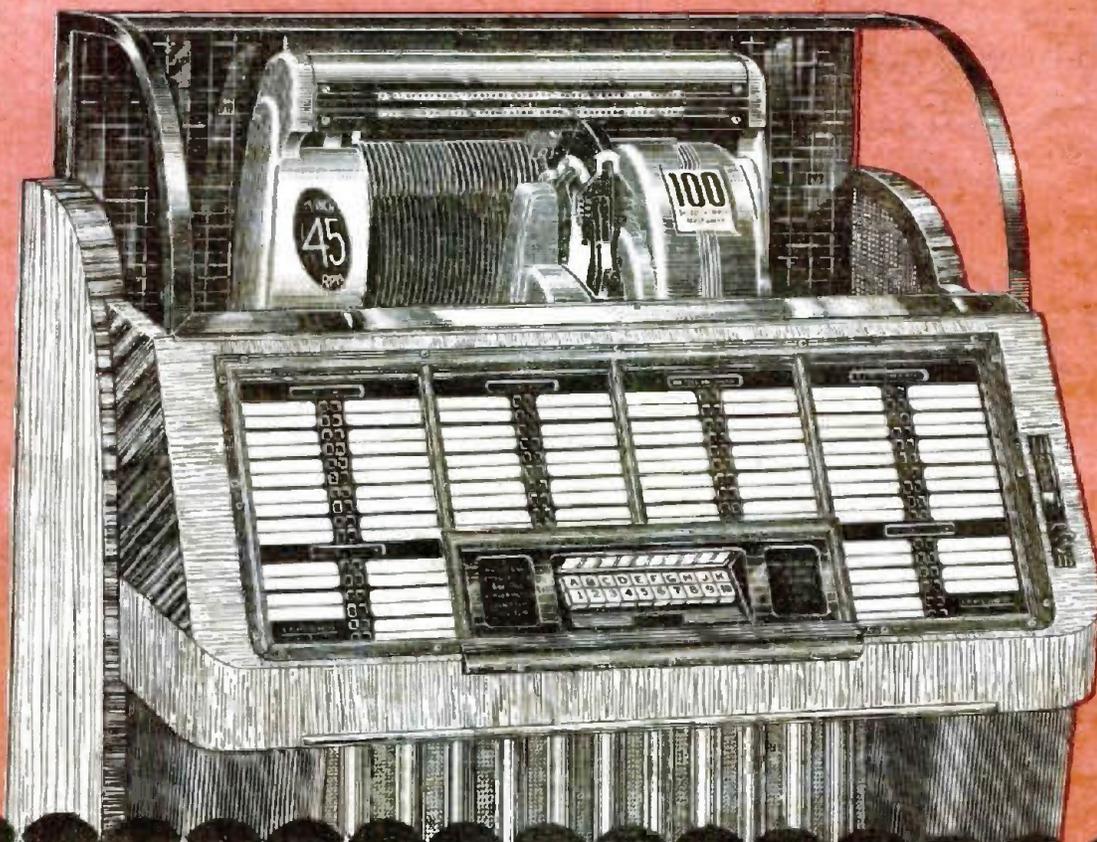
SEE
YOUR
DISTRIBUTOR

**HIGHEST
SCORE
KEY
CONTROL**



UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



*100 Selections at
the phonograph*



*100 Selections
anywhere
in the location*

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 25, Illinois

50th ANNIVERSARY

AMERICA'S FINEST AND MOST
COMPLETE MUSIC SYSTEMS

