

The Billboard

NOVEMBER 8, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Oh! Those Lovely O&O's— Net \$17,500,000 for Nets

\$3,000,000 FILMS

CBS Near on Buy Of Paramount Shorts

NEW YORK, Nov. 1.—If the deal now being negotiated between Paramount Pictures and the Columbia Broadcasting System for over 2,000 film shorts is concluded, it will mark the first outstanding film purchase from a major Hollywood studio. The reported asking price for the film properties is said to be near \$3,000,000 for outright sale. The package had originally been pitched to networks for \$1,000,000 for the rights for one year or \$2,500,000 for the entire unit.

The Paramount catalog of shorts dates back practically to the beginning of sound in the industry. Included are some Bing Crosby two-reelers from 1931, "Popular Science Subjects," "Pop-eye" and "Bobby Boop" cartoons, Robert Benchley shorts, Grantland Rice "Sportlights," "Varieties," "Hollywooders" and "Screen Song Cuts." Many of the top comedy and musical talents on the Paramount lot in former and present years, such as Bob Hope and Johnny Johnston, are said to

be featured on these shorts. And some of the most recent shorts made by the company are included in the bundle.

Should CBS-TV buy the package, it would probably mean that Paramount would stop making shorts entirely. It would also throw open the doors for similar deals to be made with other majors who have plenty of product

(Continued on page 10)

45G a Half Hour For TV Films

NEW YORK, Nov. 1.—A deal was set this week for perhaps the most expensive half-hour TV series when the Electrical Companies Advertising Program signed to bankroll the \$45,000 per show "You Are There" film stanzas via Columbia Broadcasting System. The show will air 6 p.m. Sundays, with the sponsor debating whether to go alternate weeks. The series is a personal project of Hubbell Robinson, CBS-TV program chief, with William Dozier set as executive producer.

The question now is whether the show's cost will force ECAP to drop its long-time radio series, "Carroll Archer," airing via American Broadcasting Company. ECAP, as a national organization, needs radio's widespread coverage, but the TV bit is regarded as extremely high.

Theater-Cafes Would Reopen Film Houses

NEW YORK, Nov. 1.—Frank Sennes, Casey and Midwest bookers and in general, is working on a plan to repaire a chain of shuttered movie houses all over the country and convert them to mass production theater-restaurants to be run on the order of the old beer gardens.

The plan is to take over houses, rip out the seats and put in tables. The show policy would call for package shows going in for a minimum of two weeks and a maximum of four. Between shows there will be dancing onstage.

A price policy on the Sennes plan would call for \$1 to \$1.50 admission, with no minimum or extras. Each theater will have a bar in the back. The idea is to limit food sales to already wrapped sandwiches served on paper plates. Drink prices will be

(Continued on page 16)

MONEY-MAKERS!

The screen-creating religious movies yourself. The real money-makers. And there's a way to do when you use the instructions and the inexpensive "make-up" outfit and sales kit described in our classified section this week.

And learning of MONEY-MAKERS, take a good, long look at all 3 Billboard classified sections now. Whether you seek a bargain in any of scores of different types of products and services—or seek to sell your own offerings at a fast profit—the classified pages in the Billboard, Music and Coin Machine departments are three good deals!

What Do You Want to Buy or Sell? See pages 12, 56, 79, 98

A Special Section • COMMEMORATING THE 20th BIRTHDAY OF CHICAGO'S FAMOUS CHEZ PAREE •

Beginning on Page 17

MGM Calls Halt On 'Quo Vadis' Pic

HOLLYWOOD, Nov. 1.—Metro-Goldwyn-Mayer exchanges and regional and local sales executives were stunned this week by a wire from the home office demanding that all further bookings for the multi-million-dollar "Quo Vadis" cease immediately. The field men were told that M-G-M wants no more showings of the film after December 31 of this year and that if any bookings had been scheduled beyond that date, the home office was to be notified immediately. The intent is to see whether bookings beyond the end of this year may not be canceled one way or another.

No reason was given for the sudden decision to withdraw showings of the film. The wire notifying exchanges of the decision was signed by Ed Saunders, assistant general sales manager of M-G-M.

SPA Asks Publishers Halt Duplication on Song Titles

By PAUL ACKERMAN
NEW YORK, Nov. 1.—The Songwriters' Protective Association, in a formal statement this week, called for an end to the

WLW Slices Music Staff

CINCINNATI, Nov. 1.—WLW and WLW-T Saturday (25) gave 24 staff musicians notice of a two-week lay-off, effective November 7, so that the stations may remain within their \$297,000 annual music budget. At the end of the period the stations will operate with a staff of 14 musicians. The cutback will remain in effect until April 6, expiration date of the current contract with Local 1, American Federation of Musicians.

Despite the cutback, no show normally using live music will be without it entirely, a station official said. The cutback does not breach the stations' contract with the union, it was said.

practice of duplication of song titles. The SPA statement, penned by President Charles Tobias, highlighted a growing resentment harbored not only by writers but also by publishers who happen to be members of the American Society of Composers, Authors and Publishers. These writers and publishers have grown hotter and hotter under the collar while publishing firms affiliated with Broadcast Music, Inc., have appropriated titles of old standards for use on new BMI tunes.

The SPA complaint does not specifically mention BMI. But it is no secret that SPA is merely being polite. Neither does SPA, at this time, mention possible legal action. The organization simply places the issue upon a moral and ethical level and calls for all facets of the music business to aid in correcting title abuses. Tobias' statement follows:

"We have received many complaints regarding duplication of titles. This has become a matter of serious concern, and the trade—the mechanical companies, the

Peak for NBC, CBS Owned & Operated

O&O's Plus Spots Sales Divisions Save
Two Radio-TV Webs' Weak Income Picture

By JOE USIDA

NEW YORK, Nov. 1.—This year, probably to a greater degree than ever before, the owned and operated stations and spot sales divisions of the two major networks will account for by far the greatest bulk of the webs' over-all net earnings. While, at this point, neither the National Broadcasting Company nor the Columbia Broadcasting System

themselves know just what their 1952 profits will be (due to many involved discount structures to be reckoned; final losses on political conventions and elections still to be tallied, and other factors), the following o&o and spot sales figures may be considered reasonably close estimates.

NBC o&o stations and spot sales will turn in net profits of somewhere between \$9,500,000 and \$10,000,000 on a gross business of just under \$30,000,000. And CBS o&o operations plus spot sales will rack up between \$7,500,000 and \$8,000,000 on gross sales approximating \$23,000,000.

Another Matter

These net profits in relation to gross business are in startling contrast to the gross vs. net picture of the two network operations as distinct from the o&o and spot sales divisions. On grosses of \$100,000,000 or better each, the two network operations will be lucky if they come out with \$1,000,000 net. Just how much gross net is attributed to the

(Continued on page 4)

U. S. Rubber Eyes Bergen

NEW YORK, Nov. 1.—The United States Rubber Company this week was weighing the video sponsorship of Edgar Bergen on the Columbia Broadcasting System's TV network for about five shots. The interest in Bergen for irregular sponsorship follows the same sort of talks being held between Bing Crosby and General Electric for the crown to appear several times this season on CBS-TV.

But Crosby would go into the Sunday night 9-9:30 slot where GE programs Fred Waring. Bergen's film program would present a problem in scheduling, because U. S. Rubber does not own a time slot and CBS would need to preempt five half-hour periods during the season. Fletcher D. Richards is the agency.

'Biggest Show' Tour Racks Up Top Grosses

NEW YORK, Nov. 1.—The "Biggest Show of '52," featuring Nat Cole, Stan Kenton and Sarah Vaughan, is continuing to rack up healthy grosses on its one-nighter tour thru the Midwest. Wednesday (29), in Indianapolis, the package grossed nearly \$17,000 for the evening and midnight shows combined.

To date, with six weeks of the eight-and-a-half-week tour, completed, the unit has grossed more than \$15,000 on 15 of the 40 dates played. This includes Montreal, New York, Philadelphia, Pittsburgh, Tampa, Atlanta, Detroit and other large cities. As grosses are running, it is expected that the "Biggest Show," when it completes its 60 dates, will easily pass the \$750,000 mark and may do even more.

Autry Adds Booking Firm

HOLLYWOOD, Nov. 1.—Gene Autry added another showbiz venture to his horde of corporate holdings this week when he set up Melody Ranch Enterprises, which will function as a booking venture. Officers of the firm are Autry; his wife, Ina, and Herb Green, who has been setting Autry's personals for five years. Firm's holdings also include the Sunset Boulevard building from which Autry operates. Autry is mulling the booking of not only his own dates, but also taking out other packages on tour.

Autry heads out with his troupe November 18 at Wichita Falls, Tex., playing 20 one-night concert dates thru to New Orleans December 7.

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Billboard Backstage

By JOE CSIDA

It's probably just as well the election's over. Another week and there would likely have been bloodshed. A network president (who chooses not to be named) told me Friday afternoon that he'd sure be glad when the final ballot was counted. Important Republicans were berating him for permitting his technicians to house up like telecasts. And, a fully important Democrat was charging him with the same negligence on Stevenson's video shots.

There's been at that a lot of laughs in these high-powered TV political presentations. The last week looked like a little boy caught peeking in the back of the book for an answer when the cameras suddenly trained on him while he was throwing a cue at somebody. That one happened during the Governors' round-up.

Maybe the funniest one of all was the big Stevenson rally at Madison Square Garden. When they doused the lights on poor old John Cashmore, and snowed him under with a charging group of performers, American voters were getting a real look at the kind of a comedy of errors big league campaigning can get to be. And Stevenson, incidentally, showed a fine quality on that oc-

asion, real consideration for an unhappy soul. Expressing his unqualified support for the miffed senatorial candidate, you'll remember he said, "... and Mr. Cashmore is never in the dark, even tho the lights do go out occasionally."

I have never derived more amusement from a performance than I did from Tallulah Bankhead's speech that night. Without the careful ministrations of a squad of television make-up experts, and lacking the magical machinations of the light men, Tallu came thru as a most disolute looking damsel. And her Shakespearean reading of the strictly stock political speech she held in her hand was something to delight the soul.

But bloodshed, too, there might have been. Thursday night in Lindy's, Mitch Miller, Columbia's artist and rep chief, and I got into a heated discussion about the relative merits of our respective candidates. I had spent a pleasant evening watching Mindy Carson slay the motled mob at the Persian Room, while Mitch was slaying over a hot recording session. Also I had an able assist from others in our group, notably Mindy's manager and proud spouse, Eddie Joy. I definitely

had the advantage of Mitch and just about had him mumbling in his beard, when along came Leonard Lyons, and it started all over again.

Lyons was not only vociferously pro-Stevenson but also insisted that Mr. Truman was a great man. Which, for my money, was carrying a horrible thing too far. We wanted and raved, and of course, at the end the score was still one vote for Stevenson and one for Ike.

Friday night at Danny's Hide-away, music publisher Bobby Melin, RCA Victor musical director Henri Rene, Decca ad boss Jimmy Hilliard, his son, George and I were discussing matters of real moment — like how tough it is to play even the second trumpet chair in the Kenton band. Disk jockey Freddie Robbins came over to the table and proceeded to make a speech for Adlai. Now Freddie is a neighbor of mine and a fellow for whom I have considerable affection, but we were soon up to our throats in hot words. We closed it out by making a small wager.

As I write this I have no way of knowing who'll win. But win, lose or draw it was fun. And I'm glad it's over.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Nov. 1.—One of the newsmen back from the presidential campaign trains has a classic example of TV's impact on some of the electorate. At a recent Adlai Stevenson rally, the newsmen overheard a spectator say: "He gets my vote—he's got an honest face like Captain Video."

PRESIDENTIAL AIRS GO WAY BACK ...

This year's rash of political tunes (The Billboard, July 5, October 4, October 25) didn't produce any best-seller hits, but they're more original than the ones that filled the campaign air before the turn of the century. Prior to the age of radio, TV and jazz, most political lyrics were written to popular airs such as "Yankee Doodle," "The Last Rose of Summer" and "America." Abraham Lincoln's candidacy was versified in every tune from "Swiss Waltz" to "America." Here's a sample of how he was praised to the chorus of "Auld Lang Syne": "Old Abe, they say, is not gentle— He wears a slouching hat. But with a heart as true as steel, He's none the worse for that."

In the campaign of 1840 when cabin-born, cider-drinking Gen. William Henry Harrison ran against Martin Van Buren, there was more singing than oratory, according to historians of the day. Harrison strategists, capitalizing on the lyrical vogue, encouraged songbooks by the ton. The ditties not only praised the virtues of the candidates but of cider-drinking as well. One campaign song book, titled "The Log Cabin and Hard Cider Melodies," was shrewdly dedicated to those who rebel with scorn the Tory sneers that an illustrious and gallant citizen lives in a log cabin and drinks hard cider.

A convivial chorus to the tune of "Old Rosin the Bow" stomped on "Again and again fill your glasses, Bid Martin Van Buren adieu;

We'll now please ourselves and the lasses, And vote for old Tippecanoe."

The songsters of political yesteryears had many a long-winded counterpart for the current theme, "It's Time for a Change." One of the Harrison-Tyler campaign song books was prefaced as follows: "The sublime spectacle of a great people awakening from a long and baleful slumber, casting the fetters of misrule and oppression, shaking off the grasp of the demagogues and parasites who had planted corruption in high places ... is most cheering to every lover of liberty." Translated, that meant approximately: "Turn the rascals out!"

Metricality, they sang it this way: "In Harrison and Tyler— The spollers we will put to route." And to the tune of "Yankee Doodle" they put it this way: "Let's meet Van Buren at the Polls. And turn the despot out, sirs!"

MAIL POURS INTO "CAMPAIGN CALL" ...

"Campaign Call," a National Broadcasting Company program, has received in a lively mail bag for NBC's Washington TV station WNBW where the show has been originating daily under direction of Ted Ayres, Margaret Truman's presence on her father's whistle-stop train brought a particularly heavy outpouring. Mailed comments to WNBW ranged from, "They ought to auction her off!" to "Why don't they let her alone?" A Dorchester Mass., lady wanted to know if it was "too late to nominate Earl Godwin for president." A Detroit televisioner asked if there was "any significance in bald-headed presidents." Most industrious correspondent was a Midwesterner who suggested that NBC televise the electoral college. He furnished directional details suggesting that each of the electoral college "students" "free directly into the camera and report on how he cast the electoral vote—one half minute to each would make a half-hour show."

Legit Line-Up

John Steinbeck is working on a libretto called "Bear Flag Cafe," about Mexican "wetbacks," for Broadway next season. Henry Fonda has indicated interest in the musical. ... Roger Stevens announced the withdrawal of "Mr. Pickwick" on November 8. The producer will confer next week with George Hume, head of England's Shakespeare Memorial Theater, at Stratford-on-Avon, to present its repertory of eight of the Bard's plays for 15 weeks on tour of the U. S. and 12 weeks in New York. ... Financier Louis Lurie has bought San Francisco's Curran Theater, legit house since 1922, for 800G. The policy of the house will continue with the same management. ... Jean Dalmrype, publicity gal for the New York City Center for 10 years, was unanimously elected to its board of directors on Thursday (30). ... Margo Jones will open her seventh arena season Monday (3) in the State Fair Park, Dallas. The 30-week season will include six new plays and two classics, and each show will run three weeks, with a week of repertory after each two plays. The offer will be Vivian Connoll's "Goodbye Your Majesty." ... Joshua Logan and Arthur Laurents have been called to Detroit to give helpful assists to *Bette Davis' Two's Company*. ... Elaine Perry has signed Hale McKeen to direct "Scars of Thunder," by William Stucky. ... Bill Munchow and

Jean Leslie have joined the Dobbs Ferry (N. Y.) Players.

ATW LAUNCHES SALVAGE DRIVE ...

The American Theater Wing started a salvage drive this week in Greater New York, Westchester County, Long Island and New Jersey for funds for the Wing's activities in hospitals and communities. ... Broadway stage stars of yesteryear will make up the "Gay '90's Revue" at the Walter Reade Broadway Theater, Kingston, N. Y., film house on November 14-15. ... The Association of Theatrical Press Agents and Managers counsel has moved for an examination of the plaintiff in the suit brought against the org. the local Teamsters' International Union and various transfer companies by Jacob J. Shubert. ... Dazian's, Inc., theatrical fabric house, has opened a branch in Dallas as part of its 11th anniversary celebration. ... The Lotos Club honored Richard Rodgers and Oscar Hammerstein II last Wednesday (28); the players will honor Walter Hampden with a pipe night Sunday (1) for his 25 years as the club's head. ... The 63rd Street Players of the West Side (MCA) will present three one-acters November 6, 7, 8 evenings and November 9 matinee. ... Jill Kraft, former "Gigi" understudy, will do the same chore for the three ingenues in "Time Out for Ginger," which opens November 6 in Wilmington, Del. ... Lionel M. Shepard's Pantomime

Art Theater plays the Carnegie Recital Hall for three performances on November 7 and 8.

"BLINTZES" TO LIGHT B'KLYN PARKWAY

The Parkway Theater, Brooklyn, will house Jacob Jacob's production of "Blintzes and Screams," beginning November 7. ... With "Dial M for Murder" launched, Maurice Evans plans to go ahead with John Patrick's "The Teahouse of the August Moon." ... Harold Clurman will stage William Inge's "Picnic." ... Cleopatra Dane is dramatizing her novel, "Broome Stages," for London presentation by Walter Chrysler Jr. and Michael Powell, with Broadway in the future. ... "A Night at Mme. Tussaud's" may take up again in a long pre-Broadway tour, with Miriam Hopkins and Peter Lorre repeating their straw hat assignments. ... With "The Gambler" closed, Alfred Drake is now considering the Cole Porter-Abe Burrows musical, "Can-Can." ... Seats for "An Evening with Beatrice Lillie" are on sale thru February 28. ... Atlantis Productions, consisting of the Theater Guild, John C. Wilson and H. M. Tennent, Ltd., has acquired the U. S. rights to a London hit Charles Morgan's "The River Line." ... "See the Jaguar" has sold out in Hartford two weeks before opening, without benefit of ads, just newspaper announcements. ... Jessie Royce Landis, after great success in London, will return to New York in mid-November.

BROADWAY SHOWLOG

Performances Thru November 1, 1952

DRAMAS

Beauvill...	10-16, '52	20
Dancers of Bali...	9-16, '52	42
Dial M for Murder...	10-29, '52	5
In Any Language...	10-8, '52	29
Mr. Peckinpac...	9-17, '52	54
Mrs. McThing...	9-8, '52	236
Point of No Return...	12-13, '51	333
The Four Posters...	10-25, '52	431
The Gambler...	10-13, '52	24
The Male Animal...	4-30, '52	212
The Willowweaver...	10-17, '52	19
The Moon Is Blue...	5-8, '51	675
The Time for the Cuckoo...	10-15, '52	621

MUSICALS

An Evening With Beatrice Lillie...	10-2, '52	36
Girls and Dolls...	12-15, '50	864
My Darling Aida...	10-27, '52	8
New Faces of 1952...	5-16, '52	76
Pal Joey...	1-3, '51	349
Princess of Peasance...	10-27, '52	8
South...	4-7, '49	1,468
The King and I...	3-19, '51	667
Wish You Were Here...	8-25, '52	149

COMING UP

Week of Nov. 2, 1952

M.H.S. Pinaflore...	11-3, '52	
Trail By Jury...		
The Deep Blue Sea...	11-5, '52	
The Client of Eden...	11-6, '52	

CLOSED

Frankie and Johnny...	10-28, '52	2
The Sacred Flame...	10-21, '52	16
The Mikado...	10-25, '52	8

Rome Round-Up

By SYD STOGEL

ROME, Nov. 1.—Katherine Dunham is making her second tour of Italy with her spectacular dance troupe, where she repeated her sensational success of two years ago. The Italian critics unanimously showered her with choice superlatives and their only complaint was that the visits of the Dunham Company are far, far too rare. The dance troupe is currently drawing full houses at the Quattro Fontane Theater.

The Italians are eagerly awaiting another American who is to make a return tour of Italy soon. He is Louis Armstrong, whose records enjoy great popularity here. ... And while we're on the subject of music, the Italian papers are blasting away vigorously against the Milan La Scala management for provoking the strike by the orchestra over the Urania Records contract. The strike has ruined La Scala's current season and has enraged Milan's music-loving public to such an extent that talk is rife that changes in the directorate are forthcoming.

NORTH HINTS OF EUROPE TOUR ...

John Ringling North, of the Ringling Brothers and Barnum & Bailey Circus, has left Rome after a three-week visit, during which he hinted that the Big One may possibly do an European tour next year. ... While here, North wrote the music for several production numbers to be featured in next season's show. ... In town to open a new radio electronics plant is RCA Prexy Frank M. Folsom. ... Radio Vatican, which broadcasts in 26 languages to every part of the world, is planning to step up its short wave schedule to Iron Curtain countries. The Vatican has now received an okay from the Italian Government to install new transmitters of maximum power in the Castel area south of Rome. ... Two huge transmitters arrived from the U. S. last week for the new area, and it is under-

Picture Business

By LEE ZHITO

HOLLYWOOD, Nov. 1.—From time to time, we've carried the results of surveys conducted among television set owners to determine their movie theater attendance. Notably among these studies has been the Woodbury College canvass conducted by Prof. Hal Avery. These have shown an almost total abandonment of the theater in favor of the TV set. To put the foot in the other shoe, as it were, Applied Psychology Associates, a public opinion survey concern here, decided to poll moviegoers to determine their TV viewing habits, among other things, and the results are quite interesting. It also reveals some of the preferences in motion picture entertainment of the persons questioned. Survey was conducted by the firm's director, Dr. Ward J. Jensen, and its results are based on a sampling of 350 theatergoers. These persons were stopped and questioned at 10 theaters in various sectors of Los Angeles to provide a proper economic cross-section. Here are the highlights of Dr. Jensen's findings: Question 1: Do you own a TV set or have easy access to one? Yes 37% No 63%

Question 2: On the average, about how often do you attend the theater?

(A) Of the 37% who answered "yes" to Question 1: More than once a week 1% About once every two weeks 23% About once every two months 28% About once a month 24% About once every two months 16% Less than once every two months 10%

(B) Of the 63% who answered "no" to Question 1: More than once a week 2% About once a week 34% About once every two weeks 30% About once a month 21% About once every two months 4% Less than once every two months 3%

Question 3: If you were to watch the same movie, would you prefer it on TV or in the movie theater?

(A) Of the 37% who answered "yes" to Question 1: TV 21% Theater 79%

(B) Of the 63% who answered "no" to Question 1: TV 17% Theater 83%

Question 4: What type of movie do you like best?

(A) Of the 37% who answered "yes" to Question 1: Musical 34% Mystery 19% Comedy 27% Western 12% Romance 32% Adventure-Action 29% Other 7%

(B) Of the 63% who answered "no" to Question 1: Musical 30% Mystery 24% Comedy 28% Western 21% Romance 33% Adventure-Action 27% Other 5%

(Total per cent is greater than 100 because many respondents named more than one type of movie for first choice.)

Question 5: Are you planning to purchase a TV set within the next 12 months? (Asked only of those respondents who answered "no" to Question 1): Yes 72% No 27%

(Continued on page 61)

London Dispatch

By LEIGH VANCE

LONDON, Nov. 1. — A big furor has blown up here about plans for televising the actual coronation ceremony in Westminster Abbey next June. The committee, headed by the Duke of Norfolk, which is detailing arrangements, announced that, because the cameras might show incidents which would embarrass or insult certain people, about seven minutes of the ceremony would not be shown. Immediately the biggest to-do for years started, with charges that the committee was denying the people their traditional rights, etc. It now seems that the Queen herself has asked that a review of the committee's reasons be shown her. It is known that she wants the whole ceremony to be as public as possible, with as many people able to see it as human ingenuity will allow. But she seems to be surrounded by a laundry load of stuffed shirts. The actual ceremony will not be relayed to America live, as was once thought possible. In the House of Commons the other day, Mr. Churchill said the enormous cost — around \$50,000,000 — ruled it out, although certain American companies had offered to bear part of that cost.

BBC ANNOUNCEMENT IS PREMATURE

It seems the recent announcement that the British Broadcasting Company is ready to take offers for kinescopes of their TV shows was a little premature. In theory, the BBC are willing—but since they announced their intention they've come up against every kind of union stone wall. Neither the Musicians' Union nor the Variety Artists' Federation will have anything to do with the idea—which cuts out almost everything but straight plays. Even with them, the BBC is not yet sure how best to go ahead with sales—whether to accept payment from citizens with frozen sterling here, or take dollars direct. It looks as if it will be many months before even that tangle is unsorted.

Colgate Buys 'Lorenzo' Seg

NEW YORK, Nov. 1.—Colgate-Palmolive-Peet this week bought the "Lorenzo Jones" soap opera strip on the National Broadcasting Company's radio web. The deal for the 5:30-5:45 p.m. time across the board, takes effect January 4.

Hazel Bishop now bankrolls the show on Mondays, Wednesdays and Fridays, but is bowing out.

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Paris Peek

By ANNE MICHAELS

PARIS, Nov. 1. — So far the theater season here, the again producing quantity, has forgotten quality in its offering. The French just seem to be scared to put forward anything bordering on the controversial. So far the scoreboard reads 47-odd plays on the boards, of which 19 are last season's 18 are brand new and 10 are revivals, some very interesting, some good, many entertaining, but none you remember much more than a few hours after the performance. . . . However, if this season hasn't done anything else, it has settled a long running fight, at least temporarily. We have a new administrator at the Comedie Francaise. Pierre Descaves, who starts in April. Descaves, who started his career in radio and is mostly known for his literary work, has made only one announcement in relationship to his taking over the first theater of France. He wants more and more TV concentration from the Comedie theater on the left bank, the Salle Luxembourg.

VAUDE THEATER HOUSES COMEDY

The Apollo Theater, usually specializing in variety, has reopened with a gay, nice, and frivolous comedy called "The Miracle Baby." In December Irwin Shaw's "The Gentle People" gets its Paris premiere in an adaptation by Marcel Duhamel. . . . Also for December, Jean Pierre Aumont has signed for the star role as well as director's job of Jose Andrie Lacou's "Our Times." Aumont is also wanted for the lead in Huxley's "To Live, to Death" and the play may be held up till the star can manage to fit in. . . . Englishman Bruno Stewart, who for a long time has been living in Paris, makes his playwright's debut in French. Jean Huberty has adapted his "Snake of Bells," and the young writer gets the Theater Daunou, with a star cast including Isa Miranda, Pauline Carton and Gerard Sely for the show's January presentation. . . . The Theater Babylon will do a play about Adam and Eve, titled "The Tree," by Jean Dutoit. The only problem in production holding the whole thing up is a decision on what costume to put on the two lead characters and still make them acceptable.

There's a new slogan in St. Germain Des Pres—"Enough of Jazz, Long Live the Tango." In the nifty Discotheque, where in order to enter one must have one's own key, the owner is making the former be-bop club into a tango temple. Replacing the jazz musicians with a South American orchestra, they are determined to bring the tango back to Paris. . . . The biggest theater opening in a long time was at the Ballets Marquis de Cuevas, with "Everyone that is anyone" in attendance. . . . The Jubilee singers are slated to come back for more concerts. . . . Eddie Constantine opens as the star of the redecorated Bal Lal cabaret. . . . Babe Wallace is at Signurd Berland's nitery. . . . Rosario and Antonio, now divorced, are carrying their private problems onto the stage. Rosario had to refund Swiss dates in Lausanne and Zurich because Antonio never showed up. Antonio says he wishes her to dance alone in Switzerland. But he's agreed to be on the first half of a bill, with her on the second. Managers now are trying to straighten the whole thing out, and if they succeed, the two will be on the same program in Bern, Switzerland.

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Highlight Reviews

LEGITIMATE

'Dial' Rings All the Bells as Solid Melo Fare; Shapes Up as Smash Hit

By BOB FRANCIS

The Stem hasn't been blessed with a real good murder melo in a long time. "Dial 'M' for Murder" has a splendid on-stage homicide with a pair of shears firmly imbedded in its corpse's back. Likewise, it packs mounting suspense to put a pawsitter on the edge of his chair right to the end of its third act, even when he is sure everything is going to turn out all right. This is one British import that looks to have all the elements of a hit.

Frederick Knott's play is really a study of a very mean character who plans a perfect crime, and even when it accidentally fails to come off, almost manages to ensnare his intended victim. Knott's smiling villain is a slick one. He wants to do away with his wife mostly for her money and a little because she has been so ill-advised as to have had an affair with an American writer of detective yarns. He blackmails a soundlessly old crony into an attempt to strangle her, the while arranging a perfect alibi for himself. But the lady inadvertently kills the would-be assassin with a handy pair of scissors. This is disastrously unexpected, but the lid rises above it to plant enough

evidence to have her convicted of murder and sentenced to hang. Obviously, perfectionist that he is, the meanie makes one little mistake, which is eventually pointed upon by one of Britain's most urbane police inspectors in the nick of time.

Real Suspense

On this framework Knott has built a wonderfully suspenseful melo, with neatly contrived details to make the chain of events completely logical and with enough interposed red herrings across the trail to sidetrack anything more than merest guesswork as to how he will catch up with his villain in time for the final curtain. It's a fine job of suspense writing, and a lot of pawsitters are going to get a big kick out of it.

Maurice Evans makes the conviving husband happily sinister. He is almost too skulduggery to be true, but Evans makes him absurdly believable. Likewise, there is a gem of a performance from John Williams as the slightly pompous detective who deprecates interference with his work by brilliant amateurs. Gusti Huber brings a fine realism to the distracted wife, particularly

in the moments of terror which make her play directly into her husband's hands, and Richard Derr is helpful as her writer-lover. Anthony Dawson is effective in his one scene in which he is brow-beaten into becoming a potential assassin. Reginald Denham, past master at staging this type of play fare, has directed them all to enhance the last ounce of suspense and interest in the script.

Good Melo

"Murder" makes no pretense of depth, and it is played for exactly what it is—good melo entertainment. The Plymouth looks to have found a solid tenant.

DIAL 'M' FOR MURDER

(Opened Thursday, October 26)

Plymouth Theater

A melodrama by Frederick Knott. Staged by Reginald Denham. Setting by Peter Larkin. Costumes by Noel Taylor. General manager, Robert Sappori. Stage manager, Billy Mathias. Press representatives, Richard Mancy and Frank Goodman. Presented by James F. Sherwood in association with Emmett Roser. Margot Wendle Gusti Huber
Max Hailley Richard Derr
Tony Wendle Maurice Evans
Captain Legate Anthony Dawson
Inspector Hubbard John Williams
Thompson Porter Van Zandt

TV FILM

'Space Ranger' Series in Preview, Seen Sure Bet to Snare Kid Trade

By LEE ZIUTO

Here's a show tailor-made for the major national advertiser out to snare kid viewers. The realm of the future, complete with interplanetary cops and robbers, is now the current craze of youngsters. The reel seen is loaded with action and all the futuristic devices to delight the science fiction fan. It even features a mid-air dog fight between space ships. The plot is simple. A strange space ship is spotted heading for earth. After its crash, investigation reveals the ship came from an unknown planet called Fornax. Rocky Jones is ordered to embark for Fornax to explore its apparent

his navigator, a photogenic fem clad in shorts, a scientist and his little boy embark on the dangerous journey. The plot thickens, but not for long, when a traitor overhears details of the mission and decides to destroy Jones and his companions. Motive here, apparently, is that the villain could claim the wealth of the uncharted planet for himself. This results in the duel between the space ships. This dog-fight, incidentally, barely leaves our crew sufficient fuel to reach their destination. The cliff hanger finish designed to bring the youngsters back for the next episode concerns what they

will find on the mysterious planet and, moreover, how will they get fuel for the return to earth. Roland Reed is wise to include a youngster in the cast. Kids like to feel that they're part of the action and can better project themselves into the story if one in their own age bracket participates in the story. It is interesting to note that despite the mounting popularity of futuristic programs, few of the space shows have been filmed. Reed's "Rocky Jones" is the only one to avail itself of the film medium with the exception of Hollywood Television Service's (Re-

(Continued on page 14)

NIGHT CLUBS

Mindy Captures Mink-Monicle Set At Plaza With Spell of Vocal Magic

By JOE CSIDA

Any legit, filmusical or TV producer who happens to be in New York and looking for a comely lass with genuine vocal talent and dramatic ability in a wide range, need go no further than the Plaza on 57th Street. The Miss is Mindy Carson. And her act is one of the most smartly paced, solidly entertaining and thoroughly captivating this reviewer has ever seen a girl vocalist deliver.

Dressed in a tan-gold gown of classic simplicity, Mindy runs the gamut from pixieish comedy to wistful heartbreak, selling each song for considerably more than it inherently possesses. Vocally, her delicate tone, fine shading and exquisite phrasing, make ordinary items like some of her special material ("What Good is a Gal Without a Guy") seem great, and great songs like Gershwin's "Too Good to Crush on You" seem greater.

She wraps up the mink and monicle audience (as she would any house) right from her opening "Good Evening," projecting with an impact rarely equaled by the business' most seasoned performers. And number by number, she builds. Harold Rome would

do nip ups to hear Miss Carson's treatment of his "Wish You Were Here," wherein she exhibits for the first time in the routine, her true dramatic talent. The lady then busts out the forlorn mood of "Wish" with a vividly contrasting, mischievous audience participation bit, built around Bob Merrill's "Boutonniere," and follows with a slightly naughty rhythm item, the previously mentioned "What Good is a Gal."

And having brightened up the joint once more, she achieves another mood masterpiece with a feelingful, touchingly dramatic interpretation of "Crush." From the Gershwin happy-piece, she swings back into a showy, raucous audience participation, in which she lures a portly customer to the floor to waltz "Casey Would Dance" with her. This round-the-room routine is pegged to "Getting to Know You" with infinite showmanship.

Perhaps the highlight of Miss Carson's performance is the Bert Williams' "Not Good No Nothin' for Nobody No Time" bit. Coming midway in a nostalgic medley of items like "Cuddle Up a Little Closer," "Moonlight Bay," etc., Mindy comes out of a sudden stage blackout with battered top

hat, tramp coat and oversized white gloves to sing the Williams' classic with stunning and delightful comedic charm. Her encore-closer is the one weak spot. In this she utilizes a revamped "You're Delightful," to tell the audience how nice it is. This is a totally unnecessary and altogether too obvious placing of the pall under the udder. Sherm Edwards, at the piano, gives Mindy an invaluable assist throughout.

All in all, Miss Carson has developed into one of the smoothest, most polished, warm and gay turns in show business, and she literally had to beg off opening night here.

Preceding Mindy on the bill are Boris Gregory and Rod Strong. Strong dances a great variety of routines from gavotte to soft shoe with extreme proficiency, while Boris gets excellent sound out of his concertina. Boris gazes upon his partner in a most adoring manner throughout the turn. The downagers and their marcel-haired companions, as well as the elderly gentlemen with their young nieces, obviously considered the twosome precious and applauded accordingly. Dick LaSalle's ork cuts the proceedings nicely.

Oh! Those Lovely O&O's— Net \$17,500,000 for Nets

NBC, CBS Stations' New High, Spot Sales Divisions Save Web Incomes

Continued from page 1

network operations vs. the o&o plus spot sales set-ups, of course, is largely a matter of bookkeeping techniques, but the fact remains—and grows more horrifyingly glaring—that it's a tough task to earn a net dollar out of network operations these days, either in radio or TV.

NBC's big edge in o&o profits stems, of course, from the fact that the Sarnoff-Folsom-McConnell operations embrace TV stations in five major markets—WNBT, New York; WNBQ, Chicago; WNBK, Cleveland; WNBW, Washington, and KNBH, Los Angeles—while Paley-Stanton's CBS o&o's include only two fully owned stations—WCBS-TV, New York, and KNXT, Los Angeles. CBS, of course, also has a 45 per cent chunk of WTOP-TV, Washington, and WTCN-TV, Minneapolis. If the American Broadcasting Company-United Paramount Theaters deal is ever finally okayed by the Federal Communications Commission, CBS will, of course, add WBKB, Chicago, which they've bought for \$6,000,000, pending FCC approval.

Accounting for the lion's share of o&o earnings for both webs are the New York flagships, WNBT and WCBS-TV. Each of these stations will earn net profits of close to \$3,000,000, representing record-breaking years for both. On the NBC side the second biggest earner is WNBQ, Chicago, which will do better than \$1,500,-

000. Running a healthy NBC third is the Cleveland operation, WNBK, while Washington and Los Angeles are a poor fourth and fifth. While the LA station, KNBH, is in the black, its earnings are nowhere near those of the New York or Chicago stations.

The same situation holds true, generally speaking, for the CBS set-up with KNXT, Los Angeles, turning in earnings running way behind the New York outfit. Minneapolis has had a big year, and WTOP-TV a fair one.

Spot sales in both companies have turned in record-breaking years, though gross is difficult to

pin down, and net earnings even more so.

On the network side CBS will have a healthy radio showy gross, in spite of rather shaky business early in the season, and reduced rates for much of the business on the air thru the fall. The CBS radio network will again top the NBC web by a solid margin. On the TV side the situation is reversed, with NBC doing considerably more gross business and earning somewhat more net than CBS. But the network gross and net figures are so sad, top brass in both webs would just as soon not talk about them.

FCC Reb'cast Action Wins NARTB Praise

WASHINGTON, Nov. 1.—The Federal Communications' Commission's action Thursday (30) in rescinding and deleting its proposed rebroadcast amendments won quick praise from Harold E. Fellows, president of the National Association of Radio and Television Broadcasters. Fellows, who has been on a tour of district NARTB meetings, said that broadcasters had strongly protested the amendments, which would have required each station to file a report with the FCC listing its reasons for refusing to grant permission for a rebroadcast.

While the industry concurred with the FCC that the device of demanding rebroadcast permission must not be used to appropriate "legitimate property rights, licensed by law," Fellows said, NARTB members were still critical of FCC's reaffirmation of its intention to request of licensees explanatory statements on alleged refusals to permit rebroadcasts.

The FCC, in ruling the compulsory reports "unnecessary," nevertheless stated while a broadcast station has the right to decide who shall use its facilities and for what type of program, it did not have the right to act arbitrarily in this respect without due regard to the public interest in a well-rounded program service." The FCC

stated, tho, that "many, if not most" cases in which rebroadcast requests were denied were "justified."

Petitions seeking reconsideration of the amendments to the rebroadcast rules, issued May 14, were filed with the FCC by the Columbia Broadcasting System, National Broadcasting Company, NARTB and nine radio stations.

NBC Waxes 2 Radio Segs, Mulls Third

NEW YORK, Nov. 1.—Two new radio shows are having audition waxings cut by the National Broadcasting Company, while a third will have a second audition try. The two new stanzas are "Father of the Bride," based on the film, with Elliott Nugent and Peggy Ann Garner in the top roles, with Lou Mindling the packager, and "My Son Jeep," a situation comedy with Brandon DeWilde and his father, Frederick DeWilde.

NBC program veepee Bud Barry was pleased with the first cutting of "The Marriage," with Hume Cronyn and Jessica Tandy, but feels the script could be strengthened. A second try will be made when the duo come to New York from their road tour of "The Fourposter."

Smith Bros. Hop Onto NBC Tandem

NEW YORK, Nov. 1.—Smith Bros., this week bought into the "tandem" plan of the National Broadcasting Company on the full radio web.

The deal is for the five-week period from November 9 thru December 11. Shows involved are "Barrie Craig," Red Skelton and Judy Canova.

'Low Daytime AM Rates Sell Stations Short'

WASHINGTON, Nov. 1.—A new note on the radio industry's rate structure issue was sounded this week by Ben Strouse, WWDC vice-president and general manager, who declared that radio stations were "selling themselves short" by offering advertisers bargain rates during the day. Describing progress made by WWDC since its decision more than 2½ years ago to equalize its rates, Strouse said that the station as a result "enjoyed a substantial increase" in gross volume of business. He pointed out that WWDC's gross volume of business in 1950, the year a single rate was adopted, was "23 per cent higher than

Ford Plans 500G TV One-Shot Show

50th Year Extravaganza Over Webs To Feature Top Talent in Showbiz

NEW YORK, Nov. 1.—The Ford Motor Company this week was making plans for a \$500,000 one-shot TV program to kick off the festivities connected with the 50th anniversary of the founding of the automotive giant. The amount of money to spend on the program for time and talent is believed to be the largest ever

spent by an advertiser in the broadcasting industry for a one-time presentation.

The extravaganza will run two hours and be programed on both the National Broadcasting Company's TV web and the Columbia Broadcasting System's video network. It will be presented either June 15 or 16 between the hours of 8 and 10 p.m.

Hayward Produces

Producing the potpourri of entertainment will be Leland Hayward, one of the top producers on Broadway. He is seeking top talent from every aspect of show business. One of those already mentioned for the one-shot is Mary Martin. No commitments, however, have been made as yet. Music Corporation of America will handle the talent.

The program will have a story line which will deal with the beginnings of the company and with the Ford family. Kenyon & Eckhardt will handle the billings.

CBS Snares NBC Client, Sells Sonotone

NEW YORK, Nov. 1.—The Columbia Broadcasting System's radio network this week wooed a client away from the National Broadcasting Company, sold another advertiser, switched a current client to its own package, and has a new sponsor interested in a time slot.

Beginning Sunday, February 22, the American Baking Association will move into the 6-6:30 p.m. slot on the web. It is currently on the National Broadcasting Company's network Sundays, 5-5:30.

The ABA property, "Hollywood Star Playhouse," which is owned by the Music Corporation of America, either will be moved or the CBS programing department will build a similar package for the client.

Cedric Adams

Sonotone, meanwhile, bought two five-minute slots to feature the chatter of Cedric Adams, the Minneapolis columnist. He goes in Sunday afternoons, 4:55-5, and Monday nights, 10:35-10:40. On December 4, Jergens will drop its "Jergens Playhouse," a Ziv-transcribed package, and substitute the CBS-built "Romance."

The web is also close to getting an order from Stopette for "What's My Line," which was recently axed by Philip Morris. "What's My Line" has been successful for Stopette on CBS-TV, so much so that the advertiser is considering the additional expenditure for radio coverage.

Frank Named By CBS-TV

NEW YORK, Nov. 1.—Milo Frank this week was named chief talent scout for the Columbia Broadcasting System's TV programing department. A former William Morris agent, Frank will spend much of his time traveling around the country in search of performers who have TV potential.

Since CBS-TV has scored its greatest success with situation comedies, he naturally will concentrate on talent whose ability lends itself most readily to such formats. He is married to motion picture actress Sally Forest.

Asks Monopoly Control of TV Broadcasting

WASHINGTON, Nov. 1.—Investigation of problems of TV broadcast monopoly control were urged this week by Commissioner Frieda Henock, of the Federal Communications Commission, in a strong dissenting opinion against the FCC's grant of a construction permit to the Associated Broadcasters, Inc., of Bethlehem, Pa., for a new TV station on UHF Channel 51. Miss Henock said the CP gave the corporation a virtual monopoly in the area, and she said a study of the problems presented in this case "would be instrumental in evolving some definite commission policy and standards on this vital question of concentration and control, the determination of which is so necessary at this initial stage of television's growth."

Chairman Paul A. Walker and Commissioner Arthur Merrill also dissented but wrote no opinions. Miss Henock declared that Associated already owned and operated six AM and three FM radio stations, and two TV stations, as well as several daily newspapers in the area. She said that the FCC's latest action assured Associated Broadcasters "an unusual concentration of ownership and control of the mass media of communications," and raised the question of "monopoly control." The new CP, she said, would provide the applicant with three TV stations "operating in and almost completely saturating a limited area within a triangle formed by Bethlehem, Lancaster and Wilmington, cities less than 65 miles apart."

Sell Two New Moore Segs

NEW YORK, Nov. 1.—The Columbia Broadcasting System this week sold two 15-minute segments of Garry Moore on its daytime video operation. Beginning January 26, Masland (trugs) will sponsor the Monday 1:30-1:45 slot. Pillsbury will take over the Tuesday 1:45-2 p.m. time period on December 2. Best Foods and Stokely-Van Camp already sponsor the show. Several other clients have taken options on the program.

Looking for a sports show that puts? You'll find it among the timely listings of top-flight film fare in the TV Film Market Place. Included in this week's new offerings, is Syndicated Film: Sportsmen's Club, a 24.8 rated hit in Rochester, N. Y. Read it now. Get your preview of next week's hits this week in the fast-moving TV Film Market Place.

SYNDICATION

O'Neil Mulls Indie Distrib For 'Film Net'

NEW YORK, Nov. 1.—In a move to create a secondary source of income for his forthcoming TV "film network," Mutual Broadcasting System Prexy Tom O'Neil has been interviewing independent distributors here this week, with an eye towards lining up an outside outfit to handle syndication on films to stations not included in the new web.

The plan calls for O'Neil to provide a network of 18 or 20 stations across the country with approximately two hours of film a day. The same film would be syndicated to stations in other areas by the outside distribution outfit. O'Neil was originally supposed to launch his web this month, but a delay is expected now, reportedly brought about by conflicting policies within the organization on film properties.

Two Clients Seek Slot on 'All-Star' Seg

NEW YORK, Nov. 1.—With two clients elbowing each other to move into the slot being vacated by Del Monte on the National Broadcasting Company's "All-Star Revue," web brass this week laughed off reports that the show's status is shaky. Previously, Johnson & Johnson had been pacted to move into the opening left by Kellogg's exit. The third client, Pet, is solid for the rest of the season.

Del Monte's anking was cued by the fact that there is no more money left for TV in its budget, with the fiscal year winding up next March. Cash for TV this season was taken from magazine appropriations. Altho exiting after the first show in January, Del Monte may return next year, after the new budget goes into effect.

MUTUAL SUED

Boy Claims \$145,842 for Benson Chore

NEW YORK, Nov. 1.—Mutual Broadcasting System faces a suit in Federal Court here by a 16-year-old boy, Robert McKnight, who claims to have rendered services in the role of Bobby Benson. The boy claims that the value of his services was \$150,000 but that he received only \$4,158. He is asking for the difference.

According to the complaint, McKnight was approached in 1950 by Herbert Rice, acting as an agent for MBS, and asked to play Bobby Benson on the radio show, to which McKnight agreed. While negotiations for the contract were pending, it is alleged, Rice asked McKnight to make a trip to Europe for promotional purposes. Rice agreed to pay McKnight at scale for services rendered if the contract was not worked out, it is claimed. McKnight finally claims that he made the trip, but that in April, 1951, the defendants repudiated the contract and paid him only \$4,158.

Also named as defendants were Bobby Benson Enterprises and Rice.

See Backlogging of Equipment Orders

WASHINGTON, Nov. 1.—A backlogging of orders for broadcasting equipment for new TV stations and those still awaiting construction permits is in prospect, broadcasting equipment manufacturers informed the National Production Authority this week. Many equipment companies may feel it is "uneconomic" to gear production to the rate of Federal Communications Commission grants, despite the increase in TV construction, industry members told the NPA.

Meanwhile, production of television receivers in September increased 124 per cent over the output for the same month last year, according to estimates compiled here by the Radio-Television Manufacturers' Association. RTMA said 755,685 TV sets were manufactured in September, as against 337,341 units last year, bringing the totals for the first nine months of 1952 to 3,670,591.

Borden's Eyes 'Halls of Ivy' With Interest

NEW YORK, Nov. 1.—Borden's this week showed renewed interest in the TV version of "Halls of Ivy" for its Instant Coffee division. The advertiser had been considering the property, but the indication of Ronald Colman, the star of the radio version, to move into TV in the same role, has held up any final move. Colman this week decided he would like to play the role, after all. Previously, he had agreed to play the part, and then changed his mind.

Without Colman, the situation-comedy presents a tough casting problem. Should Borden's buy "Halls of Ivy," its current property, "Treasure Men in Action," might be cancelled from its 8:30-9 p.m. Thursday time on the National Broadcasting Company. And should Doherty, Clifford Steers & Shenfield service "Halls" as it does "T-Men," it would mean that Nat Wolff, vespee in charge of production at Young & Rubicam, the agency that splits Borden's billings with DCS&S, would own half an interest in a show serviced by a rival agency. Wolff, together with Don Quinn, the scripter of "Ivy," own the property. Borden's, meanwhile, is searching for another TV show in the event that its deal for "Halls" does not materialize.

BAD NEWS

Video Mass Not Enough, Says Priest

WASHINGTON, Nov. 1.—The Rev. Francis J. Connell, dean of the School of Sacred Theology, Catholic University of America, declared this week that Catholics cannot satisfy their obligation of hearing mass on Sundays and Holy Days "by viewing the celebration of the holy sacrifice on television." Writing in the current issue of Catholic Men, Reverend Connell expressed belief that "one must be physically present at mass, so that he can perceive the sacred rite taking place at the altar," to fulfill the law of the church.

He stressed, however, that "this does not mean that it is valueless to view the mass on the television screen." "On the contrary," he stated, "by doing so one can gain great spiritual benefits. It is a great blessing to have televised masses, especially for shut-ins."

Blackburn to Fill Agency Exec Post

NEW YORK, Nov. 1.—Norman Blackburn this week was reported all but set to take over as radio-TV chief of the Geyer & Newell ad agency here. Blackburn has been West Coast chief of the National Broadcasting Company's TV operation for several years.

At the same time, radio production dropped from 1,100,246 sets in September, 1951, to 865,854 in September, 1952, establishing the year's total at 6,689,535. RTMA announced. Shipments of receiving tubes by RTMA members increased from 30,141,536 tubes valued at \$20,827,635 in August to 34,196,288 tubes—including 31,482,740 tubes of the entertainment type—worth \$24,432,747 in September. The picture for the first nine months of 1952 was less encouraging, with 245,689,629 tubes shipped as against 280,795,338 last year.

A downward trend in radio set production was evidenced in statistics released this week by the Federal Reserve System, which pointed out that the seasonally adjusted total radio output for September stood at 40 based on 100 for the 1947-1949 period, compared with 32 for August and 49 for August, 1951. Television set output, on the other hand, reached 543, 366 and 190 respectively for the corresponding periods.

RTMA in Washington Meet to Pave Way to Speed UHF Set Production

WASHINGTON, Nov. 1.—With all but 17 of 82 post-freeze TV CP's assigned to UHF channels, Radio Television Manufacturers' Association will stage a meeting here November 12-13 to pave the way for speeding UHF sets production. The two-day meeting will consist of a "statistical clinic" which is expected to set in motion machinery for tabulating a week-by-week count on production, sales, inventories and shipments of UHF adapters and sets by geographical areas. The meeting is regarded here as the manufacturing industry's most important recognition so far of the advent of "instant" television. With a UHF station already operating in Portland, Ore., and another ready to go in Denver, scores of CP holders are in the blueprint stage.

The "statistical clinic," which will hold preliminary discussions on all phases of UHF problems, will submit its recommendations to RTMA's sets division, which will meet in Chicago November 20. The sets division, headed by John Craig, vice-president and general manager of the Crosley Division of Avco Manufacturing Company, is expected to approve the statistical group's recommendations for gathering UHF statistics. Assembling of the UHF data will be designed to guide the industry in its plans for producing and distributing sets so as to get UHF fully under way as rapidly as possible.

An RTMA spokesman explained that the association presently has no production figures on UHF—"It's so new we don't have it." The spokesman said that all TV set manufacturers will turn out UHF sets, "but what proportion of production will be UHF, no one knows yet." The "statistical clinic" will be comprised of market research representatives of the various companies. The first day

Embryo UHF TV Stations Are Hurt by Shortage of Sets

World Series, Presidential Race Boost Demand and Deplete Supply

NEW YORK, Nov. 1.—A serious shortage of new TV sets on the distributor level is playing havoc with the attempts of new ultra-high-frequency TV stations to get on the air before the end of the year. The shortage, noted by every major set distributor during the last month, is attributed to several factors, including stepped-up demands for sets because of the World Series and the Presidential TV campaign. However, manufacturers and distributors agree that by far the biggest factor is the need for sets in areas where TV is just opening up.

Consequently, the new UHF stations are in a particularly bad way. At the outset, they were faced with the problem of selling local viewers on buying adapters for regular sets until dealers could stock UHF receivers in any vol-

ume. Now, even regular sets may not be available in time to provide any kind of an audience for stations going on the air this month or next.

Situation Crucial

Advertising-wise, the situation is crucial, since few sponsors are willing to buy time on a channel with few viewers. A case in point is UHF station WHUM-TV, Reading, Pa., scheduled to go on the air December 1. The station has been lining up prospective advertisers for months on the strength of promised set deliveries, and expected to "start in the black" on December 1. However, as of this week, with only four weeks to go, the sets still hadn't arrived, which puts WHUM, on something of a spot with potential sponsors. Ironically, WHUM, thru the Berks County Appliance Dealers Association, has been able to import

several hundred continuous converters and UHF tuner strips, designed for use with regular sets.

Manufacturers have been working hard to keep up with the demand for regular sets and UHF receivers and converter equipment, but most of them admit that the supply just can't meet the demand of the new markets.

Last week, the Radio Television Manufacturers Association (Continued on page 61)

Web Steps Up Program of Exploitation

NEW YORK, Nov. 1.—The Columbia Broadcasting System this week stepped up its publicity campaign for the new season by placing the accent on exploitation techniques. The campaign teed off with special emphasis on daytime listenership, plugging the theme, "Whatever you do, wherever you go, you enjoy it more with radio."

Up-coming promotion for "Our Miss Brooks" takes the form of a contest which will have every elementary school, high school and parochial school throughout the country submitting photographs of its prettiest teacher. The most photogenic finalist will get a free ride to Hollywood and New York and a stint on the show. Pin-point pressure is also being applied to the "Amos 'n' Andy" stanzas of November 16, which marks the duo's 10,000th airing. Rexall, the sponsor, will buy ads in major magazines to commend the comics on their milestone.

World Ships 12 Features For Christmas

NEW YORK, Nov. 1.—The World Broadcasting System has begun shipping to its member stations a special package of 12 Christmas and New Year features designed to aid stations in getting local advertising. Along with the programming material, World is sending the stations a 14-page easel presentation outlining the merchandising - promotion potential of the holiday package.

Among the items are a variety of holiday sound effects; a series of jingles sung by the Jesters, mentioning how many shopping days to Christmas; good-will messages, cards and music for a half-hour holiday program series, "Christmas Lane, an open-ended half-hour drama starring Pat O'Brien, and several other special holiday shows.

FCC Rejects Madison Bid

WASHINGTON, Nov. 1.—With Chairman Paul A. Walker and Commissioner Frieda Henneock dissenting, the Federal Communications Commission this week again rejected a petition from Radio Wisconsin, Inc., for reservation of a VHF channel in Madison for non-commercial educational purposes.

The FCC reaffirmed its policy of avoiding arbitrary reservation of a non-commercial channel in communities with fewer than 3 commercial channels except in extreme cases. It "would be wasteful" to set aside a VHF channel for non-commercial use in Madison, especially "since it appears that no immediate use of a channel for educational purposes is contemplated in Madison."

of their meeting will be devoted to discussion of UHF tubes, and the following day will be devoted to UHF sets. The sets division, which meets in Chicago the following week, is made up of top-level industry folk who, it is learned, already have encouraged preparations for the forthcoming meetings.

Of significance in connection

RCA Breaks All Records in Over-All Sales

NEW YORK, Nov. 1.—Sparked by a record broadcast third quarter total sales of \$187,663,848, Radio Corporation of America set an all-time record volume of sales and services of \$475,501,673 for the first nine months of this year. This compares with an over-all volume of \$421,281,782 for the same period last year.

After accounting for Federal income taxes, net earnings for the first three quarters of the year were \$17,847,110, compared with \$18,356,841 for the corresponding months in 1951. Not profits for the third quarter made a sharp increase over the July-September period of a year ago, \$6,547,180 compared with \$2,653,480. The report, issued by Brig. Gen. David Sarnoff, chairman of the board, did not break down the volume and profit figures into the numerous divisions of the corporation.

Shrinking Films mean shrinking profits. Peerless Film Processing Corporation can restore or prove the life of your films. Find out about this and other reliable film services offered each week in the TV Film Market Place on another page of this section.

NEW in The Billboard next week . . .

THIS WEEK'S BEST BUYS

A Revolutionary New Record Buying Guide for Record Dealers — Juke Box Operators — Disk Jockeys.

Operators, Dealers and Radio-TV stations who use **THIS WEEK'S BEST BUYS** will be working together to stock, program and promote the same scientifically selected records at the same time. Scattered, unco-ordinated trial-and-error buying and promoting of new releases will be eliminated for those who depend on **THIS WEEK'S BEST BUYS**.

See **THIS WEEK'S BEST BUYS** in next week's Billboard

MBS-MGM Radio Attractions Rift Over Renewal Terms Widen

NEW YORK, Nov. 1.—The rift between the Mutual Broadcasting System and MGM Radio Attractions over renewal terms on the latter's group of 10 radio shows was widened this week, as the flicker outfit virtually suspended production on all series at the request of the web. Because of the production shut-down, Mutual now is featuring re-runs on most of the programs. MGM shows air in the 9-9 p.m. time, Monday thru Saturday on MBS. The deal constituted the largest one-package program arrangement in the web's history.

In line with this, there's a possibility that performers featured on some of the shows may have a beef since re-run money to actors is paltry. For instance, Lilli Palmer, who appeared on an hour-long "MGM Theater of the Air" program, received less than

\$7 when the play tape was aired for the second time.

As reported in The Billboard last week, the MGM packages are up for renewal December 31, and negotiations for a new contract are currently underway between network execs and the film firm. Meanwhile, the web reportedly is looking for indie packages to spot

in the 8 to 9 p.m. time period if the MGM renewal doesn't go thru. MGM, meanwhile, is said to be attempting to come up with some fresh stanzas as possible substitutes.

The production shutdown reportedly was ordered by Mutual, because the web desired to make certain changes in the shows before any more were put on tape.

Among the shows involved, are the Errol Flynn "Casanova" series; the Mickey Rooney "Hardy Family" show; Bette Davis' "Woman of the Year" package; Ann Sothern's "Muisie"; Orson Welles' "Black Museum"; the Glacie Fields show; Lionel Barrymore's "Dr. Kildare" series; "Crime Does not Pay"; "MGM Theater of the Air"; and "MGM Musical Comedy Theater of the Air."

WCBS Spots Increase 300%

NEW YORK, Nov. 1.—Since last April, WCBS-TV has increased its daytime advertisers about 30 per cent and hiked the number of spots used by them more than 300 per cent. Clients on the station have increased from 27 to 46 during that time, and the number of spots bought by them soared from 58 to 267.

A major factor in the increased number of advertisers on this station is the "12 Plan" which provides a 45 per cent discount on daytime announcements to sponsors who use a schedule of 12 or more station breaks. The station will begin its morning programming 45 minutes earlier, at 9 a.m., beginning November 3.

Gen. Motors Buys Army-Navy Game

NEW YORK, Nov. 1.—General Motors this week signed to sponsor the radio broadcast of the Army-Navy football game on November 29 via the National Broadcasting Company's full web. Previous radio broadcasts were sold on a co-op basis.

General Motors also bankrolls the TV football, aired at NBC, including the Army-Navy game.

WEBS OBSERVE JOHNSON WEEK

NEW YORK, Nov. 1.—Last week was Johnson week on network TV. At least, four Johnsons in three firms bought network video stanzas. Two of them in one company, Johnson & Johnson, bought into "All Star Revue" on the National Broadcasting Company. The other Johnsons wound up with the American Broadcasting Company, with Johnson's wax buying alternate weeks on "The Name's the Same," and Johnson's candy buying "Rootie Kazootie."

KTLA Studio Construction In Early '53

HOLLYWOOD, Nov. 1.—Construction of Station KTLA's new studio is expected to start some time after the first of the year now that the station has gotten city approval for the project. Paramount Pictures-owned outlet is located across the street from the movie lot. New studios will be constructed in the area now occupied by a parking lot, gas station and garage. Chief stumbling block in starting construction to date has been the station's problem of bridging the alley way which divides the station's existing quarters and the projected new building. City's building commission opposed blocking off the alley. However, station's plan to build a passageway across the alley which would not block alley traffic was approved.

New studios will provide the station with approximately 300-foot frontage on Melrose Avenue and will run from Melrose to the alley in the middle of the block. New construction will include three separate studio theaters. Present plans call for construction to go as high as three stories on the new building. Present one-story studios will also be elevated to between three and four studios to accommodate station's offices and other operations.

GE Considering 'Life W. Father'

NEW YORK, Nov. 1.—General Electric this week was considering sponsorship of "Life With Father." Tho the TV series still hasn't named its leads, the advertiser likes the idea of the family situation-comedy. Ezra Stone will produce for the Columbia Broadcasting System's TV programming department. It is believed General Electric would buy the program for its electronic division, which is serviced by the Maxon agency.

TV Hearing Logjam Gets FCC Dynamite

WASHINGTON, Nov. 1.—With roughly 60 per cent of some 900 TV bids tied up in hearings (The Billboard, September 13), the Federal Communications Commission this week took steps to expedite the broadcast hearing backlog. Acknowledging that the backlog has been made "particularly acute by the growing number of television applications which must go to the hearings," the commission issued a ruling permitting the taking of depositions "on reasonable notice" without the necessity of moving for and obtaining a commission order subject to the right of objection.

In liberalizing its regulations, the commission lifted rigid time limits for taking depositions, and broadened the flexibility of its rules on admissibility of testimony. The commission also adopted a practice, in entering into stipulations, to reply on information already sworn to in application which is not controverted

by any of the rival parties. The FCC's liberalized rules followed lengthy consultation with the Federal Communications Bar Association. It has been generally realized that the majority of post-freeze applications would literally be frozen for some time unless the pace of hearings can be stepped up on the undermanned FCC's badly overcrowded calendar. Of 900 TV bids on file, 761 are new or were amended since the freeze lift; 229 have already received notice of hearing and scores of others await similar notice. Despite the backlog, the FCC has lost no time in issuing grants, the post-freeze total having reached 91 this week (see separate story). The post-freeze total includes 486 for VHF channels and 301 for UHF channels.

Fast-action news highlights are featured in THE DETROIT NEWS. For complete information on this and other TV films—news, feature, series and commercials—consult the TV Film Market Place. It's your dependable weekly guide to better

Post-Freeze Video Station Grants Hit 92

7 of 10 Permits Are for UHF; See 225 By Year End

WASHINGTON, Nov. 1.—The Federal Communications Commission this week upped the ever-increasing number of post-freeze TV station grants to 92 with the issuance of 10 additional commercial construction permits. Seven of the new CP's are for UHF stations. The number of grants for non-commercial educational stations remained at nine. Total TV authorizations has now reached 200 and are expected to exceed 225 by the year's end.

Granted CP's this week were Great Plains Television Properties, Inc., Little Rock, UHF Channel 23; Star Broadcasting Company, Inc., Pueblo, Colo., VHF Channel 5; WATR, Inc., Waterbury, Conn., UHF Channel 53; Tri-City Radio Corp., Muncie, Ind., UHF Channel 49; Great Plains Television Properties, Inc., Sioux City, Ia., UHF Channel 36; Booth Radio & Television Stations, Inc., Battle Creek, Mich., UHF Channel 64; Radio Station WISE, Inc., Asheville, N. C., UHF Channel 62; Neptune Broadcasting Corp., Atlantic City, UHF Channel 46; and WSCS, Inc., Charleston, S. C., VHF Channel 5, and Associated Broadcasters, Inc., Bethlehem, Pa., UHF Channel 51 (see separate story).

At the same time, the commission set aside an earlier order staying the effective date of a CP for a new TV station for the New Britain Broadcasting Company, New Britain, Conn., to operate on UHF Channel 30 and ordered the permit issued, effective immediately.

The FCC also scheduled the following applications for new TV stations for hearing here November 17: Sacramento Broadcasters, Inc., Sacramento, with KCRA, Inc., and Harroco, Inc., for VHF Channel 3; W. S. Butterfield Theaters, Inc., Flint, Mich., WJR, the Goodwill Station, and Trebit Corporation, all for VHF Channel 12.

The commission further requested Pueblo Radio Company, Inc., Pueblo, Colo., to furnish additional financial and engineering data in connection with its application for a new TV station to operate on VHF Channel 3, and granted a request of Hawaiian Broadcasting System, Ltd., permittee of TV station KGMB-TV, Honolulu, for special temporary authority to engage in limited commercial operation from December 1 to April 1, 1953, on VHF Channel 9. A second petition by Radio Wisconsin, Madison, requesting further reconsideration of the FCC's action which denied the station's request that VHF Channel 3, now assigned to Madison for non-commercial operation, be designated for non-commercial educational use and that UHF Channel 21, reserved there for non-commercial educational operation be made commercial, was denied.

Welcome Travelers Now 70% Sponsored

CHICAGO, Nov. 1.—Tommy Barrett's "Welcome Travelers" on the National Broadcasting Company's TV network became 70 per cent sponsored this week when Ekco Products Company, of Chicago, picked up 15 minutes on Mondays. The show now has three 15-minute segments open. The NBC Chicago office has a commitment from Mutual of Omaha for a four program Christmas Day, but the format is not determined. The insurance company would like a show tying in with servicemen in Korea.

WWJ
NBC AFFILIATE
in DETROIT
Dated and Operated by
THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY COMPANY

PENNY WISE?

Writer Says Michigan Law Loses Income

DETROIT, Nov. 1.—A new Michigan law enacted last spring to give the State a percentage of the take on television receipts by fight promoters and said to be the only law of its kind in the country, has been a significant factor in causing the State to lose substantially in revenue from gate receipts, according to Paul Chandler, sports writer, in a feature article in The Detroit News. The State gets 10 per cent of the video receipts on regular fights and 15 per cent on championships.

Result has been reluctance of sports promoters to bring fights here in recent months, with the lost receipts on fights scheduled for other States that would normally have come here estimated at \$150,000 at the gate by Chandler. Of this, the State would have taken 10 per cent—\$15,000—now totally lost. The television receipts, estimated at \$17,000 for a show, would give the State only \$1,700—if one of the fights were brought to Detroit.

Westinghouse Drops TV Bid

WASHINGTON, Nov. 1.—Westinghouse Radio Stations, Inc., this week asked the Federal Communications Commission to dismiss its bid for a TV station in Fort Wayne, Ind., so as to leave Westinghouse in the clear to acquire a license elsewhere.

Now operating a station in Boston and with bids pending for CP's in Portland, Ore., Philadelphia and Pittsburgh, Westinghouse told the FCC it has been "investigating the possibility of acquiring (thru purchase or application) television broadcasting facilities in a number of cities other than Fort Wayne and in which the opportunity for public service may be greater than Fort Wayne." FCC limits individuals and corporations to five TV stations.

RTMA Makes Price Decontrol Pitch

WASHINGTON, Nov. 1.—The Radio-Television Manufacturers' Association today appealed to Administrator Roger L. Putnam of the Economic Stabilization Agency, to rescind the Office of Price Stabilization order re-imposing price controls on radio, television and phonograph components after suspending them. With the approval of the special committee appointed by President D. Flammendon Jr., and headed by Matt Little, chairman of the RTMA Parts Division, Executive Vice-President James D. Secrest wrote Mr. Putnam:

"We believe this action by OPS was contrary to the intent of Congress and to the spirit of the administration's economic stabilization policy and that it was based on erroneous premises and is consequently without justification. It was, to use a legal phrase, an arbitrary and capricious action, and requires a policy decision by the economic stabilization agency."

Serutan Sour On CBS Airing

NEW YORK, Nov. 1.—Serutan this week decided to drop its "Battle of the Ages" TV show, which airs 10:30-11 p.m. Saturdays via the Columbia Broadcasting System. The show has been earning poor ratings altho the bankroller has been spending almost \$7,000 weekly for the stanza. The same bankroller for the stanza, "Life Begins at Eighty" at 9 p.m. Fridays via Du Mont at about one-third the cost, and has been getting ratings nearly twice as high.

The American Broadcasting Company is reported pitching for the Serutan billings formerly at CBS.

Delaware **TOPS** all U. S. in 1951 Average Income

WDEL TOPS all stations in this AM • FM • TV richest market.

Write for information. Let it sell your product effectively, economically.

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

*Figures reflected August 1952 by U. S. Dept. of Commerce.

CHURCH SUPPORT

Legion of Decency Exec Backs TV Code

WASHINGTON, Nov. 1.—Idea of the TV code got support this week from Rev. P. J. Masterson, executive secretary of the National Legion of Decency, who stressed, however, that any "code of morals cannot be understood without the acceptance of the idea of God, the supreme lawgiver of Catholic Men, monthly publication of the National Council of Catholic Men, Reverend Masterson stressed that any code must conform to the "natural law" based on belief "that there is a supreme rule of life for individuals, communities and nations." Citing the movie industry's code, Reverend Masterson described it as "an attempt to apply to the motion pictures the natural law which is common to all men of all religious beliefs."

"What has been said for the motion pictures also can be applied to the newer medium called television," he stated. "The principles are the same. The manner of application will vary according to the needs and necessities of the new medium." "In fine, then, we think that a code for motion pictures and a code for television that applies the test of the natural law of these media of communication are most useful, if not, indeed, a necessity," he stated. "The principles must remain the same. The methods of application must differ. But if the codes are properly drawn up and applied, they can be a most useful instrument in preserving moral standards in the two great media of mass communication, and consequently, for untold millions of impressionable people." Opposition to the TV industry's code was voiced by Herbert M. Levy, staff counsel of the American Civil Liberties Union, writing in the same issue of Catholic Men. Levy argued that "the voluntary self-regulation of the content of television program by the broadcast industry is a totally different matter from the movie code. Anyone with enough capital can produce a motion picture without being licensed by the State," he stated, "but only a few producers are fortunate enough to get licenses to broadcast programs for millions of Americans."

Expect Early Sale of KMPC To Autry Co.

HOLLYWOOD, Nov. 1.—Final details in the purchase of Station KMPC by Gene Autry and Bob Reynolds is expected to be wrapped up and the sale completed by the end of next week. Autry's group will pay \$800,000 for the 50,000-watt indie outlet. Application for articles of incorporation were filed this week for KMPC, Inc., corporation which will buy the station from the G. A. Richards estate. Firm will be composed of five stockholders and will list as its officers Autry as presy, Reynolds as veepee and general manager Attorney Wesley Nutten Jr. as secretary and Orren Mattison as treasurer. Lloyd Sigmon and the latter four named persons will comprise the five stockholders of the purchasing firm. Signatures of the eight stockholders in the corporation now owning KMPC must first be secured to approve the sale. This is a routine procedure and is expected to go thru without a hitch. Deal will be officially concluded after the Federal Communications Commission approves the transfer of ownership. This is similarly a routine procedure and there is no reason to expect FCC to withhold its blessings.

Had Enough of Bad-Enough Films! This check and order form from among the best and latest action-seeing TV films of all categories—series, feature or commercial—in The Billboard's weekly TV Film Market Place. Once you use it you won't want to be without this savings up-to-date directory of TV films and services. The Billboard Weekly TV FILM MARKET PLACE

EXIT 'PUD'

ABC Slot Taken Over By 'Rootie'

NEW YORK, Nov. 1.—Fleer's Gum this week decided to ax its muppet TV stanza, "Pud's Prize Party," which has been airing Saturday mornings via the American Broadcasting Company. The show has had the 11:30-11:45 a.m. slot, but when Derby Foods signed last week to take over the 11:30 noon period for "Sky King," the web acted on a contract clause permitting it to preempt from Fleer's. The sponsor was given a substitute time choice of 10:45-11 a.m. or noon-12:15 p.m., and decided on the former time. But before the deal could even be confirmed, Johnson's candy bought the 10:30-11 a.m. period for "Rootie Kazootie." To top it all, Tod Russell, who has emceed the "Pud's" airer, is performing the same chore on "Rootie"; so Fleer's decided it was all to complicated and just canceled.

NEWS CAPSULES—COAST TO COAST

WNBK Gains 62.5% in Spot Sales; Honolulu Station to Open Dec. 1

CLEVELAND, Nov. 1.—WNBK here has been racking up an extraordinary increase in local and national spot sales this year. So far in 1952, the National Broadcasting Company-owned TV station's local sales are 62.5 per cent ahead of the same point in 1951. National spot sales on WNBK are 44 per cent ahead of last year. Combined spot business is up 47.8 per cent.

HAWAIIAN TV-ER TO HIT AIR EARLY

HONOLULU—TV dealers here got a shock when they learned that KGMB-TV will go on the air December 1 instead of June of next year as previously announced. The station at first will use a 500-watt transmitter, sharing the sister radio station's antenna. Plans call for a 10,000-watt transmitter with a 100-foot tower atop Konaohouli next year. Dealers point out that the weak signal at first might sour buyers against video. They also point out that there are no trained TV technicians here at present. KGMB-TV has affiliated with the American Broadcasting Company.

HOOPLA SET FOR STUDIO OPENING

MIAMI — Network execs, performers and television manufacturing representatives are expected to help launch WTVJ's new studios here Friday (7). Studio, largest in the South and larger than most metropolitan studios, will permit the local outlet to present programming heretofore impossible. The new WTVJ plant is located within the framework of the Capitol Theater in downtown Miami. WTVJ recently set up a merchandising department, with Lynn Morrow, station's publicity director, heading it up.

TWO CLIENTS JOIN 'KATE SMITH HOUR'

NEW YORK—"The Kate Smith Hour," daily variety show on National Broadcasting Company TV, has picked up two more sponsors. Block Drug Company will plug Amm-I-dent for 15 minutes Tuesdays for 39 weeks, via Cecil & Presbrey. And James Lees and Sons Company will advertise rugs 30 minutes Monday for 26 weeks. D'Arcy is Lees' agency.

RATES SKEDS NOV. 12 MEET

NEW YORK — The William Kaufman TV script awards will be presented at the next meeting of the Radio and TV Executives Society here Wednesday (12) at the Hotel Roosevelt. Meeting will feature a gag dissertation by Bob Elliot and Ray Goulding on their new advertising agency kit, and a panel discussion on TV dramatic shows. Panel will include Producer Fletcher Markle, Writer Thomas Phipps, Director Sidney Lumet, and either Rita Gam or Maria Riva to represent the the-

plan views. RATES' new proxy, Bob Sarnoff, will preside.

18 SUBSCRIBE TO NIELSEN COVERAGE

NEW YORK — The Nielsen Coverage Service, which will begin going out to subscribers in the next couple of weeks, has been bought by 14 ad agencies and four advertisers so far. Among the advertisers are Procter & Gamble and The Tonal Company. Agency subscribers include N. W. Ayer, BBD & O, Biow Compton, McCann-Erickson and Dancer-Fitzgerald-Sample.

HOOPER SIGNS 7 NEW CLIENTS

NEW YORK—C. E. Hooper has signed up seven more clients for the new TV-Area Hooperatings, bringing the total number of subscribers to 24. The new clients include Carter Products and six agencies, Kudner and Ruthruff & Ryan among them.

BAB DISTRIBUTES NEW BROCHURE

NEW YORK—Broadcast Advertising Bureau has sent its members a 24-page brochure entitled "Sears Counts Its Customers," giving the results of Advertising Research Bureau, Inc., tests at 12 Sears Roebuck stores over the past 18 months. Radio produced more store traffic and sales volume in 10 out of the 12 tests. Among the conclusions presented in the booklet are: radio reaches a slightly larger audience than newspapers, with little overlap between the two; greatest store traffic is effected by daily advertising. BAB this week began distributing their new "Sales Management Bulletin" to members.

ARB TO REPORT ON SALT LAKE CITY

WASHINGTON—American Research Bureau will begin issuing individual monthly reports for Salt Lake City. This is the fourth month ARB city. Jim Seiler, ARB director, says a fifteenth is coming up shortly.

WDTV LEASES NEW STUDIOS

PITTSBURGH — WDTV has leased 34,000 square feet of one unit of the gigantic Gateway Center, being built here by the Equitable Life Assurance Society. The station will place two new studios, plus offices, in the three lower floors of the unit. WDTV, a Du Mont-owned station, is the only TV outlet in the Steel City, which now has 480,000 TV sets.

PULSE RE-ALIGNS INTERVIEW SKED

NEW YORK—The Pulse, Inc., has re-aligned its interviewing schedule so that the 8 a.m.-noon period will be covered between 4 and 5 p.m. The noon-4 p.m. period, which had previously been covered between 4 and 5, will henceforth be covered between 5 and 6. This shift tightens the re-

CIGS A 'DRUG'

FTC Action Nixes Chesterfield Ads

WASHINGTON, Nov. 1.—In a precedent-making case affecting TV-radio advertising, the Federal Trade Commission Friday (31) defined cigarettes as a "drug" in injunction proceedings filed against Liggett & Myers Tobacco Company of New York to halt what the FTC described as false and misleading advertising of Chesterfield cigarettes. The injunction complaint, filed in the U. S. Court for the Southern District of New York, alleges that tobacco is a drug as defined in the Federal Trade Commission Act. In explaining its action, FTC said this definition "is recognized in the official Homeopathic Pharmacopoeia of the United States" and asserted that Liggett & Myers "in its advertising has represented directly and by implication that Chesterfield cigarettes are manufactured in such a manner as to prevent irritation to the nose, throat and accessory organs of smokers." The commission contended that "in truth and in fact,

the smoke of Chesterfield cigarettes is an irritant to the mucous membrane of the nose, throat, eustachian tubes, sinuses, larynx and trachea." It also charges that further dissemination of such allegedly false advertising (1) may cause injury to the public in that smokers of Chesterfield cigarettes may incur irritation and inflammation of nose, throat and other respiratory organs and (2) injury to the defendant's competitors who have been ordered by the commission to cease making substantially identical claims and to other competitors who are unwilling to make such false claims. The injunction was requested by the commission pending the issuance of its complaint charging the company with dissemination of false advertisements in violation of Sections 5 and 12 of the Federal Trade Commission Act. FTC stated that there is no provision of law, other than the granting of an injunction, whereby the dissemination of such allegedly false and misleading advertisements can be stopped until a cease and desist order issued by the commission becomes effective.

Can. Industry Stiffens Attitude Vs. Rediffusion

TORONTO, Nov. 1.—A get-tough policy with Rediffusion, Inc., a company that rents radio and television sets and supplies programs by special wires to subscribers for a weekly fee, has been started here by the radio and television industry. In Exchequer Court, the Canadian Admiral Corporation of Toronto, manufacturers of radio and TV sets, has initiated a test case against Rediffusion. In a statement of claim, filed with the court, Admiral said its copyright of Montreal Alouettes football games had been infringed upon by Rediffusion. Admiral also claimed that newspaper advertisements sponsored by Rediffusion contravened the Unfair Competition Act. It asks for payment of damages, leaving the amount to the court.

Montreal

In Montreal, President Real Rousseau said a statement of defense will be filed, and, in the meantime, Rediffusion will air the remaining Alouette games.

Result of the case is expected to determine whether Rediffusion may continue to pick up radio and television programs and distribute them by wire without authority of the program originators. Montreal broadcasting stations are also interested in the case. Subscribers in Montreal are provided with a TV service on two channels operating from three to three-and-a-half hours a day. Channel 1 carries programs arranged by Rediffusion; Channel 2 carries Canadian Broadcasting Corporation telecasts.

search agency's field operation, in that the interviewers can now work from 4 to 8 p.m. straight. They also expect thereby to catch more members of more families. Pulse has shown that the change in the time of the interviews results in only an insignificant change, if any, in the morning ratings. Pulse will soon begin issuing TV reports on five more markets, Kansas City, Louisville, Denver, Salt Lake City, and the Quad City group. They'll also check radio listening in Kansas City.

HEALTH SERIES IS OFFERED

NEW YORK — The Communication Materials Center of the Columbia University Press is offering stations a series of six 15-minute transcribed mental health documentaries entitled "Why Did He Do It?" The six shows deal respectively with a burglar, arsonist, juvenile delinquent, embezzler, prostitute, and drug addict. Erik Barnow wrote the continuity and edited.

KTBC-TV NAMES O. L. TAYLOR CO.

AUSTIN, Tex. — KTBC-TV, which begins programming here December 1, has appointed The O. L. Taylor Company as its national rep.

570 SALES TOTAL FOR 'FREEDOM USA'

NEW YORK — Total sales of "Freedom USA," Ziv transcribed show, is now up to 570. Three insurance companies are among the latest takers. Farmers Insurance Company has added four markets in the West, and Pilot Life Insurance Company has added four in the South. American Homes Life Insurance Company has bought Topeka, Kan.

PEE-WEE KING TO REPLACE WAKELY

NEW YORK — Indications are that Pee-Wee King will replace Wakely. (Continued on page 8)

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. McCullough Pres. Represented by ROBERT MEERER ASSOCIATES Chicago San Francisco New York Los Angeles

AM-TV MILESTONE

D. C. Already Eyes Future Campaigns

WASHINGTON, Nov. 1.—The electorate's decision on Tuesday (4), besides bringing a new President to the White House, will mark a major milestone in the electronic era.

presidential candidates to undergo such grueling physical punishment again," was the comment.

Drastic as that sounds, its plausibility is seen by those who realize that before two more presidential campaigns are over, virtually every home in the nation will be saturated by TV as thoroughly as radio now does it.

Impressed by TV-radio's powerful influence in bringing out the heavy registration of votes via an unprecedented campaign in which broadcast stations thru the land participated, political leaders here have relished as never before on these media.

ABC Western TV Net Gets Grunt-Groan

HOLLYWOOD, Nov. 1.—American Broadcasting Company will feed weekly two hours of live televised wrestling from the Olympic Auditorium to its affiliates in the 11 Western States.

COMPLAINT

Poli-Spot Proximity Irks Novik

NEW YORK, Nov. 1.—Morris Novik this week was awaiting a peppy statement from the networks on the problem of adjacent slotting of competing political spots, with the move geared to eliminate the practice from future campaigns.

NEWS CAPSULES

WNBK Chalks 62 1/2% Gain in Spot Sales

Columbia Broadcasting System's West Coast network preceding "Jack Benny," but there's a possibility the sponsor will take the whole web when King moves in.

4 PROMOTED BY FETZER ORG.—KALAMAZOO, Mich.—John Fetzer, head of the Fetzer Broadcasting Company, today put thru a series of promotions in his organization that raised Martin Gismo to station manager of WJEF, Grand Rapids, and Donald DeSmit Jr. to sales director of WKZO-TV here.

PHILADELPHIA — Gencex Company (watch bands) launched

WNBT Chalks Up \$30,000 in New Billings

NEW YORK, Nov. 1.—The National Broadcasting Company's flagship here, WNBT, this week chalked up new billings in excess of \$30,000.

The Coca-Cola time buy is one of the largest ever set by a local video station. The beverage outfit will feature an audience participation program, "Sense and Nonsense."

Station manager Ted Cott said the sales were swung primarily on the basis of the extra promotion and merchandising program which WNBT gives its advertisers.

Station Reps Change Title

NEW YORK, Nov. 1.—The National Association of Radio and TV Station Representatives, Inc., is simplifying its name.

Joseph Weed, president, stated this week that the association and the individual station reps will continue to promote spot radio business, which increased in most markets in 1951.

THE BILLBOARD Radio-TV Show Charts

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

Top 25 TV Shows

NATIONALLY October 1 thru 7

... According to American Research Bureau

The ratings below are based on countrywide county by county, urban and rural sampling covering all 63 TV markets. They are obtained from diaries placed for the week in 2,200 TV homes with a 60-70 per cent response factor.

Table with 12 columns: Program, Rating, Homes (000's), Cities, % Men, % Women, % Kids, % Set. Lists top 25 TV shows including 'I Love Lucy', 'Godfrey's Talent Scouts', 'Circus Hour', etc.

Vote Chasers' Ratings

September 15 thru 19 October 1 thru 7

... According to American Research Bureau

Table with 12 columns: Program, Rating, Cities, Homes (000's), AHB Rtg. Lists political programs like 'Gov. Adlai Stevenson', 'Keep Posted', etc.

PNB Issues XL Promotion

SPOKANE, Nov. 1.—Since last March, Pacific Northwest Broadcasters has been putting out a monthly merchandising aid for their retail advertisers and ad prospects.

ing the upcoming month for a wide range of commodities. Arrows indicate whether the trend is upward or downward for each item.

(Continued on page 16)

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 CLEVELAND

(638,000 TV Sets,* Panel Size 400)

... According to Videodex Reports

WEWS Series-Howard Radio, Inc. ABC, CBS
WNBK National Broadcasting Co. NBC
WXEL Empire Call Co. ABC, DuM, CBS, Paramount

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for these markets, taken the first seven days of each month, contains the rating for every 15-minute segment of every program (except sign-on to sign-off). The rating for any show lower 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.

May '52	Rank	SHOW	Time	Station	Avg. Rating
		SUNDAY			
	1.	BASEBALL	Non-Net 2:00-4:30	WXEL	46.6
9	16.0	TOAST OF THE TOWN	CBS 8:00-9:00	WEWS	34.0
5	22.5	ROY ROGERS	NBC 6:30-7:00	WNBK	28.7
		4. PLAINCLOTHESMAN	DuM 9:30-10:00	WXEL	28.1
		5. ROCKY KING, DETECTIVE	DuM 9:00-9:30	WXEL	27.7
3	27.3	6. WHAT'S MY LINE?	CBS 10:30-11:00	WXEL	25.8
		7. THE DOCTOR	NBC 10:00-10:30	WNBK	23.5
10	14.2	8. ZOO PARADE	NBC 5:00-5:30	WNBK	23.2
		9. RANGE RIDER (film)	Non-Net 6:00-6:30	WEWS	22.3
8	16.5	10. THIS IS SHOW BUSINESS	CBS 7:30-8:00	WEWS	20.5

May '52	Rank	SHOW	Time	Station	Avg. Rating
		MONDAY			
2	42.8	1. TALENT SCOUTS	CBS 8:30-9:00	WEWS	44.6
		2. MY LITTLE MARGIE	CBS 9:00-9:30	WEWS	33.1
3	29.4	3. ROBERT MONTGOMERY	NBC 9:30-10:30	WNBK	25.4
5	12.8	4. LUX VIDEO THEATER	CBS 8:00-8:30	WEWS	23.7
		5. LIGHTS OUT	NBC 9:00-9:30	WNBK	18.7
7	11.6	6. WINCHELL MAHONEY	NBC 8:00-8:30	WNBK	18.1
8	11.4	7. HOLLYWOOD WRESTLING (film)	Non-Net 9:00-10:00	WXEL	13.4
		8. WHO'S THERE?	CBS 9:30-10:00	WEWS	12.8
		9. DESERT DEPUTY	Non-Net 5:30-6:30	WXEL	12.7
10	7.0	10. CAPTAIN VIDEO	DuM 7:00-7:30	WXEL	12.6

May '52	Rank	SHOW	Time	Station	Avg. Rating
		TUESDAY			
		1. BASEBALL	Non-Net 8:15-10:45	WXEL	37.9
		2. DUGOUT INTERVIEWS	Non-Net 8:00-8:15	WXEL	19.3
		3. SUSPENSE	CBS 9:30-10:00	WEWS	15.6
		4. CAPTAIN VIDEO	DuM 7:00-7:30	WXEL	14.7
8	11.6	4. BEULAH	ABC 7:30-8:00	WXEL	14.7
		6. DANGER	CBS 10:00-10:30	WEWS	14.3
		7. CITY HOSPITAL	CBS 9:00-9:30	WEWS	13.9
		8. FEATURE FILM	Non-Net 8:00-9:00	WNBK	13.8
		9. ONE O'CLOCK PLAYHOUSE	Non-Net 1:00-2:15	WNBK	12.9
		10. ARTHUR GOOFREY	CBS 10:00-11:00 a.m.	WEWS	12.3

May '52	Rank	SHOW	Time	Station	Avg. Rating
		WEDNESDAY			
		1. BASEBALL	Non-Net 8:15-10:30	WXEL	40.5
1	40.1	2. GOOFREY & FRIENDS	CBS 8:00-9:00	WEWS	34.4
		3. NAME'S THE SAME	ABC 7:30-8:00	WXEL	26.9
3	17.3	4. BOKING	CBS 10:30-10:45	WXEL	20.2
		5. DUGOUT INTERVIEWS	Non-Net 8:00-8:15	WXEL	19.3
		6. THE BIG PAYOFF	NBC 3:00-3:30	WNBK	14.4
		7. THE HUNTER	CBS 9:30-10:00	WEWS	14.3
		8. KATE SMITH	NBC 4:00-5:00	WNBK	13.9
		9. CAPTAIN VIDEO	DuM 7:00-7:30	WXEL	13.6
9	9.3	10. WRESTLING FROM CHICAGO	ABC 10:00-Midnite	WEWS	12.1

May '52	Rank	SHOW	Time	Station	Avg. Rating
		THURSDAY			
2	30.5	1. DRAGNET	NBC 9:00-9:30	WNBK	48.7
		2. BIG TOWN	CBS 9:30-10:00	WEWS	39.1
5	24.8	3. TREASURY MEN IN ACTION	NBC 8:30-9:00	WNBK	35.3
3	27.1	3. RACKET SQUAD	CBS 10:00-10:30	WEWS	35.3
		5. THE BEST OF GROUCHO	NBC 8:00-8:30	WNBK	24.3
		6. MR. PEEPERS	NBC 9:30-10:00	WNBK	17.2
		7. BURNS & ALLEN	CBS 8:00-8:30	WXEL	16.7
		8. BASEBALL	Non-Net 2:00-3:45	WXEL	15.6
		9. FEATURE FILM	Non-Net 10:30-11:30	WEWS	15.4
		10. DINAH SHORE	NBC 7:30-7:45	WNBK	15.1

May '52	Rank	SHOW	Time	Station	Avg. Rating
		FRIDAY			
		1. BASEBALL	Non-Net 8:15-10:30	WXEL	31.7
2	28.5	2. MAMA	CBS 8:00-8:30	WEWS	27.7
		3. FOOTLIGHT THEATER	CBS 9:30-10:00	WEWS	21.2
10	11.1	4. POLICE STORY	CBS 10:00-10:30	WEWS	15.3
8	15.8	5. CAVALCADE OF STARS	DuM 10:30-11:00	WXEL	15.1
3	21.3	6. PLAYHOUSE OF STARS	CBS 9:00-9:30	WEWS	13.4
		7. PERRY COMO	CBS 7:45-8:00	WEWS	13.0
4	19.9	8. BIG STORY	NBC 9:00-9:30	WNBK	12.2
		9. PANTHOMIE QUIZ	CBS 8:30-9:00	WEWS	12.2
		10. DUGOUT INTERVIEWS	Non-Net 8:00-8:15	WXEL	11.8

May '52	Rank	SHOW	Time	Station	Avg. Rating
		SATURDAY			
2	22.1	1. YOUR SHOW OF SHOWS	NBC 9:00-10:30	WNBK	31.4
		2. BASEBALL	Non-Net 2:00-5:00	WXEL	26.9
9	15.5	3. YOUR HIT PARADE	NBC 10:30-11:00	WNBK	23.1
6	19.1	4. LONE RANGER (film)	ABC 7:00-7:30	WNBK	22.7
5	20.1	5. ALL STAR REVUE	NBC 8:00-9:00	WNBK	22.3
8	16.4	6. ESCO KID (film)	Non-Net 6:00-6:30	WNBK	21.8
		7. KIT CARSON (film)	Non-Net 6:30-7:00	WNBK	21.3
		8. BIG TOP	CBS Noon-1:00	WNBK	13.0
		9. ONE O'CLOCK PLAYHOUSE	Non-Net 1:00-3:30	WNBK	12.6
		10. GASTINATOR THEATER	Non-Net 11:00-12:30	WEWS	12.3

*NBC estimate for August, 1952

Share of Total Audience Radio vs. TV in NEW ORLEANS

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

	TELEVISION	Radio	TOTAL
	% of Total Aud.	% of Total Aud.	% of Total Aud.
SUNDAY	45.6	54.4	32.3
MONDAY	37.4	62.6	35.6
TUESDAY	39.6	60.4	36.4
WEDNESDAY	41.2	58.8	37.6
THURSDAY	41.4	58.6	36.0
FRIDAY	38.3	61.7	35.4
SATURDAY	43.5	56.5	32.0

Time	Radio	TV
6 A.M. to 6 P.M.	14.9	85.1
6 A.M. to Midnight	26.7	73.3
ENTIRE WEEK	26.7	73.3

NEXT WEEK Videodex and Pulse Studies of BALTIMORE

Top 10 TV Shows Each Day

According to Videodex

Top 5 Radio Shows Each Day

According to The 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 featured 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 & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

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

Vadeboncoeur WSYR Prexy

SYRACUSE, Nov. 1. — Announcement of the election of E. H. Vadeboncoeur as president of Central New York Broadcasting Corporation was made Thursday (30) by S. I. Newhouse, owner of WSYR and WSYR-TV, Syracuse. Vadeboncoeur has been acting as chief executive of WSYR and WSY-TV since Col. Harry C. Wilder's resignation September 30. He will also continue in his position as general manager.

The new president joined WSYR as its director in 1939 and three years later became vice-president and general manager of the station. Before entering the radio field, Vadeboncoeur had been a newspaperman for 19 years. Although recognized as one of the outstanding newscasters in the nation, Vadeboncoeur was forced to drop his 15-minute daily newscast a year ago due to the press of executive and administrative duties in the conduct of the three stations which he directs. He is also director of District 2, NARTE.

Top 5 Radio Shows Each Day of the Week in NEW ORLEANS

(184,110 Radio Families*)

... According to Pulse Reports

WBSU	1,000 daylight	Ind	WSMB	5,000 watts	ABC
WDSU	5,000 watts	NBC	WTIX	250 watts	Ind
WJBY	250 watts	Ind	WTFS	1,000 day 500 night	Ind
WJMR	250 daylight	Ind	WWJZ	3,000 watts	Ind
WMBR	500 daylight	Ind	WWL	50,000 watts	CBS
WMOE	50,000 day, 5,000 night	MBS			

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by 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.

Mar. April '52	Pos	Sta	7 TO MIDNIGHT SUNDAY	Highest Gr. Mr. Rating
		1. PHILIP MORRIS PLAYHOUSE	CBS 7:30-8:00	WWL 8.3
		2. FRANK FONTAINE	CBS 7:00-7:30	WWL 8.0
		3. INNER SANCTUM	CBS 8:30-9:00	WWL 6.5
		4. AMERICA'S MUSIC	Non-Net 8:00-8:30	WWL 6.0
		5. PEOPLE ACT, DANCE ORCH.	Non-Net 9:00-9:30	WWL 5.8

MONDAY	Pos	Sta	Rating
1. WAYNE KING SHOW	Non-Net	7:30-8:00	WWL 11.0
2. ROMANCE	CBS	8:00-8:30	WWL 10.5
3. BROADWAY-BEAT, STEVE ALLEN	CBS	8:30-9:00	WWL 10.0
3. STARS-AIR, H. HORNBLLOWER	CBS	7:00-7:30	WWL 10.0
5. WALK-A-MILE	CBS	9:00-9:30	WWL 9.3

TUESDAY	Pos	Sta	Rating
1. PEOPLE ARE FUNNY	CBS	7:00-7:30	WWL 10.5
2. MR. & MRS. NORTH	CBS	7:30-8:00	WWL 10.3
3. THE LINEUP	CBS	8:00-8:30	WWL 9.3
4. STEVE ALLEN, MISC.	CBS	8:30-9:00	WWL 8.3
5. BASEBALL	Non-Net	8:00-10:30	WTFS 6.8

WEDNESDAY	Pos	Sta	Rating
1. DR. CHRISTIAN	CBS	7:30-8:00	WWL 9.5
2. INSPECTOR HEARTHSTONE	CBS	7:00-7:30	WWL 8.5
3. JOHNNY DOLLAR	CBS	8:00-8:30	WWL 8.3
4. STEVE ALLEN	CBS	8:30-9:00	WWL 7.8
5. BOXING, MISC.	CBS	9:00-10:00	WWL 6.5

THURSDAY	Pos	Sta	Rating
1. FBI IN PEACE AND WAR	CBS	7:30-8:00	WWL 8.5
1. MR. CHAMELEON	CBS	8:30-9:00	WWL 8.5
3. MR. KEEN	CBS	7:00-7:30	WWL 8.3
4. GOOFREY'S TALENT SCOUTS	CBS	8:00-8:30	WWL 7.3
5. COUNTERSPY	NBC	8:30-9:00	WDSU 6.8

FRIDAY	Pos	Sta	Rating
1. I WAS A COMMUNIST FOR THE FBI	Non-Net	7:00-7:30	WWL 8.0
2. SCREEN GUILD, MUSICLAND	CBS	7:30-8:00	WWL 7.0
3. THIS IS YOUR FBI	ABC	7:30-8:00	WSMB 6.8
4. BASEBALL, MISC.	Non-Net	8:00-10:30	WTFS 6.5
5. MARIO LANZA	NBC	7:00-8:30	WDSU 6.3

SATURDAY	Pos	Sta	Rating
1. GANGBUSTERS	CBS	8:00-8:30	WWL 7.5
2. GENE AUTRY	CBS	7:00-7:30	WWL 6.5
3. LIGHTNING JIM, BWAY BEAT	CBS	8:30-9:00	WWL 6.0
4. TARZAN	CBS	7:30-8:00	WWL 5.8
5. QUIZ KIDS, BWAY BEAT	CBS	9:00-9:30	WWL 5.5

6 a.m. to 7 p.m.	MONDAY-FRIDAY	Rating	
1. HELEN TRENT	CBS	11:30-11:45	WWL 9.8
2. OUR GAL SUNDAY	CBS	11:45-12:00	WWL 9.7
3. WENDY WARREN	CBS	11:00-11:15	WWL 9.6
4. BIG SISTER	CBS	12:00-12:15	WWL 9.5
5. DR. PAUL	Non-Net	11:15-11:30	WWL 9.4
5. JILL'S HOLLYWOOD	Non-Net	10:30-10:45	WWL 9.4

SATURDAY	Pos	Sta	Rating
1. THEATER OF TODAY	CBS	11:00-11:30	WWL 6.3
2. STARS OVER HOLLYWOOD	CBS	11:30-12:00	WWL 6.0
3. GIVE & TAKE	CBS	10:30-11:00	WWL 5.5
4. LET'S PRETEND	CBS	10:00-10:30	WWL 5.3
4. CITY HOSPITAL	CBS	1:30-2:00	WWL 5.3

SUNDAY	Pos	Sta	Rating
1. DECEMBER BRIDE	CBS	6:00-6:30	WWL 8.0
1. DORIS DAY SHOW	CBS	6:3	

CBS Nears \$3,000,000 Film Buy of Para's Shorts

Continued from page 7

and are not averse to a fast buck. Judging from the reception given by exhibitors to this movie, they can blueprint their plans.

With many neighborhood houses closing their doors because of TV's competition, film makers are in an increasingly stronger position to withstand the complaints of the exhibitor. And so it is not too farfetched to believe that Columbia Pictures, 20th-Century Fox, Metro-Goldwyn-Mayer, Universal and Warner Bros. are watching the Paramount deal hopefully, as are their stockholders.

Shorts, at one time, were a major factor in the movie industry, but the double-feature more or less ended the demand for them. And the recent increase in film costs has also made their production a much greater risk. Naturally, far fewer shorts have been produced recently. Under these conditions, Paramount probably believes that exhibitors will not complain about their sale as much as they would were its feature films thrown on the market.

CBS-TV, of course, can distrib-

Screen Tele Widens Pic Production

HOLLYWOOD, Nov. 1.—Screen Televideo Productions this week signed veteran movie producer-writer Robert Lord as producer to helm its expanded telepic production activity. To grid itself for the increased schedule, the firm moved from its Eagle-Lion quarters to Culver City's RKO-Pathé lot where it will occupy more office space and additional studio facilities. STP had headquartered at Eagle-Lion since its inception two years ago. Lord's appointment becomes effective November 15.

According to Jacques Braunstein, STP exec producer, and production supervisor Rudy Abel, company intends to bring in more production talent to handle its expected telepic load. Three half-hour series are reported set to roll after the first of the year, although no details were divulged as to type of shows or possible sponsorship.

Lord's first chore will be to complete production of a group of films to round out "Your Jeweler's Showcase" series, currently co-sponsored by Hamilton Watch and International Silver. Braunstein is currently in the East huddling with potential sponsors and reps of the Hamilton and International firms.

Vidpic Traffic Firm Takes 4 New Accounts

NEW YORK, Nov. 1.—Modern Talking Picture Service, Inc., largest of the firms dealing wholly in handling traffic (including inspection and other supplementary services) for TV film producers, distributors, agencies, etc., has just taken on four new accounts. Firm is handling all traffic on the "Sky King" show when it moves to American Broadcasting Company November 8, the "Abbott and Costello Revue" production series for Hoffman Radio on the West Coast, Television Productions' "Ruglers" show, and the "Schlitz Playhouse of Stars," thru Lennen & Newell. Dick Rittenour heads up this division for Modern.

The FIRST name in outstanding television production



ZIV-TELEVISION PROGRAMS, INC.
1377 Madison Road
Cincinnati 6, Ohio
New York Hollywood

Read about ZIV PROGRAMS in "Market Place" on Page 12

ute the shorts to its owned and operated stations — WCBS-TV, here; KNXT, Los Angeles — and to partially owned stations — WTCN, Minneapolis, and WTOP, Washington. The network also can come to some sort of arrangement with its primary affiliates who are badly in need of film product because of the dearth of fresh feature film releases to video. It can, in addition, offer new stations coming on the air a

substantial package of film as an added inducement to affiliate with CBS-TV.

The shorts are very useful, because all kinds of programs can be built around them. They can be run with features or as a complete program of shorts—such as a sports short, cartoon, musical short and science short. Pending settlement of the Paramount deal, the CBS-TV co's are not buying any new film product.

'Omnibus' Sponsors Get Time Freedom

NEW YORK, Nov. 1.—The "time freedom" policy on the Ford Foundation's new 30-minute TV series, "Omnibus," will be extended to the show's five participating sponsors, according to the series producer, William Spier. Although advertisers will not be allowed to claim any particular time segment, Spier doesn't anticipate any trouble on this score, because sponsors will be spotted in varying time slots on each show, thus giving each a chance at the prime segs.

The "time freedom" plan, originally devised to allow Spier to program outside of the conventional 15-30-minute time pattern, will also make it possible for Ford to lift any promising seg from the show and develop it on the side as another full-time series, without sponsor interference, (e.g. the William Saroyan plays, etc.)

Under the old specified-time-seg system, an advertiser might have been able to demand "first refusal" rights on any material programmed directly in his time period.

\$25,000 Per Week

Willys-Overland Motors, Inc., the first of the five participation advertisers signed by Columbia Broadcasting System TV, is shelling out \$25,000 per week for a 26 week deal—\$13,000 for the show and \$12,000 for time. "Omnibus" will be aired for the first time, Sunday, November 9 from 4:30 to 6 p.m., over a network of 38 stations—covering 75 per cent of all TV sets in the country. Neither Willys-Overland nor Ford evidently has any fear of coupling its name with a competitive auto outfit on the show.

Altho Ford is keeping the details of its first "Omnibus" program hush-hush, Spier said that his staff is currently working on the following projects for inclusion sometime during the series' run.

A group of five-minute industrial public service films, produced by the Princeton Film Center, and spotlighting various U. S. industries, including those of the five sponsors, of course; a Maxwell Anderson "Trial of Anne Boleyn" script, with Lill Palmer and Rex Harrison; high speed camera views of industrial and scientific interest; an authentic "Witch Doctor" ceremony, filmed in Haiti; Leopold Stokowski in a drama of the Renaissance man, and a tongue-in-cheek scientific

Fox TV Plays Surprise Santa

NEW YORK, Nov. 1.—Twentieth Century-Fox TV Productions, Inc., this week informed a group of video station managers and advertisers that it is voluntarily lopping off 10 per cent on the price quoted for its new TV film quiz series, "Three Guesses." The execs were understandably startled since many of them had already contracted for the show at the higher figure.

Price cut was the result of a production conference of Fox TV execs here last week, which resulted in a budget cut of 10 per cent on the new series. Fox decided to pass the cut along to stations and local sponsors, including those already signed, sealed and delivered under the original price tag. Flicker outfit figures the generous gesture will ultimately pay off in good will.

explanation, via X-ray pictures, of a girl's romantic attachment for her beau.

Met Opera

The series will also include the previously announced Metropolitan Opera presentations and a series of five "Mr. Lincoln" plays, scripted by James Agee. The latter will explore Lincoln's early career, beginning with his assassination, and working backwards towards his birth, via progressive flash-backs.

Altho the series will be about 50 per cent live and 50 per cent film, Spier said "Omnibus" will "tend to look more live" because transitions from live to film will not use titles or other gaudy gimmicks. In line with this, Spier says they have developed several new camera techniques to make these transitions smoother to the eye.

Four A's to Strike Four A's in Nov.

HOLLYWOOD, Nov. 1.—Four A's will strike the Four A's in late November. Members of the Associated Actors and Artistes of America are expected to close ranks behind the Screen Actors' Guild in its strike against members of the American Association of Advertising Agencies (The Billboard, November 1). Strike is a result of breakdown in negotiations between SAG and the agencies and commercial film spot producers of New York. Altho negotiations collapsed between the guild and the Gotham-based telepic blurb filmmers, a similar strike will hit Hollywood's commercial spot producers. Coast firms will be struck to block possible efforts by New York agencies to skirt the SAG New York strike by switching commercial production to the Coast.

United front of the actors' Four A's will represent the rapid healing of wounds caused by four years of jurisdictional strife between the Eastern-based live talent unions and Hollywood's film guilds. First note of peace within the actors' Four A's was struck six weeks ago when the Four A's board ruled that all live TV would be under jurisdiction of American Federation of Radio and Television Artists and all filmed TV would be under SAG's wing.

SAG's board on Wednesday (29) unanimously recommended to its membership that it authorize the strike against producers of filmed

Nasht to Film Segs in Paris

Paris, Nov. 1.—John Nasht, producer of "Cafe Continental" and "Holiday in Paris," is due to move his film unit, now shooting in Berlin to Paris within the next few weeks for the second half of a new series, "Orient Express." "Express" is being made for Bernie Procter, who is paying dollar costs and will handle distribution. The series, directed by Steve Szekely, uses a different main character and star in each pic. First of the group is titled "The Blue Camellia" and has Rod Randall in the lead part, which is based on the Van Wyck Mason character, "Major North."

Snader Blocks Sale Of Telescriptions

HOLLYWOOD, Nov. 1.—Longsmouldering differences between Lou Snader and his two partners in Snader Telescriptions flared out in the open at week's end when Snader tossed a legal lasso around the block of three-minute musicals in an effort to stop their sale to Ben Frye's Studio Films. As reported by The Billboard last week, an agreement was reached between Frye and two of the three general partners in the Snader firm whereby Frye would pay \$600,000 for 750 telescriptions.

At press time a spokesman for Snader reported that a temporary injunction had been issued by Superior Court Judge Frank P. Swain to Al Bisno and Sam Markovitch, who with Snader comprise the three general partners owning the Telescriptions firm, ordering them to show cause why they should not be enjoined from selling the Telescription library without unanimous approval of all the general partners. This would mean that the three partners (Bisno, Snader and Markovitch) would have to approve terms of the sale. Hearing date was set for November 12.

Bisno told The Billboard he had not been served and chose to withhold comment until after he receives the show-cause order. Court offices were closed at the time of the reported injunction, hence The Billboard was unable to verify it or get its text.

As reported last week, Bisno claimed that the original pact binding Snader, Markovitch and Bisno specifies that any two of the three general partners can control the fate of the company as long as Bisno is one of the two involved in the transaction.

Company intends to continue with its plans to implement the

sale to Frye's Studio Films despite smouldering differences between Lou Snader and his two partners in Snader Telescriptions. Meeting of the firm's 103 limited partners will be held Sunday (2) to officially approve terms of the sale. According to Bisno, sale already has 90 per cent of limited partner approval secured thru correspondence with the limited partners. He expected that Sunday's meeting will conclude the necessary routine procedure before sale is officially made.

Bisno expressed confidence sale will go thru without a hitch despite Snader's legal blocks, contending Snader has no legal basis to stay the transaction. In the meantime, Snader sent a letter to all TV stations claiming his right to the series and asked that the stations discount reports of the sale. War between Snader and his two partners reached new intensity at week's end with both factions sending conflicting claims and charges to the press.

'Racket Squad' Up for Sale

HOLLYWOOD, Nov. 1.—"Racket Squad," the half-hour series produced jointly by Carroll Case and Hal Roach Jr., for Philip Morris, is now being offered for sale to other sponsors, altho the series hasn't been dropped officially by its present bankroller, William Morris. He is representing the producers in getting a new sponsor and, according to Case, has already shared four separate firms willing to pay as much as \$18,500 per week for the show.

Interesting sidelight here is the fact that William Morris is paying \$12,500 per week for the show, leaving the co-producers in the hole for an estimated \$1,500 per episode. Calculated loss was taken in setting up this deal with an eye toward getting back the deficit plus profit on the investment once the series goes into residual runs.

Girard-Dorso Moves Quarters

HOLLYWOOD, Nov. 1.—Girard-Dorso this week moved its headquarters from Motion Picture Center to offices in Beverly Hills. Firm is currently preparing to launch TV film production on three pilots November 20, to be followed by the start of a feature film by January 3.

Details of both production ventures are being held until next week when agreements concerning both have been concluded.

Why Go to N. Y. to Buy TV Film Commercials?

NEW YORK, Nov. 1.—The local advertiser shopping for TV-film commercials can often make the best buy right at the local level, rather than going to New York, according to Paul Phillips, radio-TV director of the Atkin-Kynet advertising agency in Philadelphia.

"Today in Philadelphia there are film producers who can and do produce commercials as effectively as are produced in New York, and for a lot less money," Phillips said.

He spoke to the radio-TV production group of the Eastern Annual Conference of the American Association of Advertising Agencies. Meeting at the Roosevelt Hotel here Tuesday (28) and Wednesday (29), the group heard fundamentals of TV film spelled out by a roster of speakers including Lewis Titterton, of Compcon Advertising; Dave Sutton, of MCA-TV, Ltd., and Arthur Bellaire, of Batten, Barton, Durstine & Osborn.

Phillips warned the agency men against misplacing their commercials once they had them produced at the right price. He also warned them against biting at program offers from fly-by-night film producers.

Bellaire, who is head of TV and radio commercials at BBD&O

enumerated methods of saving on the production costs of film commercials. He showed how Bond Bread, in working up a series of 39 commercials for the hour-long "Hopalong Cassidy," had inter-spaced a limited amount of footage instead of shooting the entire 80 minutes' worth, and thus got away with about one-fourth the total cost they'd have to run up otherwise.

Bellaire also recommended re-using footage taken out of other

ELECTION HOLDS 'CRUSADE' FATE

NEW YORK, Nov. 1.—The sales future of 20th Century-Fox TV film series "Crusade in Europe," which features General Eisenhower, hinges on Tuesday's (4) election.

During the last few weeks the flicker firm's TV department here has been flooded with inquiries about the series' availability from stations which want to line up the show for post-election showings if the General walks off with the presidency.

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 that 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 rating of the preceding show on the same station and the shows on opposition stations of 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 filmed 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

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'WESTERN' section with entries like Cisco Kid, Gunsmoke, The Lone Ranger.

Series Name Length in Minutes No. Episodes Available ARB Rating

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Hoping' section with entries like Cassidy, Hopalong Cassidy, The Range.

Series Name Length in Minutes No. Episodes Available ARB Rating

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Crusade in Europe', 'Cincinnati', 'Detroit', 'Philadelphia', 'San Francisco', 'Washington'.

TV Station Film Buyers Pick

Outstanding films (not produced specifically for TV) shown on local stations last week, as selected by the stations TV film buyers and reported in Billboard's weekly survey.

Table listing TV station film buyers' picks. Columns: Title, Length, Rating, Station. Includes 'THEATRICAL', 'OTHER', 'MISCELLANEOUS'.

QUIZ

Quiz section with 'Movie Quick' and 'Quiz' sub-sections, listing various film titles and their ratings.

WARNING • WARNING • WARNING
Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

Table listing additional TV film series available to stations and markets. Columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating.

Additional TV Film Series and markets in which they are currently appearing

Listed below are additional TV film series currently available to stations and markets other than those listed below. None of these films are currently covered in any of the city reports issued by the American Research Bureau. For ratings of films now showing in any of the markets individually surveyed by the American Research Bureau, see the chart in this issue headed "ARB Ratings of Non-Network TV Films."

Table listing additional TV film series. Columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'WESTERN', 'DOCUMENTARY', 'MISCELLANEOUS', 'RELIGIOUS', 'QUIZ'.

DOCUMENTARY

Table listing documentary films. Columns: Title, Length, Rating, Station. Includes 'Crusade in the Pacific', 'The Gena', 'Autry Show'.

DOCUMENTARY

Table listing documentary films. Columns: Title, Length, Rating, Station. Includes 'Crusade in the Pacific', 'The Gena', 'Autry Show'.

MISCELLANEOUS

Table listing miscellaneous films. Columns: Title, Length, Rating, Station. Includes 'Stranger Than Fiction', 'This is the Life'.

Quick Takes

New York

Peter M. Roebuck, general manager of Consolidated Television Sales, comes to the firm's New York offices from the West Coast next week for conferences regarding taking on the distribution of additional products. . . **Henry Brown's** Atlas Television Corporation has published its first catalog, a 61-pager with over 800 titles, which it is giving to stations and agencies. . . **Charter-Oak Productions** has moved into new quarters at 846 Seventh Avenue here, combining its business and production facilities in one loft. . . **Mitchell J. Hamilburg**, of Flying A Television Company, flies to New York for a couple of days next week after six weeks in Europe. . . **Katy Jurado**, Mexican film star who made a hit in Stanley Kramer's "High Noon," will appear in one of the "Mr. and Mrs. North" stanzas. . . **Alan Abel** has signed Louise Early and Paula series. . . **Adrian Weiss** calls on "Your Musical Workshop," which begins shooting shortly. WABD here is meanwhile considering carrying a live version of the music-comedy show. . . **George T. Shupert** has resigned as vicepres of Peerless Television Productions as of November 15. He has made no new connection as yet, but intends to continue in the film syndication line. . . **Maxion Personnel** has bought Doris Halman's "Santa Claus" for inclusion in "The Doctor" series. **Adrian Spies** did the adaptation.

Hollywood

Mary Morris was named agency producer for Dunhill's "My Hero" TV film series. . . **Adrian Weiss** is now preparing 13 additional episodes in his "Craig Kennedy" series which would bring the series total to 39. "Kennedy"

series has returned to Philadelphia's WCAU-TV after a summer hiatus. Los Angeles' Louis Weiss & Company is series' distributor. . . **Sandra Spence** was signed by Dougfair Productions to enact the part of Burma in the telefilm "Terry and the Pirates" series now in production for Canada Dry at RKO-Pathé Studios. She first made her tele debut more than five years ago as a regular on Mike Stokey's "Pantomime Quiz." . . **Mark Daniels** has replaced Hal Walker as director of "I Married Joan," the Joan Davis series produced by P. J. Wolfson. . . **Sterling Television, Inc.**, this week signed to handle national TV distribution for 165 tele-comics, a Princess Picture package.

Why Go to N. Y.?

• *Continued from page 10*

commercials, using stock footage, and using art work already done for the client's black and white ads. . . **Out of Doors** . . . Bellaire also suggested shooting out of doors whenever possible, and stylizing backdrops rather than working them out in detail. According to Bellaire, effective and inexpensive commercials can be made by laying out a very wide piece of art work and letting the camera provide the action by moving in and over it. Finally, Bellaire said, "An agency can often save the client a hatful of production dollars by talking him into two commercials when he has his heart set on six." . . . **Sutton**, predicting a tremendous future for syndicated film, declared that the syndication outfits must provide TV advertisers with products covering every conceivable type of entertainment. He predicted that "Syndi-

Luckies Nears 'Private Sec'y' Film Purchase

NEW YORK, Nov. 1.—Lucky Strike this week was on the verge of purchasing "Private Secretary," the film package which stars Ann Sothern, for slotting on the Columbia Broadcasting System's TV web, Sunday evenings, 7:30-8. The advertiser has dropped its option on Red Buttons, the new CBS-TV comedy find.

Should "Private Secretary" be bought, it will mean the exit of "This Is Show Business" from the Sunday period, probably some time in January. The "Show Business" has done a good job for Luckies, the producer, Irving Mansfield, does not wish to alternate with Jack Benny. Now programmed once monthly, Benny intends to appear on video twice monthly next season. Should Benny double his TV schedule next year, it is possible that this will be his last season on radio. He has contended all along that he cannot carry a double load. **Batten, Barton, Darstine & Osborn** is the agency.

caution can and will induce new money from present advertisers and materially help create new advertisers in TV. . . In his talk on the talent unions, Titterton foreboded a dangerous future for film syndicators, if an agreement is not reached with the Screen Writers' Guild providing for a cut-off point on re-use payments to the film scripters.

TV FILM PURCHASES

The Columbia Broadcasting System Television Film Sales has sold two of its series to the Karmin Advertising Agency, Houston, for placement on KTBC-TV, Austin, Tex., which goes on the air around December 1. The two shows are "Hollywood on the Line," simulated phone interviews with movie stars, and "Strange Adventure."

The CBS film department has sold two shows for airing on WSM-TV, Nashville. "Files of Jeffrey Jones" is being sponsored on that station by the American Tea and Coffee Company thru Simon & Gwynn Advertising, and "Strange Adventure" was taken for Hermitage Foods by the Robert Orr Company.

"Files of Jeffrey Jones" was also bought by Dawsons Brewery, Inc., of New Bedford, Mass., for

placement on WBZ-TV, Boston, and WJL-TV, Providence. The sale was made thru the Bresnick Company, Boston.

The George Cherry Advertising Agency, Denver, has purchased "The Chimps" from United Television Programs for showing on KFEL-TV, Denver, under sponsorship of the Brookridge Farm Dairy Company.

UTP this week also placed Walter Schwimmer's "Movie Quick Quiz" on its 20th station, WNEB, Cleveland.

WCFO-TV, Cincinnati, recently bought UTP's five-minute dramatic series, "Paradox."

Consolidated Television Sales has made two more sales of "Front Page Detective," the Edmund Lowe mystery. WTOP-TV, Washington, has taken it, and Falls City Brewing Company has bought it for sponsorship on WTTT, Bloomington. . . Consolidated has also made two more sales of "All American Game of the Week" to the Otto Paint Company for showing on WENR-TV, (Continued on page 58)

NBC Sells Gulf 'Life of Riley'

NEW YORK, Nov. 1.—Gulf Oil Company this week signed to buy the "Life of Riley" TV film series, packaged by the National Broadcasting Company. The show will replace the current live drama series, "Gulf Playhouse," which airs at 8:30 p.m. Fridays via NBC-TV. The starting date is January 2. Young & Rubicam is the agency.

"Playhouse" will be dumped after its initial 13-week cycle. The sponsor would have axed the time slot as well, had not some top NBC brass made a flying trip to Pittsburgh and sold Gulf on the film series. Program vicepres Bud Barry has been pushing the "Riley" films hard for some weeks.

'Cowboy G-Men' Sale Pending

NEW YORK, Nov. 1. — Tasty Bread this week was close to concluding a spot buy of 24 markets for "Cowboy G-Men," starring Jackie Coogan and Russell Hayden. The advertiser is expected to place the property in 15 markets in January and add another nine markets shortly afterward. The syndicated film series is produced by Telemont Productions and Mutual TV, Inc. It is distributed by United Artists TV. Young & Rubicam is the agency.

THE MARKET PLACE

for the

TELEVISION FILM INDUSTRY

The National Weekly

Exchange for

Films Suitable

for TV

Programming

★

CLASSIFIED

ADVERTISING

★

Adventure

"Sarumba"—From down South America way comes the rhythmic beat of beauty and drums on fire. Featuring Doris Dowling, Michael Whelan and the new dance sensation, Tommy Wonder. Atlantic TV Corp., 130 W. 46th St., N.Y.C. 36.

Comedy

Hank McCune—13 hilarious 1/2-hour situation comedies, starring funnyman Hank McCune; reasonably priced. Atlas, 15 West 46th St., N.Y.C. 36.

Film Processing

TV FILM OUR SPECIALTY

TV Film Processors—why risk heavy investment in TV film production? TV film processing calls for special, unique techniques and skills. We have all the tricks of the trade developed through 14 years of practical processing experience that means superior quality in all your films.

PRECISION FILM Laboratories
21 West 46th St. New York 19, N. Y.

News

For Washington Coverage
Sound or Silent
BYRON MOTION PICTURES
1226 Wisconsin Avenue
Washington, D. C. DU 1800

Sports

Sportsman's Club—a new in Rochester. Won 24.8 rating when 47% of city's radio and TV sets were in use. Other available titles now open. Syndicated Films, 1022 Forbes St., Pittsburgh, Penna.

This is the Story—TV and AM combination offer, priced right. Morton Prod., 360 N. Michigan Ave., Chicago.

13 half-hour shows, "Retreat of the Royal Mounted," James Newill and Sergeant Penn. Write M and A Alanson, 5040 Sunset Blvd., Hollywood, Calif.

Commercials

Five Star Productions features "You Set the Budget" TV commercials. Write for brochure. Five Star Productions, 6590 Sunset Blvd., Hollywood, Calif.

Miscellaneous

ADDITION PRINTS Available for Lewis Carroll's "Danny and the Sugar," "Ghost Towns of the West," "Isles of Mystery and Romance" and "Yesterday's World Today." Write SIMMEL-MESSERVE 321 So. Beverly Dr. Beverly Hills, Calif.

Services

BMJ Television Sketch Book. Working scripts for song presentation available every month. Producers & Directors. Write BMJ 580 5th Ave., N. Y. C.

Hopeless?—Shogren film need not be. Let "Peer-Read" restore life and "profitability" to your negatives and color originals. Peerless Film Processing Corp., 165 West 46th St., New York, N.Y.

This Week in Sports

123 minutes of fast-moving action coverage of the sports highlight of the week. Another "big value" feature of the Television-INS TV news package—the 7 1/2 TV news film service, Robert H. Reid International News Service, 235 E. 45th St., N.Y.C. 17. Me 7-8800.

Adventure-Mystery

TV's greatest combination super-sleuth super-salesman

"BOSTON BLACKIE"

starring
Kent Taylor Lois Collier Frank Orth as "Blackie" as "Mary" as "Farraday" and an all-star supporting cast!

Each half-hour program a complete episode planned for 3 full-length commercials.

Drama

For the big "Little Theatre" TV Show—59 minutes. Contact Screen 52, 211 So. Beverly Drive, Beverly Hills, Calif.

NBC's Big Three

have moved to El Paso. "Dangerous Assignment," "Hoping Cassidy" and "Douglas Fairbanks Presents" all proven winners in their class—will each be seen for 52 weeks on KROD-TV, El Paso. For choice availability on these and other top-rated filmed shows check now.

NBC FILM PROGRAMS
30 Rockefeller Plaza New York 20, N. Y.

Lost Your Zip?

We are helping a lot of your Radio-TV-Ad Agency friends get holes back. We can help you, too. If you give us a chance. All you need is vitality-building exercise and real relaxation once or twice a week. We can take off that excess weight or put it on if you need it. Most important, we can help keep you fit. Reasonable, too. Call John Terrasio at the Berkeley Health Club, 19 West 44th St., N.Y.C. MU 2-2395.

Western

America's greatest salesman . . . with a sensational record . . .

"THE CISCO KID"

"O. Henry's" Famous Robin Hood of the Range! starring Duncan Renaldo as "Cisco" and Leo Carrillo as "Pancho," supported by a top-notch Hollywood cast. 3 full-length commercials on each half-hour weekly program.

ZIV TELEVISION PROGRAMS, INC.
1529 Madison Road, Cincinnati 6, Ohio
New York Hollywood

Children's

"Betty and the Magic Key," featuring the famous Sue Hastings Marionettes, immediately available for several markets. Write or wire Children's Television Films, Inc., 2405 San Jacinto or Phone FA-7463, Houston, Tex.

Now Available—26 episode, top rated Marshall Field "Uncle Misterio" puppet show. Kling Studios, Chicago, Hollywood, New York.

Feature Films

Alexander Korda Features—18 new feature length films, finest British product. Snader-Telescription Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

Exclusive Masterpiece Pictures available. Write Masterpiece Productions, Inc. 45 W. 45th St., New York, N. Y.

Advertising Rates

REGULAR CLASSIFIED
Usual wanted state, one paragraph, no distinction. First line set in 6 pt. bold, balance 6 pt. light.
Per word \$.20
3 or more CONSECUTIVE or 24 insertions, per word \$.18
52 CONSECUTIVE insertions, per word \$.16
Minimum \$2.

DISPLAY CLASSIFIED
Any advertisement using display make-up or white space. Figure space between cut-off rates, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per space line \$1.00
3 or more CONSECUTIVE or 24 insertions, per space line \$.75
52 CONSECUTIVE insertions, per space line \$.50
1 inch equals 10 space lines.

PUT YOUR MESSAGE ACROSS WITH A DISPLAY AD . . .

For just a little more than the "paraglyphstyle" of cost you can see on attractive, attention-getting DISPLAY STYLE ad like this.

ADVERTISING RATES

ALL ORDERS AND INQUIRIES TO TV-FILM MARKET PLACE THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.

UNITY TELEVISION CORP.
1501 Broadway, N.Y.C. 18 LD 4-8234

1,000 Ways to Build an Audience!

We have 1,000 new titles of TV film features, serials, Westerns, Cartoons and Features. They're all listed in our brand new 50-page catalog, now ready for stations, sponsors and agencies. Send for free copy today.

NBC Television Opera Theater

TELEVISION—Reviewed Sunday (19), 2:30-4 p.m. EST. Sustaining via National Broadcasting Company TV. Producer, Samuel Chotzinoff. Director, Kirk Browning. Conductor, Peter Herman Adler. Cast: Theodor Uppman, Andrew McKinley, Leon Lishner, David Williams, Paul Ukena, Robert Holland, Robert Goss, Warren Gailjour, Roy Raymond, Kenneth Smith, Howard Fried, Francis Monachino, William Carson, William Aiken, Jan Zadorozny, William Ryan, Joseph Boardman, Joel Rappaport, Pernell Roberts, Fred Catiana and chorus.

A reporter will probably be strung up by the thumbs for saying this, but he has also rated Herman Melville's guileless hero, Billy Budd, a sap and a sucker. Nothing that E. M. Forster and Eric Crozier have done for him, via their libretto for Benjamin Britten's opera which puts his saga to music, controverts this opinion. In song or story, Billy is still just too sickeningly good to be true. Nor, at the risk of further mayhem at the hands of Britten's admirers, does this reviewer beat more than a tepid drum for "Billy Budd's" score.

Musically, if an hour-and-a-half adaptation may be taken as a criterion, the full three-hour score must be colossal repetition. Britten bears down heavily on recitative and ultra-modern dissonance, and a honeyed melody does creep thru, his clefing has a curiously irritating sameness. For this car, Britten has neither the dramatic nor the imaginative scope of a Gian-Carlo Menotti.

Good Side

However, on the good side of the ledger, NBC's importation of "Budd" as the opener for its fourth season of TV opera, can be given top praise for technical production and direction. Against somewhat stylized sets of a British man-of-war (circa 1798), Kirk Browning's direction got all possible dramatic value out of the libretto, using close-ups and small groupings for imaginative effect. The lighting likewise was excellent, particularly in the 'twendecks scenes, which could easily have been muddled with bad lamping.

Fine also were the voices, with Theodor Uppman, who created the title role in London, chanting the heart-no-evil-speak-no-evil Billy. Andrew McKinley scored solidly as Captain Vere, and Leon Lishner, also the libretto failed to make clear his hate complex, was properly sadistic as the master-at-arms. Other good performances were contributed by Kenneth Smith, Paul Ukena, Warren Gailjour and Francis Monachino.

But no matter what kind of frame they put him in, Billy Budd's IQ is still subnormal. Even Menotti likely couldn't do anything much for him.

Bob Francis.

The Steve Allen Show

RADIO—Reviewed Saturday (25), 9:30-10:30 p.m. EST. Sustaining via the Columbia Broadcasting System. Producer, director, Al Span. Music, Jerry Shand and his group. Announcer, Bern Bennett. Emcee, Steve Allen. Guests: Dorothy Louden, Steve Lawrence and Duke Ellington.

In the Steve Allen show the Columbia Broadcasting System has one of its brightest new packages. The program is clever, entertaining and lively. It should be a good buy for any advertiser interested in low-budget show with a high audience way.

The witty Allen is actually a master of the 15. His style is not as sour as Groucho Marx. Allen's humor also lies in his ability to get laughs while chatting with guests from the audience. His interlude with five-year-old Freddie Morris, a precocious tot, was delightful as was his conversation with a Dane from the United Nations with an unpronounceable name. These two and two other guests each gave Allen a note, and he proceeded to compose a tune built around the four notes. It wasn't bad either.

Second Half

The second half of Allen's show was comprised mostly of musical entertainment. Dorothy Louden sang two songs. The second, "A Good Man Is Hard to Find," de-

Television-Radio Reviews

U.S.A. Canteen

TELEVISION—Reviewed Saturday (18), 9:30-10 p.m. EST. Sustaining via Columbia Broadcasting System TV. Producer, Irving Mansfield. Director, Byron Paul. Music, Alfredo Antonini's org. Announcer, Bern Bennett. Choreographer, Peter Birch. Continuity, Howard Teichmann. Writers, Irwin Graham, Jimmy Shiel, Erwin Drake and Albert Stillman. Cast: Jane Froman, Pfc. Eddie Fisher and Jack Carter.

This show represented one of those fantastic anomalies where everybody connected with it dovetailed his chores so well that it resulted in one of the best preem shows recently caught. The camera work was right on the button; the dancers seemed alive, rather than like dolls seen thru the wrong end of a telescope. And the performers read lines and did their business so skillfully it seemed as if the whole crew had been working together for years.

It took a lot of imagination and plain guts to give Jane Froman a role of emceeing and doing lines in addition to her singing. The gal came thru not only as a singer, which she was expected to do, but as a vibrant personality, a charming hostess and a skillful fem confederator, who tied up the show beautifully.

The format has Miss Froman as a USO hostess, bringing together lonesome service lads with some girls. There's nothing startling about the plot, but because it was simple it required a deftness in performance and solid direction to keep its threadbareness from showing thru. It is difficult to imagine any other girl singer grabbing the reins on such a show and holding them so firmly as did Miss Froman. The fact that she's closely identified with USO shows and was the victim of the Clipper crash while on a USO tour apparently wasn't overlooked by the lads who cooked up the idea. That, plus the 20th Century-Fox flicker, "With a Song in My Heart," building Miss Froman to a national figure of sympathy, helped make the formula of "U.S.A. Canteen" a natural.

The initial guests were Pfc. Eddie Fisher and ex-Cpl. Jack Carter, both of whom blended into the show with an easy deftness. Carter, in G. I. uniform, punched his gags in typical fashion, mixing them up with an Army routine and a song out of "Cal Me Mister" that registered very well. Before "He Entered the Service" gave Carter a chance to subdue some of his brashness, giving him a change of pact that he needs so well. The over-all effect was very good. Eddie Fisher radiated his boyish shyness so well that he was a smash right from his walk-on. To give his stint still more impact, the camera panned to stills of G. I.'s in Korea listening to Fisher, who just returned from there. It was a great piece of direction. At the end of his song, "Everything I Have Is Yours," Fisher made a blood-bank pitch, standing there with rumpled hair, face even a little smudged, looking like a tired kid just in from the front lines. The studio audience ate it up.

Mixed Chorus

Most of Miss Froman's singing was backed by an off-camera mixed chorus that gave body to her already capable piping of various mood numbers.

The ballet sequences gained attention thru outstanding camera work. Even in the medium and semi-long shots, the choreography came thru.

The chief drawback to an otherwise excellent show was a drill routine by a G. I. squad that took up about five minutes. The show could have run very well without it. Bill Smith.

livered in her growl style, was by far the better sung of the two. Seventeen-year-old Steve Lawrence, already a recording star, handled himself nicely in "Because You're Mine." The hour's entertainment was topped off by Duke Ellington's piano solos of "Homeuckle Rose" and "Sophisticated Lady."

CAPSULE COMMENT

U.S.A. Canteen (TV), CBS-TV, Saturday (18), 9:30-10 p.m. EST.

An excellent first show of a series has Jane Froman taking over the entire reins of a 30-minute seg. doing the emceeing and hosting, in addition to her lib. Her first grade singing, the show featured wonderful camera work and top flight production. (See full review this issue.)

Mr. Peepers (TV), NBC-TV, Sunday (25), 7:30-8 p.m. EST.

Reynolds Metals Company looks to have picked a first-class comedy show to boost its wares. Wally Cox and company set a good pattern last summer in a series of yarns about an ingeniously-droll little science teacher and his pals, and if the writing is sustained, it should build solidly for a winter series. Seg looks like a fine, chucklesome bet for Sunday suppertime competition. (See full review in this issue.)

Steve Allen Show (Radio), CBS, Saturday (25), 9:30-10:30 p.m. EST.

One of the brightest new packages in the Columbia Broadcasting System's programming catalog, The Steve Allen show, is a clever, entertaining 60 minutes of fun and music. The witty Allen, who is gifted with a perpetual motion brain, is a master of the ad lib. His chatter with guests from the audience was delightful. And the musical portion of the program proved equally strong. His show business talent included Dorothy Louden, Steve Lawrence and Duke Ellington. (See full review this issue.)

Balance Your Budget (TV), CBS-TV, Saturday (18), 10:10-10:30 p.m. EST.

Bert Parks' newest quiz entry, as a major deficit to overcome in the fact it is slotted opposite the last half hour of NBC's "Show of Shows." The give-away follows standard question-and-answer format—the gimmick being that contestants are asked to explain why they want to balance their budgets. Contestants sounded too well-primed to be convincing. Parks' assistant, Lynn Connor, a curvy blonde, is the program's most showmanly asset. (See full review this issue.)

Colgate Comedy Hour (TV), NBC-TV, Sunday (26), 8-9 p.m. EST.

Substitute show, due to Eddie Cantor's illness, starred Donald O'Connor. Hour was spotty, with star's personality pulling it together for over-all entertainment quota. O'Connor hit some high spots and some not so good. Seg got fine chanting contribution from Lisa Kirk and some dull, low-comedy from Ben Blue. (See full review this issue.)

Live Like a Millionaire (TV), ABC-TV, Saturday (18), 7:30-8 p.m. EST.

If you go for smirking three-year-olds who lip indigo-hued lyrics like "Whoopee," then this show is just your cup of treacle. The idea of having small fry sponsor their parents in a talent contest is a good one, but the parents should be reasonably talented, and the youngsters, natural. Otherwise, the whole thing becomes a tasteless travesty. (See full review this issue.)

Fred Waring Show (TV), CBS-TV, Sunday (26), 9 p.m. EST.

The Waring show continued its "telegenetic" series with a version of "Red Riding Hood" well directed and produced, with the worked-over yarn getting a fresh and original treatment combining bits for the moppet trade as well as yock bits for the adults. Adaptation was further spiked with original songs, of which "Wishin' Cloud" and "Ont, Two, Three" have enough potentials to get more than a look-see from public. (Continued on page 63)

Colgate Comedy Hour

TELEVISION—Reviewed Sunday (26), 8-9 p.m. EST. Sponsored by Colgate-Palmolive-Peet, thru Ted Bates and Sherman & Marquette, via National Broadcasting Company TV. Executive producer, Sam Fuller. Producer-director, Ernest Gluckman. Technical director, Jim Jordan Jr. Conductor, Al Goodman. Cast: Donald O'Connor, Broderick Crawford, Lisa Kirk, Ben Blue, Scatman Crothers, Sid Miller, Andy Clyde.

Illness to Eddie Cantor necessitated a stop-gap show for Sunday (26), and filmed program, starring Donald O'Connor, originally produced in Los Angeles area Sunday (5), was substituted. Seg had its ups and downs, but O'Connor's versatility was sufficiently rampant to give it solid entertainment quota.

Stap-sang, danced and mimed in his usual amusing patterns. Highlights were an old Keystone comedy routine with O'Connor teamed with vet Andy Clyde as the smart-aleck comic kiddie and an excellently projected dance interlude for a Hollywood Bowl fantasy. A work-out with Sid Miller, as a pair of songwriters, was not too funny but gave good opportunity for mimicry, and a war sketch with Broderick Crawford (circa 1917) was so much heavy-handed slapstick. Continuously, however, O'Connor's ingenious personality pulled the show together. The lad, of course, knows how to keep things rolling.

Chantress Lisa Kirk got in three solid and well-projected licks to blues, rumba and ballad rhythms—another high point on the hour. Conversely, a good comic like Ben Blue was bogged down in one of the stupidest low-comedy routines to come along TV-wise. Somebody was obviously scraping the bottom of the eight-gag barrel. The rest was all O'Connor with a capital "O."

Direction, lighting and over-all production were all up to Colgate standard. Ditto goes for product plugs. Bob Francis.

Mr. Peepers

TELEVISION—Reviewed Sunday (26), 7:30-8 p.m. EST. Sponsored by Reynolds Metals Company, thru Russel Seeds agency, via National Broadcasting Company TV. Producer, Fred Coe. Director, Hal Keith. Writers, David Swift, Jim Fritzell. Cast: Wally Cox, Sage Clark, Patricia Benoit, Tony Randall, Marion Lorne, Joseph Foley.

Droll, wry Wally Cox and company returns to the parlor screens, and it looks as tho Reynolds Metals Company has found a first-class comedy show to boost its wares. "Mr. Peepers," of course, has had a workout as a summer replacement and in consequence, comes in with its formula thoro'ly set.

All that remained, therefore, on Sunday's (26) opening seg was for writers David Swift and Jim Fritzell to re-intro Mr. Peepers and his pals in their established patterns. The starter had Cox returning in corporal stripes from an Army hitch to his old job as science teacher in a small-town high school, and a faculty reception for him served to set up the general character piece. Since the amenities obviously took up most of the first half hour, plotting was at a minimum. Cox found that an elderly science teacher had been appointed to his post during his absence and, in typical Peepers fashion, refused to oust him despite his rights as a returning G.I. But, of course, the finale found him upped to advance courses in a fine new science lab.

"Peepers'" future naturally depends on Cox and his wry, ingenious delivery. The character is a natural for his talent and, if its writing is sustained, the series should build solidly for a winter run. His supporting cast, so far, fits well into the general pattern. They are evidently all seasoned players and do credit to Hal Keith's over-all good direction.

If they are followed thru, "Peepers" has all the elements for chucklesome Sunday Suppertime competition. Bob Francis.

Balance Your Budget

TELEVISION—Reviewed Saturday (18), 10-10:30 p.m. EST. Sponsored by Sealy, Inc., via Columbia Broadcasting System TV. Producers, Louis G. Cowan, Inc. and Alfred Hoseney, in association with Peter Arnell. Director, Sherman Marks. Emcee, Bert Parks. Parks' assistant, Lynn Connor. Announcer, Lee Vines.

"Balance Your Budget," Bert Parks' newest quiz entry, has a major deficit to overcome in the fact that it is slotted opposite the last half hour of NBC's "Show of Shows." The program would stand a chance in most time spots, but it's doubtful if it will be able to buck such strong competition rating-wise.

The new giveaway follows the standard question-and-answer format, the gimmick this time being that contestants are asked to explain why they want to balance their budgets. Explanations on the initial show were far from scintillating, ranging from a Judo expert who needed \$500 to send his parents on a vacation (self-sacrificing Ma gave the original \$500 to a sick friend), to a nine-year-old girl who wanted \$5,000 to finance a concert pianist career, but settled for \$10. All of the contestants sounded well primed, which took the edge off the proceedings from the beginning.

The grand prize gimmick involved a collection of keys, one of which unlocked a \$2,000 strong box. Each contestant selected a key during the show, and the Judo man walked off with the \$2,000 at the sign-off.

Parks exuded his usual toothy exuberance, but the program's most showmanly asset was Lynn Connor, a curvy, Marilyn Monroe-type b-onde, who functioned as Parks' assistant. From time to time Miss Connors (fetchingly attired in long black opera hose, shorts and halter) also curled up on a Sealy mattress to help out on the com.ercials. June Bundy.

Live Like a Millionaire

TELEVISION—Reviewed Saturday (18), 7:30-8 p.m. EST. Sponsored by Charles Antell, Inc., via American Broadcasting Company TV. A Masterson, Reddy & Nelson package. Producer, Jerry Bowne. Director, Ed Letwisch. Emcee, John Nelson. Music, Ivan Ditmars and h. orchestra.

If you go for smirking three-year-olds who wear "passionate Fnk" nail polish and leopard-skin skirts, while liping thru the faintly indigo-hued lyrics of "Whoopee," then "Live Like a Millionaire" is just your cup of treacle.

The idea of having small fry talent scout sponsor their parents in a talent contest is basically a good one, but the parental performers should be reasonably talented, and the youngsters, natural. Otherwise, the whole thing can easily become a tasteless travesty.

In view of this peril, the producers should be particularly alert for signs of precociousness when screening tykes for the show. The "Whoopee" warbler should never have survived the audition stage. It's true that her weight get-up and aggressive manner were amusing at the outset, but the laughter rapidly simmered down to embarrassed snickers, and it certainly wasn't worth lowering the entire caliber of the program for the sake of a few cheap laughs. For all her contrived cuteness, tho, the little girl was a bigger hit than Papa, and his curvy cowboy comic act was a direct steal from Jackie Miles' "I'm a ridin' Gene Autry" routine.

Paradoxically, the high spot of the show was provided by a young'un who obviously couldn't have cared less that Momma and Papa were going to do a jitterbug-acrobat number. Emcee John Nelson, who works well with children, expanded all his charm, but the lad remained aloof thru-out. His complete absorption with a lollipop sony cowboy comic act was a direct steal from Jackie Miles' "I'm a ridin' Gene Autry" routine.

The commercials for Charles Antell air preparations were handled in genteel pitchman style by a buxom fem with aphony Back Bay-Brooklyn accent. June Bundy.

Legitimate Reviews TV-Film Reviews

PIRATES OF PENZANCE

(Opened Monday, October 27)

Mark Hellinger Theater

An operetta by W. S. Gilbert and Arthur Sullivan. Staged by S. M. Chartock. Settings by Ralph Alswang. Costume by Peggy Morrison. General manager, Ben Boyer. Stage manager, Lewis Pierce. Press representatives, Nat and Irwin Dorfman. Presented by S. M. Chartock. Samuel... Frank Rogier. Frederick... Robert Rounseville. Ruth... Ella Halman. Richard... Joseph Macaulay. Kate... Mary Roche. Edith... Lillian Murphy. Isabel... Shirley Pringle. Mabel... Dorothy MacNeill. Major General Stanke... Mary Green. Edward... Robert Eckles.

GENERAL STANLEY'S WARD
Mary Louise Beale, Dolores DeFuglia, Helen Dodge, Grace Lang, Sheila Matthews, Bileen Moran, Shirley Pringle, Rita Schoen, Catherine Curcio, Bernice Knott, Olym Hill, Jan Newby, Athena Pappas, Gloria Sacks, Jeanne Scheele, Helen Whitfield.

PIRATES AND
Anthony Cerami, Vincent Henry, Don Kaplan, Don La Mon, Ray Morrison, Michael Rich, Kenneth Pedro deVila, John Drinn, Herbert Estrov, Radley Fynn, Roger Franklin, Eli Mowry, Bill Nuss, Stanley Fropner, Charles...

Everything is fine this week at the Mark Hellinger from the moment that Robert Rounseville lyrically announces the end of his apprenticeship to the "Pirates of Penzance" to the latter's finale restoration to their proper status as members of the House of Peers in good standing. S. M. Chartock's American Savoyards peddle devilishly come into their own, and their second bill had the G.&S. faithful applauding as loudly as they ever have an imported D'Oyly Carte production.

Of course, the prime moments the customers were waiting for along the way were the inimitable projection by Martyn Green of the major general's patter song and Robert MacEckles' lugubrious pop-corn's chant. Both, as usual, came in for hefty encores. But practically every item of the delightfully familiar score touched off enthusiasm. There always seems to be an audience for good G. & S. fare, and it may be that this is now just the troupe to keep the torch alight American-wise.

High Points

While the high points, from this pew, were Green's major general and Eckles' constable, Ella Halman and Joseph Macaulay added excellent stunts as the pirates' maid-of-all-work and king, respectively. While still new to the G. & S. tradition, Dorothy MacNeill and Rounseville did full justice to some of Sullivan's loveliest melodies and to a pair of Gilbert's coyest lovers. Helpful contributions stemmed likewise from Mary Roche, Lillian Murphy and Shirley Pringle as the general's lesser daughters.

Once more Ralph Alswang's sets have been serviceably refurbished, and it seems that Peggy Morrison has supplied handsome new costumes for some of the principals. Nobody expects or cares whether a Savoyard ensemble is ransacked on looks. It is picked strictly on ability to sing out the tunes. Vocally, Chartock fills the bill completely, even if it is short on eye-appeal. Over-all, with the exception that Lehman Engel would do well to tone down his ork volume during some of the solos, "Pirates" get an all-round, solid projection.

Bob Francis.

MY DARLIN' AIDA

(Opened Monday, October 27)

Winter Garden

Musical play with libretto by Charles Friedman. Music by Giuseppe Verdi. Supervised by Hassard Short. Book directed by Charles Friedman. Costumes and costumes by Lemuel Ayle. Dances by Hanya Holm. Musical director, Frans Allers. Chorus' direction, Robert Shaw. Arrangements by Hans Spialek. Company manager, Clarence Taylor. Stage manager, Samuel Liff. Press representative, Karl Bernstein and Harvey Sebastian. Presented by Robert L. Joseph in association with Paul Voores.

Rumford... William Wilderman. Mayor Brad Sourby... Stanley Carlson. Aida... Ella Halman. Ramond Demarest... Edna Johnson. Jason... Altona Bosan. Morning Star... Lida Williams. Lolly... Olive Moorefield. Wheat... George Fisher. Fred... Fredy Marshall. Rebecca... Billie Bellinger. Yvonne Hoyt... William Sutherland. Jessica Farrow... Bettie Dubro. (matinees)

General Farrow... Kenneth Schron. General... Theresa Green. Sis... Ruth Anna Fleming. Dolly... Ruth Maynes. Doris... Doris. Maggie... Muriel Birkhead. Aggie... Lola Flynn. Mary... Ruth Schumacher. Nellie... Mary Ann Tomlinson. Betty... James Colquhoun. Onnie... Carl Jones. Maida... Helen Whitfield. Williams... Gordon Hamilton. Magician... Gordon Hamilton. Roy... Walter Taylor. Howie... Walter Taylor. Hutch... Edward Walman. Ruth... Thornton Marker. Adam Brown... William Dilard. Frieda... Jacqueline. Susie... Gloria Day. Lilly... Charlotte Holloman. Major Stanhope... William Sutherland.

SINGERS: Muriel Birkhead, Dorothy Cude, Jane Copeland, Gloria Day, Sus Dorris, Lola Fisher, Ruth Anna Fleming, Martha Flynn, Theresa Green, Charlotte Holm, Helen Ed Holman, Louis Johnson, Joe Nash, Walter Nickles, Paul Olson, Frank Seibert, Claude Thompson, Sam Tomlinson, Robert V. Vandenader, Gail Coulton, Sharyn Kenney, Vincent Yearwood.

DANCERS: Billie Allen, Betty Budy, Noel Darken, Bettie Griffin, Dody Goodrich, Edna Halman, Ernie Ray, Sam Kruger, Carmelita Lanza, Lavinia Williams, Doris Wright, Paul Gunnson, Gordon Hamilton, Louis Johnson, Louis Johnson, Joe Nash, Walter Nickles, Paul Olson, Frank Seibert, Claude Thompson, Sam Tomlinson, Robert V. Vandenader, Gail Coulton, Sharyn Kenney, Vincent Yearwood.

"Perhaps inspired by recollections of a happy libretto by Oscar Hammerstein II, which he directed some nine years ago, Charles Friedman has essayed one of his own. Hammerstein called his "Carmen Jones," and set it to the music of the late George Bizet. Friedman calls his "My Darlin' Aida" and has tuned it to the clefing of the late Giuseppe Verdi. Hammerstein's grand opera travesty, with an all-Negro cast, was funny, original and a smash hit. Friedman's switch on Verdi's Egyptian tragedy, with a mixed cast, is never funny, hardly original and looks to raise no pay dirt.

Beautifully Produced

It can be said right at the start that "Aida" is meticulously and beautifully produced. Lemuel Ayle's sumptuous backgrounds Hassard Short's over-all staging has given it a wonderful sheen. Vocally, in a grand opera-ish way, it leaves absolutely nothing to be desired. It is superbly costumed, and top talent in the musical field has been summoned to project its score. But it takes more than glitter and vocal pyrotechnics to turn a grand opera into a Stem musical play. The kind of didoes that went on in Memphis, Egypt, under the Pharaohs turns out, pretty dim fare, when transferred to Memphis, Tenn., circa 1861. The notion of a Southern aristocrat of that spot and era finding himself so completely enamored of a slave girl as to turn traitor to still a Friedman has decked it out with "Uncle Tom's Cabin" overtones and even included a few pre-Ku Kluxers to make sure his

FRANKIE AND JOHNNY

(Opened Monday, October 27)

Theater de Lys

A musical folk legend by John Huston. Incidental music Irwin A. Bazelon. Songs by Hilda Taylor and Ed Safrananski. Staged by Don M. Jamison. Choreography, Vonn Hamilton. Scenery and lighting, Paul M. Heller. Costumes, Jan Holm. Musical direction, Safrananski. Stage manager, Gene Ryland. Press representative, Max Eisen. Presented by William de Lys, with James Morke and Stanley S. Kostzer assisting. Fred Downs. Sheriff... Pat Larson. Lia... Beverly Churchill. The Madam... Doris Jones. Price Fighter... Norman Pold. Bartender... David LeDuff. Johnny... Val DuFour. Nelly Bly... Hilda Taylor. Piano Player... Robert Ball. The Girls in Red... Hilda Taylor. Pat Larson... Hilda Taylor. Nielsen... Rosemary Zliner. Ann Elliott. Nancy Farnsworth. The Six Men... Owen, Tom Panke. David Wood, Bill Anderson, David Shustak.

Two points must be considered on viewing the current production at the Theater de Lys—the opening of both the new club theater and of the musical folk legend "Frankie and Johnny."

Taking first things first, the fact that New York now sports a well-appointed off-Broadway showcase—a club theater, long a London mainstay—is a healthy sign of theater progress and expansion. However, the fact that William de Lys has seen fit to lay out 100G to remodel the house is something of a pity. Not that the result isn't pleasing, it is. The floors and walls are nice; the seats, very comfortable, and the curtain is really a beauty. But lack of comfort—including those extra touches such as coffee in the Kabuki lounge—can very quickly be compensated for by a good show.

The Rub

And here's the rub. How really worthwhile is the project, and yet how much to the contrary is its first show. This reporter hopes that the project will succeed, lest the club theater go down in the same book with repertory, as it did when the American Repertory Theater took a dive. It will only make it tougher for any future club theater to be met with, "Clubs won't go in New York" or "Look at William de Lys; he didn't make the grade with all his money, so

But money notwithstanding, no theater organization deserves survival if its productions are not good, which brings us to the production at hand. John Huston's "Frankie and Johnny," with incidental dramatic music by Irwin A. Bazelon and songs by Hilda Taylor and Ed Safrananski. It's the old legend told in stylized terms with lots of pelvic choreography—one pattern to an annoying chant of "Luna on rye and a stein of beer" with burlesque and criss that would gladden a Minsky heart. The six-piece orchestra plays well if not rousing, laughs at the gags and starts the hands; Jan Holm's costumes are beautiful; Val DuFour's Johnny is a couple of cuts above Hilda Taylor's Nelly Bly and Pat Larson's Frankie, and Doris Jones and Fred Downs are okay as the madam and sheriff, respectively. It wouldn't be fair to mention the embarrassing performances, nor how really inadequate the music is, with the lyrics trailing and the book bringing up the rear. Let it simply be said that tho it's a short musical now, with dull sequences removed, it would be a fair companion on a double bill. That is, if the main production were really good.

But if possible, let's give a big boost to the project. Maybe the theater will do well next time. One strike isn't out in anyone's game. And with only one strike against the group, it may still get a run for its money—100G's worth, that is. But not out of "Frankie!"

Dennis McDonald.

hero will be let off of nothing. His yarn adds up to contrived, corny material, which never bears any relation to the majesty of Verdi's score, and which is dispersed by some dance patterns by Hanya Holm bearing equal relation to the book.

Fine Leads

It's been no secret around the Stem for some years that Dorothy Sarnoff possesses a fine dramatic

Foreign Intrigue

TV FILM—Reviewed Thursday

(30), 10:30-11. Presented by Ballantine & Sons, thru J. Walter Thompson, via WNET, New York. Producer-director-adaptor, Sheldon Reynolds. Associate director, John Padovano. Ideas, George and Gertrude Fass. Cast: Jerome Cannon, Sydna Scott, Jack Lerner, Sheldon Reynolds and others.

Now filmed on location in Paris, "Foreign Intrigue" is acceptable suspense fare. The show, however, has lost some of its freshness because of its adherence to the formula which, in variations, is now being followed by most of the thrillers on video.

The story caught concerned a famous sculptor who was willing to give his life for his country. He risked death by making a speech to an invited audience of journalists which was different from the one prepared for him by the dictatorship that ran the nation. Correspondent, Robert Cannon, the hero of the series, created suspense by his efforts to save this patriot from assassination. He finally succeeded by getting him to the airport where the presence of the newspapermen prevented any killing.

But much of the excitement that the series first generated has been lost. Sheldon Reynolds, the producer-director, does not take full advantage of his foreign backgrounds. His chase scenes are routinely staged and the writing itself has lost much of its bite and tension. Almost every show contains scenes in Cannon's hotel room, a much over-used set.

Jerome Thor's playing of Robert Cannon is still expert, but lacks the color and the personal touch that the character should establish. Sydna Scott, a lovely lass, is a decorative and believable female foreign correspondent.

The Ballentine commercials are adequate. The copy still plugs the "flavor that chili can't kill" theme. Besides, a cartoon commercial and a film commercial are used. The latter has a real foreign correspondent, who tells how impressed he is with the brew.

Leon Morse.

Bert and Elmer

TV-FILM—Reviewed at Special Screening, Running time 15 minutes. Produced by Galbreath Picture Productions, Fort Wayne, Ind. Cast: Johnny Coons and Bob Shreve. Distributor, Harry S. Goodman Productions, 19 East 53d Street, New York.

The antics of a couple of corned-cake characters is the subject of this new 15-minute comedy series. Bob Shreve and Johnny Coons, stars of the series, have used this material on WLW, Cincinnati. On TV-film it offers plenty of laughs for kids and uncomplicated rural folk. The show caught did not appear at all sick enough for urban adult appeal.

As in any comedy duo, one of the characters, Elmer in this case, plays it messy and hopelessly dumb. In the kick-off show, Elmer infers from some chance remarks he hears Bert make that Bert has stolen two chickens and then invited the sheriff down to arrest him.

So, with stubborn stupidity, Elmer goes to great trouble to hide two chickens he finds in their general store (in which all the action takes place), and then to throw the sheriff off Bert's trail. The zany business he goes thru in the process was keyed for howls from an unsophisticated audience. It's a rather simple situation, and simply set up—with a small cast and stock set. In all, it looks like a good bet for sponsorship in the smaller markets.

Needless to say, Bert hadn't stolen the poultry. The sheriff had ordered the two chicks for a party.

Gene Plotnik.

Rocky Jones, Space Ranger

TV FILM—Reviewed at special screening

Produced by Roland Reed Productions, Associate producer, Guy V. Taylor Jr. Directed by Abby Hertz. Teleplay by Warren Wilson. Cast: Richard Crane, Robert Lyden, Maurice Cass, Crystal Reeves, Robert S. Carson, Scotty Beckett and Ralph Brooks. Director of photography, Walter Strange. ASC. Production Manager, Dick L'Estrange. Supervising Editor, Roy Luby, ACE. Edited by Fred McQuira. Music supervisor, Ted Cain. Photographic effects, Jack Glass. Art director, McClure Capps. Assistant director, Harry Manke. National sales representative, William Morris Agency.

Continued from page 3

public Pictures) "Commando Cody" are still in the pilot reel stage.

This is particularly noteworthy inasmuch as the film medium is ideally suited and able to create the desired fantastic effects thru tricks of the photographic trade and thereby can achieve the realism needed to make a show of this sort convincing. For example, in "Rocky Jones" generous use is made of special effects, miniatures and other devices of the cinema art which provides the show with the necessary realism.

Series is well cast. Photography and special effects are executed with an expert hand to give the final product a polished finish.

Advertiser will also benefit from a rather lavish merchandising campaign already prepared and ready to be unleashed as soon as the series is sold. Jack Danov, for five years head of Roy Rogers' merchandising enterprises, has a concluded licensing contract with 23 manufacturers to produce toys, clothing, equipment and novelties tying in with the "Space Ranger" series. This, Reed contends, will help to quickly establish "Rocky Jones" as a major character in the already well inhabited field of the kids' fictional heroes.

One thing is certain: A major national advertiser aiming his message at youngsters would do well to consider this series. On the basis of the first reel, he's sure to hit a bull's-eye.

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Ka-See's, Toledo

(Wednesday, October 29)

Capacity, 500. Price policy, \$1 admission. Booking, ABC, Chicago, and Pete Iodice, Detroit. Operator, Doris Rokicki Rubin and Junior Rokicki. Estimated budget previous show, \$2,800; this show, \$2,000.

This spot, in a notoriously tough but appreciative nabe, still shows that it can draw with appealing merchandise. Current show, on medium budget, is no exception. If Capitol Records is looking for a draw to succeed the showmanship of Jo Stafford, they might well have found her in person of current one-weeker in their stable, Georgia Carr. Gal is knocking the dead in spot noted for cold audiences, lukewarm lighting and other handicaps.

Without this "Lena Horne with more subtleties" well-paced programming, tasteful gowning, and original treatment of standards, pops and ballads, current show could easily fall on its face after first act. How operator manages to lure medium-name but top-producing material continues to be a mystery.

House line, Pauline Parks Dancers (5), plus Emacee Maxie (Continued on page 65)

Palladium, Hollywood

(Tuesday, October 28)

Capacity, 7,000. Price policy, \$1.10 weekdays, \$1.50 week-ends. Manager, Sterling Way. Publicity, Barney McDevitt. Show policy, 10 and 12. Estimated budget this show, \$4,500.

Due to the sparsity of location stands in the Western area and the diminishing number of one-nighters hereabouts, the Palladium has been having a rough time of maintaining a top name-band sked. The current booking of Guy Mitchell and the Dick Pierce ork is an experiment which, judging from opening night response, might work out well.

The experiment, which is being eyed by dance ops nationally, is getting a fair test as Mitchell does a tremendous job in initiating the policy. Working on the Palladium stage, with dancers crowded around him on three sides, Mitchell completely thrilled a crowded house. He ran out on the stage unannounced and proceeded to go into one of his Columbia hits. After that and a solid rendition of "You Belong to Me," Mitchell received a long mit. No band ever got a bigger opening send-off here. Mitchell never has done such a tender lyric on wax and from his capable handling of this one, it would be prudent for (Continued on page 65)

Blue Sails Room, Sans Souci Hotel, Miami Beach, Fla.

(Friday, October 17)

Capacity, 275. Price policy, \$2 minimum. One show nightly, 11:30. Owner-operators, Harry Mulson and Ben Novak. Booking, non-exclusive. Publicity, Jay Cliche. Estimated talent budget, \$1,500.

In the nearly three years this room has been operating, only two performers have set the box office afire — Lenny Kent and Arthur Blake.

Blake, currently on his second time around here, packs the place nightly. It's his act, with a few new twists, but it still panics the crowd. He won't show his new routines until he hits the Bar of Music in Hollywood next month.

Blake segues from Jose Ferrer as "Cyrano" on an Orson Welles soliloquy about "Ponce de Leon and the Nine Virgins," and follows with Gloria Swanson, Tallulah Bankhead, Jimmy Stewart, Bette Davis, the inevitable Mrs. Eleanor Roosevelt addressing a group of Campfire Girls, and a devastating take-off on Louella Parsons.

Show opening remains unchanged, with the Ann Herman dancers exhibiting Latin terpsings. Sacacas backs up the proceedings in an okay manner. Herb Rau.

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Night Club-Vaude Reviews

Radio City Music Hall, New York

(Thursday, October 30)

Capacity, 5,954. Price policy, 80 cents-\$2.40. Four shows daily. House booker-producer, Leon Leinhardt. Show played by the Raymond Paige house ork.

It's been a long time since the king-sized theater has had a show like this one. Plus the usual flash, there are production values, melodic backing and superb sight attributes which help make the new stagework a first class affair.

The fletcher opened with a de-lightfully conceived ballet (choreography by Margaret Sande) with the girls in various shades of black and white flowing costumes. It built skillfully to an exciting finish. Ballet soloist Eric Hyrst did entrechats that were so good they pulled hands midway in his routine.

For the bridge, the Music Hall had Renaid and Rudy's muscle-toned, slow-motion, hand-to-hand act. The lady, working in their customary white tights, are as fine as ever. Their tricks are difficult, tho the presentation here seemed lacking. The audience (Continued on page 62)

Chicago, Chicago

(Friday, October 31)

Capacity, 4,200. Price policy, 45 to 85 cents. House booker, Harry Levins. Show played by Louis Basil and house band.

Victor Borge heads up this bill with his usual good run of quips and false starts at the piano. The expert in double-take talk and second-thought wins a warm reception for this phase. For the occasion he dressed up the patter with election gags including one apparently lifted from among Adlai Stevenson's whistle-stoppers.

Borge said he "knew a guy who voted for Dewey twice because he never had it so good." Stevenson used the same bit in a track-side talk at Decatur, Ill., during the campaign. While scissoring sheet music, Borge held up a scrap and announced "this bar will be closed on election day."

When the Dane moves to the piano to actually play something, he loses the momentum picked up earlier. The playing is fine, but for this time and place it lasts too long.

In the second spot is Richard Hayes, vocalist whose numbers come forth with the power and feeling usually reserved for "Old Man River." He clicks with "Paper Moon," "As Time Goes By," "Do Not Forsake Me," and his new "Forgetting You."

Andy Mayo and Company present their "Pansy the Horse" turn to good results. Show opens with Bobbly Whaling and Yretch with Bobbly giving the collapsible bike and unicycle a workout.

Tom Parkinson.

Sky-Way Lounge, Cleveland

(Monday, October 27)

Capacity, 400. Price policy, \$2 Monday thru Thursday, \$2.50 Friday and Saturday. Shows at 9:30 and 12:30. Booking policy, non-exclusive. Talent buyer, Allen Milow. Publicity, Fred Straus. Estimated budget this show, \$4,000; previous show, \$2,750.

Tommy Tucker, in for a six-day stand, first local cafe date in 15 years, started the first show by introducing various members of his group, beginning with his vocalist, Claire Nelson, "Miss Pennsylvania of 1951," whose husky voice warbled out "This Can't be Love" for her first number, followed by "Auf Wiederseh'n" and a comedy number. Miss Nelson's pulchritude far surpassed her personality. A newcomer in the field, this sultry lass has the voice but needs more salesmanship.

Paul Gray, comedy emcee, took over a 35-minute plus chatter routine packed with dry humor. His speed and subtlety left some of his wisecracks almost unnoticed. He is the sort of comedian who would fare better with a full house. He had a rough time out the first night due to the small crowd.

Marjorie Rickards.

Embassy Room, Statler Hotel, Washington

(Tuesday, October 28)

Capacity, 254. Price policy, \$2-\$2.50 cover. Shows at 9:15 and 11:30. Operator, Statler Hotel Corporation. Booking, non-exclusive. Publicity, Earle Brown. Estimated budget current show, \$5,000.

A natural for the swank Embassy Room is the current layout, Los Chavales de Espana. The act carries a continental flavor which, judging from the applause, obviously has special appeal to this clientele.

The turn has a good blend of spontaneity, precision and gaiety, and with clever showmanship, Los Chavales maintain a quick Spanish tempo through two separate performances. The last show's opener, featuring Pepe Lara singing "Holle," sets a remarkable rhythmic pace, with each of the 11 men who make up Los Chavales demonstrating unusual instrumental skill. Practically all of them are highly adept at more than one instrument. High point of the act is reached in the rendition of "Andalucia."

Some unforgettable music is provided by the group of four violinists, with accompaniment by Manolo Palos at the piano. Los Chavales are masters at understatement, yet they are capable of deep, brassy moods, heavy on the trumpets, which fairly raise the ceiling. Particularly good is their arrangement of "Funiculi, Funicula." Fritz Reis is a bit as flamenco dancing soloist.

Dance music is handled well by Charlie Fisk and orchestra.

Ben Atlas.

Terrace Room, Statler Hotel, Detroit

(Wednesday, October 29)

Capacity, 300. Price policy, \$1 cover Monday thru Thursday; \$1.50, Friday, Saturday and holidays. Operator, Statler Hotel chain. Booking, non-exclusive. Publicity, Art Gleason. Estimated talent budget this show, \$2,000.

Amru Sami, East Indian girl singer, is individual in appearance, presentation and in her material. Costumed in a striking silver and white gown when caught, she usually works in a sari. Slender, deceptively petite-appearing, dark of complexion, with closely dressed hair, she is strikingly distinctive on the floor.

Gal's voice is low, conveying the mood of deep, strongly repressed feeling. Intelligent control of vocal and showmanship resources is characteristic in her work, tho it's strong enough for her to work with or without a mike. She works mosty at the mike, however, occasionally with (Continued on page 62)

Ciro's, Hollywood

(Wednesday, October 22)

Capacity, 460. Price policy, \$1.50 cover weekdays, \$2 cover week-ends. Shows at 10 and 12. Owner-operator, Herman Mover. Assistant manager-publicity, Irwin Franklin. Estimated budget this show, \$3,400. Estimated budget last show, \$5,500.

Following the record breaking two-weeker by Johnnie Ray, Herman Mover is settling down to normal biz with Willie Shore and the Four Lads. Shore shows more new material than he's had in the past four years, but needs lots more substantial patter in order to take full advantage of his natural comedy flair. His dancing, as (Continued on page 62)

Ramona Room, Hotel Last Frontier, Las Vegas, Nevada

(Wednesday, October 22)

Capacity, 350. Price policy, no admission, cover or minimum. Shows nightly at 8:30 and 11:30; Saturdays, 1:30 a.m. Operator, Jacob Kosloff. Publicity, Eddie Fox. Booking policy, non-exclusive. Estimated budget this show, \$5,500.

The Marx Brothers, Chico and Harpo, are still around the circuit, and their current stint at the Hotel Last Frontier still pulls as (Continued on page 65)

Bon Soir, New York

(Wednesday, October 22)

Capacity, 150. Price policy, \$3.50 minimum. Operator, Phil Pagano. Booking, non-exclusive. Publicity, Dorothy Ross. Estimated talent budget, \$1,500.

This place is packing them in and justifiably so. It offers plenty of quality caliber entertainment. The continuous entertainment policy means customers can spend about two hours watching the show, a big buy at the minimum.

The sock act is Tony and Eddie. The old Eddie who worked in a wheel chair has been replaced by an Eddie who has no such handicap. The difference makes the act even more terrific. Their mixture of recorded satirical-buffoonery had the room begging for more. A stand-out w their take-off on Nelson Eddy and Jeanette MacDonald. They were plenty good. (Continued on page 65)

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Wednesday, October 29)

Capacity, 960. Price policy, \$1.50 cover. Shows at 10:15. Publicity, Don Dailey. Booking policy, non-exclusive. Estimated budget last show, \$4,900. Estimated budget this show, \$5,500.

The Andrews Sisters have the most potent act this reviewer has seen them work in eight years of catching the Decca stars. Up to now, Patti has pretty much carried the comedy load, with good assists from her two sisters, but now they have full-fledged comedy routines built on their hardy vocal. They kick their poodle cuts in a wonderful number which closes big with the aid of a tiny French poodle, around whom the last verse and chorus (Continued on page 65)

Palace Theater, New York

(Friday, October 31)

Capacity, 1,650. Price range, 55 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

Despite a stumbling start via the Dyerettes, a quintet of gal dancers whose combined stepping looks anything but ready for the big time, the current bill adds up fairly overall. Back for a fifth OK in next-to-closing, Lee Davis includes a bit of new material along with his familiar, solid monolog routines. Oddly enough, the new stuff doesn't click like the tried and true, notably a "Cover Boy" specialty chant which is only so-so. However, (Continued on page 65)

Caught Again

BLUE ANGEL, NEW YORK: Dwight Fiske and Charlotte Ray make up the new acts that have been added to the show consisting of Alice Ghostley, with G. Wood and Anita Ellis, Fiske, of course, is the big name on the bill, chiefly because he hasn't worked in New York for years. Despite his long absence, Fiske hasn't lost any of his effectiveness. His specials, consisting of upper-class big material, is as spicy as ever. Much of his projection lies in his own leer-ish selling style, plus appropriate mugging bits. That he did the business was evident by the requests. As a seller of the double entendre, or even the single entendre, Fiske is still a master.

Charlotte Ray has grown in skill since last caught. Her material is clever, adult and genuinely funny. Using her legit voice for a ladder, gal does satiric impressions of Lily Pons, Jeanette MacDonald and Gladys Swarthout, interspersed with cleverly conceived mugging and chatter bits that make the act commercial.

Anita Ellis, Alice Ghostley and G. Wood, holdovers, have been previously reviewed here. Bill Smith.

Copacabana, New York

(Thursday, October 30)

Capacity, 610. Price policy, \$3.50-\$5 minimum. Shows at 8:30, 12:30 and 2:15. Operator, Jules Poodal. Booking, non-exclusive. Publicity, George Frazier. Estimated talent budget current show, \$10,000.

The current headliner here is Billy Daniels, back for a return date, tho the top honors in the rock and attention-getting department go to young Jackie Kannon working in the next-to-closing with his blond wife. The rest of the show runs well with the dancing De Marlos and Paul Sydel's dog act.

Daniels with a touched-up hair job, seemed to have become younger but with it seems to have lost some of the suppressed fire he projected so well when he first started making and self-effacing. The gracious and self-effacing Daniels has now been replaced by an aggressive singer who at times seems too bumptious to take. However, in the song-selling department, Daniels is still in there with the body English and a routine that builds for solid returns. Here and there, however, Daniels has injected Yiddishisms that are as unnecessary as they are in poor taste. Singer's ballads have that heart-warming phrasing and his rhythm numbers get that terrific bounce that pulls the house together. Later is particularly effective on duets with Benny Payne, who's still doing the piano accompaniment. Second show opening night Daniels bid almost an hour winding it up with a call on Rocky Marciano, heavyweight champ, to come out for an intro and some gifts.

Kannon continues to give signs of becoming a real top-flight comic once he gets over the opening few minutes. But once Kannon gets the feel he works with an ease, skill and timing comparative with the best in the field. (Continued on page 65)

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NIGHT CLUBS-VAUDE

Sennes to Convert Shut Movie Houses Into Theater-Cafes

Booker Plans Old Beer Garden Chain, Companies of 35 or 40 to Tour

Continued from page 1

geared to compete with nearby bars.

Sennes is already dickering with theater ops in Cleveland, Columbus, O.; St. Louis; Detroit, and Chicago. He plans to go after

TV of Acts OK Unauthorized, If No Plug Tie-Ins

NEW YORK, Nov. 1.—Performers who are televised without their permission have no redress in law if the act is connected with any commercial announcement was the decision of the New York State Court of Appeals in a case involving Gaudier's Steeplechase against the American Broadcasting Company.

The latest decision was the result of a series of legal actions taken by Gaudier against the Washington Redskins, pro football outfit; Liggett & Myers Tobacco Company, and the American Broadcasting Company. Gaudier was hired by the Redskins to do his act between the halves December 5, 1948, in Griffith Stadium, Washington. The contract was on a standard American Guild of Variety Artists form, which forbids televising without written consent. Gaudier charged that no consent was sought.

Case in Point
Right after the half and just ahead of Gaudier's act, a one-minute spot television commercial was made for Chesterfield. Gaudier followed immediately but without any commercial tie-in with Chesterfield. Gaudier charged the close proximity to the spot announcement and his act was a "violation of his privacy."

The case was first heard by the lower courts and then taken to the Appellate Division, which ruled against Gaudier. The latter appealed to the Court of Appeals, which sustained the lower court.

In its decision it said in part that "unless the plaintiff's name (Gaudier) or picture were in some way connected with the commercial, the mere fact of sponsorship of the telecast would not violate the statute. . . . It was nothing more than coincidence that one such announcement, made at the close of the first half, occurred immediately prior to his act."

News Capsules

Continued from page 8

of the Taylor Wine Company on Thanksgiving Day. Miss Macfie will continue in her network spot. Jon Epstein has returned to Frederic W. Ziv Company as a production staffer after two years in the Army in Korea and Japan. Prior to joining the Army, he was assistant to Ziv's veep, Herbert Gordon, and he will join Gordon in Hollywood before the end of the year with a new writing-production assignment. Rosemary Clooney's hither Niek has joined the announcing staff of WDEL, Wilmington, Del. . . . Lydie Bolton, chef in the RCA executive dining room, will marry Saturday (8). Donald H. Quinn, formerly of Benton & Bowles, has joined Doherty, Clifford, Steers and Shenfield, Inc., as head of the media department's radio TV time-buying section. Budd Wilda, program sales liaison, CBS radio, is back from his Laurentians honeymoon with his new bride, the former Jill Squires, ex-BBD&O staffer. . . . John Karol, CBS radio network sales veep, will address the Indianapolis Ad Club Thursday on "The Rediscovery of Radio." . . . Robert L. Krieger appointed as-

BO RIOT

Detroit Mobs Kenton Unit; Gross Is 30G

DETROIT, Nov. 1.—The Fox Theater did a record one-night business of \$30,000 Sunday (26), with "The Biggest Show of '52" in a return date. Show stars the Stan Kenton orchestra, Sarah Vaughan and Nat (King) Cole. Seated at \$2.50 to \$3.00 (including tax), the 5,000-seat house was packed for two shows with all tickets gone by 2 p.m. Sunday.

Demand for tickets was tremendous. Police estimated the crowd in front of the theater at 15,000, larger than turned out for Eisenhower two days before. The crowd blocked the street, stopping traffic, which backed up for two miles. Ticket-holders, trying to get thru the crush, had their duents snatched in many cases. Scalpers, operating in the crowd, re-sold tickets at \$6.

Despite loud-speaker announcements of the sellout, the crowd stayed, making entry of second show patrons so difficult that it was necessary to delay the show for more than an hour.

The house audience was about 85 per cent Negro, indicating that the Negro trade will go big for an attraction presented in a white theater and not sold specifically as a race attraction. There was a heavy demand by white patrons, and most of the turnaway was of white trade, since the Negro patrons were snatched en masse to buy tickets in advance, frequently in blocks of around a dozen.

The Sunday night prosperity overflowed, with parking lots boosting the take to a dollar, while other downtown shows and restaurants caught the overflow.

David Ideal, Fox Theater manager, is already dickering for an immediate return of the unit, dependent upon booking commitments. If he gets it, it will be the third engagement of "The Biggest Show" at the theater. The earlier unit grossed \$23,000 several months ago.

New Policy to Put N. Y. Roxy on Ice

Plans All-Skating Shows Before Christmas; Renovation Figured at 170G

NEW YORK, Nov. 1.—The Roxy will definitely go into an all-ice show policy before Christmas, dropping all other talent except the band and pictures. Plans for this conversion have been on the fire for the past few weeks and will be formally announced by Charles Skouras at a luncheon to be held here Monday (3).

The big theater expects to close for alterations either December 3 or December 7 for two weeks, reopening shortly before the Christmas holidays to the accompaniment of a major publicity campaign. Renovation, the theater estimates, will run to about \$170,000 and will call for the entire stage to be converted to ice, new drapes, contour curtain, etc. The band will be in the pit.

The plan is to use traveling ice shows, with the possibility that

Sonja Henie's iceer and similar packages will come in for varying periods. The house will also carry its own skafers—32 people. The kids now in the house line will be given first crack at the jobs if they can skate.

In the event non-ice skating acts are used in future shows, part of the ice rink will be covered by a portable floor.

Edith Piaf Sets US Cafe Tour

NEW YORK, Nov. 1.—Edith Piaf will do a series of American cafe dates after she winds up at the Versailles early in December, making it the first time the French singer has worked cafes other than the New York spot.

On December 9, Miss Piaf will open for one week at the Bon Soir Room of the Wonderbar, Montreal, for \$7,500, plus rooms. The deal also calls for additional bonuses. Following the Montreal date, the gal will go to the Mocambo, Hollywood, opening December 23 for two weeks. Her salary will also be \$7,500 plus round-trip fares. Opening night will be sponsored by the Damon Runyon Cancer Fund.

Following her Mocambo date, Miss Piaf will go into the newly opened Sands Hotel, Las Vegas, Nev., January 9, at the customary increase above her \$7,500 salary that spots with gambling casinos pay. Incidentally, Jack Entratter, Sands op, got the gal against spirited competition from the other Vegas hotels.

In all cafes Miss Piaf will be accompanied by her singing sextette, and the house will furnish a curtain behind which the group will work.

3 Suns Set At the Astor

NEW YORK, Nov. 1.—The Three Suns will shift to the Astor Hotel's Columbia Room November 10 for an indefinite period. Plan is to make it a long stay because the boys want to be on hand for RCA Victor recording sessions.

Their Astor date will make it the first time the Suns will be close to the spot, the Piccadilly Hotel, out of which they mounted to fame. Part of the deal is for the Astor to furnish national and local radio hook-ups with nightly spots.

Stagehand Dispute Ends in Detroit

DETROIT, Nov. 1.—Two stagehands have returned to work at the 3,400-seat Broadway-Capitol Theater after two months of what officials of Local 38, International Alliance of Theatrical Stage Employees, termed a "lockout." Saul Korman, theater operator, took the stand that, while he was willing to employ the dozen men normally employed as stagehands when he had stage shows, on occasional spot bookings there was no need for the two classified as "maintenance men" while the house was on a straight picture policy.

Result was a stalemate, winding up with the men going back under the original working conditions and wages.

Morocco to Vincents

LORAIN, O., Nov. 1.—Kenny Vincents and his wife, Lois Miller, former entertainers, have leased the old Morocco open here, remodeled the building and changed the name to the Yacht Club. The club features a continuous floor-show of six acts and a five-piece orchestra. Vincents has been an emcee and his wife has been a singer.

Szonys Settle Suit for 7G

NEW YORK, Nov. 1.—The Szonys, dance team, agreed to settle the legal action brought against them by their personal managers by paying \$7,500 and thus avoiding any court proceeding.

The suit against the Szonys was brought by Talent Representatives, Inc., headed by Murray Albert and Aaron Siegel, Talent Reps, Inc., as personal managers, signed the Szonys to a seven-year contract September 8, 1950. Managers claimed that two weeks after signing, differences arose, and the Szonys violated their pact.

Chauncey Olman, as attorney for Talent Reps, brought suit. The Szonys were represented by Jacob J. Berman. The \$7,500 settlement was made Friday (31).

Extra Added

Miami Beach, Fla.

Dorothy Morrow, Joyce Bryant, The Foursome, and Mal Malkin's orchestra will open the new Al-giers Hotel December 9. . . . Martha Raye's Five o'Clock Club reopened Tuesday (4). . . . Diamond Horseshoe opened Friday (31) with a girlie show. . . . Al Kaplan joined Hal Pearl's p.a. outfit.

Rash of conventions in Miami and Miami Beach during past four months provided plenty of club dates for both local talent and imports. Booker Harry Kilby brought in Dorothy Morrow, Phil Baker, Gordon MacRae, Russ Morrison's ork, and Coriane Calvert for a pair of food conventions, and has also set 60 musicians for a four-night confab this month by the National Association of Real Estate Boards. Conventions, however, had no marked effect upon

the nitery biz here, altho cataries fared well.

Here and There

Kid Kaplan's restaurant, Hartford, Conn., has been changed to Town House, with eatery to feature an expanded program of entertainment. . . . Harold Grabow and Steve Dipner have taken over the Parisian Room, Old Town Hall Inn, Hartford, Conn., formerly operated by Larry Simon. Spot will continue floor show policy.

New York

Leonard Conner can now bill himself as the "Mayor of Song." That's the title bestowed on him by Mayor Impellitteri at a dinner of the New York League of Locality Mayors held at the Waldorf-Astoria last week. . . . Ilona Massey may become a deejay from an East Side hotel. . . . Pearl Gray will get the Carousel, Pittsburg, after the Town Casino, Buffalo, and then will go to the Hollywood Beach Hotel, Hollywood, Fla., for an indefinite stay.

Philadelphia

The Empire Room at the Ritz-Carlton Hotel came in for a late reopening, while the Benjamin Franklin Hotel, after deciding against a band and show for this season at its Garden Terrace, hired Penny Prentiss for solo piano-vocals. . . . Frank Palumbo's new Chick nitery made a complete switch in policy, dropping the recording musical acts in favor of Cosy Morley, the Esquire Boys and the LaVeda Moret Dancers, to make up a regular floor show. . . . Mark Leonard, who made the headlines as a high school football star, is being groomed as a singer by Artis Slinger with his nitery bow at the Catalina Sho-Bar this week.

Philly Cafes Seek New Closing Law

PHILADELPHIA, Nov. 1.—The Cafe Men's Association, facing serious competition from the private membership clubs, will spearhead a State-wide campaign to extend the Saturday night closing hour from midnight to 2 a.m. The private clubs close 3 a.m. and are open all day on Sunday as well. Nitery ops will seek the aid of civic groups, labor unions and general public to bring pressure on the legislators to amend the State's antiquated Sunday closing law. Plans for the campaign were mapped out last week at a meeting.

Taxes Hit Drinkers

ATLANTIC CITY, Nov. 1.—High taxes were blamed last week for a 12 per cent drop in money spent on alcoholic beverages in New Jersey hotels, niteries, restaurants and taprooms this year, as compared with a similar period in 1951. This was reported at the opening session here at the Traymore Hotel of the United Licensed Beverage Association of New Jersey.

Conn. Theater Sold

WATERBURY, Conn., Nov. 1.—The Loew-Pols New England Theaters, Inc., have sold the Strand Theater to the Murray Seldin Associates, Inc. Purchase price was not revealed but it is understood to be in excess of \$143,000. The theater, a 1,400-seater was built in 1913 by William Fox, has been dark for the past year.

any theater located in a town of 300,000 population or over.

Big Shows
Shows will carry 35 or 40 people and will run about an hour. Sennes feels that if plan is successful, he'll be able to give acts 35 to 45 weeks a year.

Meanwhile, Sennes will put his "Peep Show" package into the Warner Earle, Philadelphia opening November 13. There is a possibility that he'll make a deal with a major theater chain which has evidenced interest in his plan to open houses now doing little business or shuttered and eating up dough with nothing coming in.

Politics Hurt Stem Combos

NEW YORK, Nov. 1.—The final days of the election campaign, with big rallies at Madison Square Garden and elsewhere, took their toll at the Stem box office.

Radio City Music Hall (5,845 seats; last month's average, \$132,000) wound up its four-weeker with \$111,000 for "Because You're Mine." Will Mahoney plus its elaborate stageshow. Previous week's take was \$125,000. New bill has "Happy Times," plus Renald and Rudy and Jay Marshall.

The Roxy (5,886 seats; last month's average, \$80,800) sank way down to \$68,000 for its second week of "The Thief," plus Jerry Colonna and Johnny Johnston. Previous week and opener was a terrific \$93,000.

Paramount (3,664 seats; last month's average \$64,000) took in a fair \$67,000 for its initial frame with Duke Ellington, Howell and Bowser, and "Springfield Rifle."

Palace (1,650 seats; last month's average, \$21,000) went up slightly to \$22,700 for an eight-act bill plus "Assignment—Paris." New bill has another eight-act set-up.

Philly Cafes Seek New Closing Law

PHILADELPHIA, Nov. 1.—The Cafe Men's Association, facing serious competition from the private membership clubs, will spearhead a State-wide campaign to extend the Saturday night closing hour from midnight to 2 a.m. The private clubs close 3 a.m. and are open all day on Sunday as well. Nitery ops will seek the aid of civic groups, labor unions and general public to bring pressure on the legislators to amend the State's antiquated Sunday closing law. Plans for the campaign were mapped out last week at a meeting.

Assistant commercial manager of WQXR, New York. . . . P. C. Huelmstael, formerly with Wisper and Welsman Theaters, Detroit, appointed veep in charge of network operations for Universal Broadcasting Service, Inc., Boston. . . . H. H. Dobbereisen, veep and director of media for Benton & Bowles, Inc., for Jimmy Wakely on the Sunday evening show for Bristol-Myers. The Wakely show has been on the past 14 years, has joined Foote, Cone & Belding, New York, as veep in charge of media. Cecil Green, formerly manager of WHKK, Akron, O., appointed manager of WATG, Ashland, O. . . . Everett Seltzer, ex-WONS, Hartford, staffer, has joined WCCC, Hartford, as merchandising manager, a newly-created position. . . . Cy Kaplan, at one time Midwestern sales exec for World Broadcasting System, has been named sales manager of WONS, Hartford, Conn.

A Special Section Commemorating
the 20th Anniversary of Chicago's

CHEZ PAREE



Chez Paree's Parade of Stars

By BILL SMITH

NEW YORK, Nov. 1 — Any night club that can stay in business for 20 years deserves some extra bows. The years have gone by swiftly, and during their passing, the Chez Paree, probably the top club in the Midwest and certainly the top one in the Chicago area, has played the biggest and the best.

A respectable number of present day headliners got their first jobs at the Chez. Some of them, like Martha Raye, didn't know how to come on or how to walk off. Others like Tony Martin saw singers come and go, while he was a sideman with Tom Guerin's band, occasionally being allowed to do a vocal.

Back in 1932 when the Chez first opened its doors, a top show could be put together with a headliner that seldom exceeded \$4,000. As a matter of fact, when the Chez started it used territorial acts, and it wasn't until it was in business for six months or so that it began using names. Its first name bill headlined Sophie Tucker, who came in for \$2,500. On the bill with her were June McCloy, Jay Mills, The Rodlans, Mildred Tolle, Lorraine Tunler, Phil Porterfield and Carol Cook. The whole show, including the band and the line, probably didn't exceed \$4,000.

But Miss Tucker, who subsequently played the Chez practically every year, was already a star. There were many smaller acts who came in for little money and later zoomed to fame.

Judy Garland

Back in July, 1934, George Jessel, then working the Oriental Theater, asked Sam Bramson of the William Morris Chicago office (he's now in the New York office, head of the cafe department) to audition a fem trio for the Chez. Bramson listened to them, liked them and put them into the club. But after four days it was discovered that one of the gals was about 10 years old and, fearing license trouble, the club let the act out. The gals were billed as the Gumm Sisters. The 10-year-old moppet was Judy Garland. A year or so earlier a bill head-

lined by Harry Richman, who incidentally was a tremendous favorite, had a girl singer with a big mouth and a big voice. The gal, however, was strictly an amateur getting a little over \$100 a week and that thru a favor. The singer didn't know how to get on or get off. Her name was Martha Raye, tho it was then spelled Rae. Willie Shore, strictly a neighborhood comic with a pair of crazy feet, got his big chance at the Chez. Out of there he started to climb.

Fields—Sealey

In the latter part of 1936 Benny Fields and Blossom Sealey were working and laying off in and around Chicago—more of the former than the latter. Bramson, who by then was the Chez exclusive booker, argued with the club management until 6 a.m. to put in Fields for \$350. The management wouldn't go above \$200. A deal was finally made. From the Chez, Fields jumped into the top dough.

Edgar Bergen

A ventriloquist worked the Chez in April, 1936, on a bill headlined by Harry Richman. The show included Eddie Garr, Tommy Martin, Andrea Marsh, Betty Keene (doing a single hoofing act), Edna Sedgewick, Florence Hope and John Wells. The ventriloquist was just another act on the bill, tho he got \$450. His name was Edgar Bergen.

In the summer of 1937 a tall, red-headed comic tried his first cafe date here. Up to then he had played only theaters. But after a week at the Chez, he begged to be let out. The audience wasn't reacting and he was unhappy. He's never played a night club since, tho he's made it in other branches of showbiz. The tall guy's handle was Red Skelton.

In the early winter of 1938 Bramson put in another three-girl singing act. They were older than the Gumm kids, but they didn't know their way around a stage. They couldn't move, walk on or walk off without falling over themselves. But they could sing. This was the first cafe date of the Andrews Sisters. The bill was headlined by Lou Holtz.

In August, 1940, Bramson put on a kid for \$750 in a bill topped by Emil Coleman (bands were big then), Kitty Carlisle, Jack Cole and Eddie Peabody. The kid was good. In fact he was so good that Bramson tried to get Joey Jacobson, the then current op, to issue an option for the following year for \$1,250. Jacobson refused; \$750 was his top figure. The kid went to New York, and then got a show, "Lady in the Dark." The kid was Danny Kaye.

Carmen Miranda's first cafe job was at the Chez. She was bought from the Shuberts who brought her to America. The gal couldn't speak a word of English, except that she could count her salary—\$1,750.

Tony Martin had been working at the Chez for some time but not as a singer, tho he did occasional vocals with the Tom Guerin band in which he played the clarinet. It was Harry Richman who got him to sing at the Chez, more often, and he got his first date as a single in December, 1942.

Danny Thomas, a fixture at the 5100 Club, got his first Chez date in October, 1945, for \$750. It was out of there that he moved to La Martinique, New York, and on up.

List of Stars

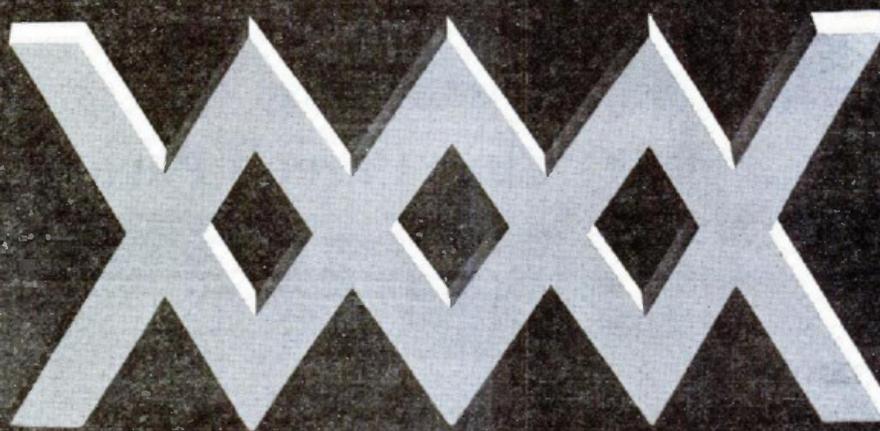
The list stretches on and on. Martin and Lewis got their first Chi date at the Chez for \$2,250. Frances Langford's first club job was at the Chez for \$200. Betty Hutton was first seen in Chicago at the Chez where she was a band singer with the Vincent Lopez ork. Helen Morgan's last cafe appearance before she passed away was at the Chez. June Preisser as part of the Preisser Sisters was caught at the Chez. Phil Harris, vocalist with Ben Bernie, was also on the bill. Milton Berle's first Chi cafe date was at the Chez in February, 1936, for \$3,500. A lad, stooging for him on the same bill, was Jack Gifford.

Twenty years is a long time. Showbiz has changed a lot. But during all those years, the Chez has remained as one of the key spots in the United States. Chicago wouldn't be the same without the Chez Paree.

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Operating The Chez Paree

Managing a top night spot is a many-sided job. The four owners of the Chez Paree have solved the problem in a unique

manner. Each supervises that phase best suited to his respective talents. Here's how it's done:

Business Department

By JAY SCHATZ

EMPLOYING an average of 225 persons represented by six unions, and facing the peculiar problems of the entertainment field, the business department of the Chez Paree has been a busy, forward-looking operation thruout the past two decades.

While it resembles a large business firm in the size of its staff and the scope of its activities, the Chez Paree differs from most companies in several important respects. One of the most obvious differences is the nature of the work day. The office is manned at all times of the day and night, most members of the concern's business staff go to work late in the evening and finish their tasks just before dawn.

Like any first-line night club, the Chez must deal with the problem of constant costs in the face of fluctuating revenue.

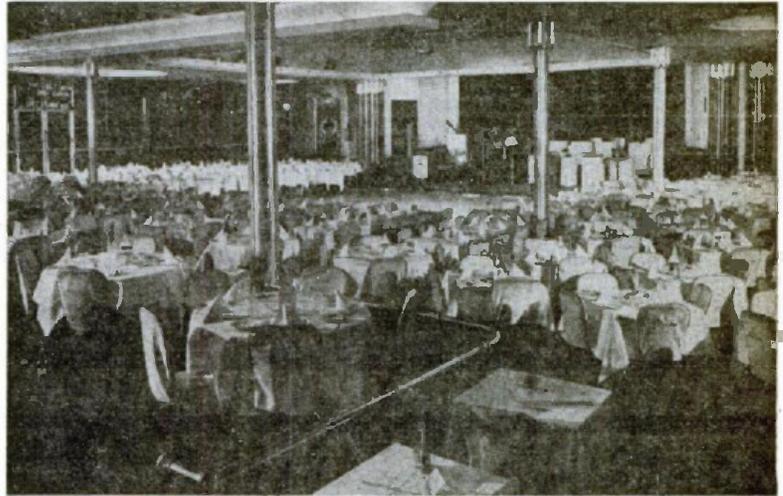
The costs remain the same because maximum business may be done on any night and a full quota of employees and supplies must always be on hand.

Yet the maximum trade does not come every night, and it is difficult to predict when it will prevail. One variable results from the fact

that some shows draw more than others. Another is based on the existence of three generally slow periods each year, one encompassing the few weeks before Christmas, one during Lent and one in the late summer.

The Chez Paree's business staff handles this problem in two ways. First, every effort is made to have the very best shows during the seasons of the year which tend to be slack. Second, a sales organization has been established to fill the dips in business by contracting with industrial firms, charitable organizations and other groups for special events during the slow periods. These affairs may be large luncheons in the spacious dining room during the day, or group attendance at the regular nightly shows.

Another special service is provided for companies and for individuals to whom entertaining is an important phase of their businesses. Aware of current tax problems, the Chez has embarked on a large scale credit card program, thus enabling patrons to show proof of these business expenses in their annual contacts with the Bureau of Internal Revenue.



The Chez Paree Dining Room as it looks to patrons today.

Gold Key Club

By DON MEDLEVINE

WHEN a member turns his special key in the lock of a padded door at the rear of the main dining room, he gains access to a refuge of relative informality known as the Gold Key Club in the hustle and bustle of the glittering Chez Paree.

Members of the club are carefully selected on the basis of reputation and background. There are no dues, but a \$100 deposit is made by each. This is refundable at the option of the member or the management.

Each member receives a solid gold door key with his name engraved on it. It admits him to a quiet oasis with plush furnishings and subtle pinpoint lighting where special food and drink tempt the palate.

If he has already seen the show in the main dining room or has only a few moments to spend, he can drop into the club for a chat with the celebrities who make it their rendezvous.

The Gold Key Club also is a convenient spot for entertaining guests in style. The rules provide that the visitors must accompany the member.

And on special occasions like birthdays or wedding anniversaries, member can make advance arrangements for exclusive use of the club during part of an evening.

The Gold Key Club is another of the unique services that place the Chez Paree at the top of its field during this, its twentieth anniversary year.

markets for the finest vlands and beverages.

All prime beef is carefully selected by Lenie DeMartino, the dynamic young woman, who is in charge of ordering 250 varieties of foods and scores of liquors for the Chez Paree's kitchens and wine cellars. The meat is purchased in strips and, on arrival, sent to the club's own buteher shop in the basement to be aged and cut for cooking. Then it goes to the kitchen where Chef Jack Clark and his staff are ready to prepare it with the finesse that comes from creative imagination and years of experience.

The Chez Paree reaches out to every part of the country to bring its famous foods to the shores of Lake Michigan. Lobster and fresh fish are flown in from the East Coast; vegetables in season are rushed fresh from fields, and Chicago's own famous stock yards supply the matchless meats.

The most modern food storage facilities are ready to receive the continuous flow of commodities that go to make up the menu. Three walk-in coolers behind the kitchens and three more in the basement are depositories for perishables. Items that do not require refrigeration are kept in dry, pestless storerooms, ready to supply the cooks with their needs.

The Chez's wine vault in the basement is a treasure house of fine liquors, whiskies, gins, brandies, rums, champagnes and other wines.

Booking the Talent

By DAVE HALPER

FROM Sophie Tucker's opening night show in 1932 to the same grand lady's current 20th anniversary performance, big name entertainment has been the keystone of the Chez Paree's perennial popularity.

The Chez's guests have learned to expect nothing but the finest attractions, and that is exactly what they see in every show.

Over the years, comedians have been the most popular featured attractions at the Chez Paree. But every show has to balance among at least the three basic ingredients in a Chez extravaganza, comedy, singing and dancing. So if a comedian tops the bill, he is supported by a vocalist and a dancing act, either team or soloist. A variety of other specialized numbers are also used. There is but one fixture in every show, the prancing pulchritude of the Adorables.

Most acts are channeled to the Chez thru the big booking agencies. But in the case of some of the most famous stars, there is no substitute for personal contact. Some of the greatest names in show business have played the Chez out of friendship and sentiment when they could have been in Hollywood or on television carrying home gold in wheelbarrows.

The names that have made the Chez Paree the headquarters of the greatest in entertainment speak for themselves. And they've never spoken more convincingly than they do in this anniversary year. Here are the stars who have preceded Sophie Tucker on the Chez stage during 1932: Jane Froman, Frank Sinatra, Jimmy Durante, Joe E. Lewis, Dean Martin and Jerry Lewis, Milton Berle, Johnnie Ray, Jack Carter and Danny Thomas.

Doing the Buying

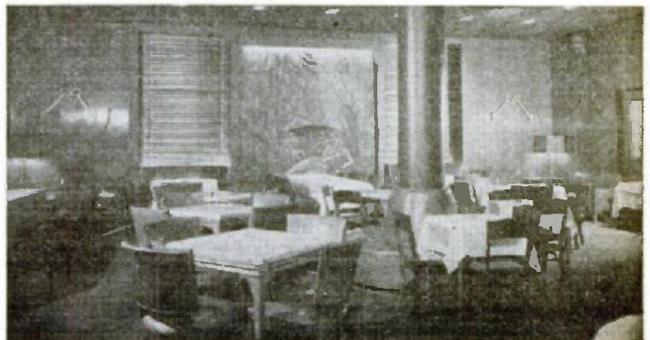
By AL KAISER

MULTIPLY the problems and the achievements of a conscientious housewife by about 1,000 and you'll have an idea of the job that has been done day after day for the past 20 years by the purchasing department of the Chez Paree.

Like a homemaker to whom one flaw in the food or drink she serves is one too many, the Chez is constantly engaged in scannin-



The Chez lobby on opening night 20 years ago.



The Gold Key Club is a new, quiet oasis.

All Star Revue—NBC-TV



All Star Revue—NBC-TV

All Star Revue—NBC-TV

We grew up together—
the Chez and Me

US TOO—

- EDDIE JACKSON
- JULES BUFFANO
- JACK ROTH
- CANDY CANDIDO

MANAGEMENT: WILLIAM MORRIS AGENCY

All Star Revue—NBC-TV

1932



1952

20 YEARS OF CHEZ PAREE SHOWS

Year by year, here are the 275 different shows that have played the Chez Paree. Asterisks (*) denote acts which changed during the course of the show's run. First name on each bill denotes the headliner.

1932 ★★★★★★

Nov. 29-Dec. 31
Sophie Tucker, June McCloy, Jay Mills, The Rodians, Mildred Tolle, Lorraine Tunler, Phil Porterfield, Carol Cook.

1933 ★★★★★★

Jan. 1-Jan. 31
Sophie Tucker, The Rodians, Stanley Twins, Ross McLain, Ben Omar, Mildred Tolle.



JIMMY DURANTE

(First Chez Paree Engagement) Jimmy Durante (the original) is leading the reshaped floor-bill edition and on opening "night" (Saturday morning) stepped on for 32 minutes and had to beg off. Jimmy is still holding his own with the night clubbers despite the fact that it's his first club date in six years. His new set spouts with new gags and complex. Use the girl line to decorate a couple of his turns and repeats such old faves as "Ink-a-Dink" and "Won't Be With You When You Are Far Away?" The schmozzola personality is still tops.

The Billboard
May 15, 1937

Feb. 1-March 7
Frances Williams, George Tapps, Henry Dunn, John Abbott, Gomez-Winona, Collette Sisters, Libby Tearn, Helen Wehlike.

March 8-April 12
Frances Williams, Slatter and Rose, John and Edna Torrence, Ella Logan, Henry Dunn, Jimmy Rae, Genevieve Tighe, Francis Stephens, Pauline Belleau.

April 13-May 20
Harry Richman, Frances Faye, Florence and Alvarez, Al Menkins, Rose Marie Deering, Genevieve Tighe.

May 21-June 23
Harry Richman, the Albee Sisters, Florence and Alvarez, Frances Langford, Florence Vestoff, Violet Love, Bobby Bixler, Rose Marie Deering, Jean Goodner, Collette Sisters.

June 27-Aug. 1
Helen Morgan, George Price, Enrico and Novello, Baron and Brady, Sis and Buddy Rogers, Lorraine Manners, Jimmy Haydreas, Frances Langford.

Aug. 2-Sept. 8
Harry Richman, Antonio and R. DeMarco, Martha Rae, Henry Dunn, Jimmy Haydreas, Eleanor Tennis.

Sept. 7-Oct. 5
Yacht Club Boys, Antonio and R. DeMarco, Vivian Fae, Frances Langford, Ina Rae.

Oct. 6-Nov. 11
Harry Richman, Sheila Barrett, Aber Twins, Frances Langford, Ina Rae, Mathea Merryfield, Rose Marie Deering.

Nov. 12-Dec. 20
Harry Richman, Geni-DeQuinn and Lewis, Sheila Barrett, Pearl Twins, E. and J. Vernon, Eunice Healy, Larry Adler, Mathea Merryfield.

1934 ★★★★★★

Dec. 21, 1933-Jan. 18
Harry Richman, Tess Gardella, Janette Reade, Rodian and Rima, Rene and Rathburn, Edna Sedgewick, Holly Harris.

Jan. 19-Feb. 22
Yacht Club Boys, Gomez-Winona, Dorothy Crooker, Sally Gay, Jimmy Haydreas.

Feb. 23-March 31
Sheila Barrett, Deering, Davis and Brooks, Jack Waldron, Martha Rae, Barbara Blane, The Casinos, Freddie Bernard.

April 1-May 9
Ray Bolger, Fontana and Carpenter, Gus Van, Doris Roche, Barbara Blane, Barbara McDonald.

May 10-June 14

Morton Downey, Tick Tock Girls, Gus Van, Maurice and Cardoba, R. McLennan, Sam Walsh, Emille Van Loesen, Tie Tina, I. Lazar.

June 15-July 19

Veloz-Yolanda, Lita Grey Chaplin, Eddie Garr, Peter Higgins, Lucille Page, Buddie Howe, Duke Norman, Nina Laughlin.

Feb. 14-March 19
Milton Berle, Sylvia Froos, The Theodores, The Biltmorettes, Wall and Verdny Stapleton, Jack Gilford, John Wells, Terry Lawler.

March 20-April 8
Helen Morgan, Guy Van, Paul Draper, Adair and Richards, Mickey Braatz, John Wells.

April 10-May 28
Harry Richman, Eddie Garr, D. I'Vons, Edgar Bergen, Tommy Martin, Andrea Marsh, Betty Kean, Edna Sedgewick, Florence Kopf, John Wells.

May 29-July 16
Yacht Club Boys, Paul Draper, Sheila Barrett, Cardini, Ella Logan, Lois Ravel, Edna Sedgewick, Bill Steele, Hacker and Seidel.

July 17-Sept. 17
Ramon and Renita, The Hartmanns, Sims and Bailey, Joe Lewis, Gloria Gilbert, Hal Sherman, Edgar Bergen, The Ashburns, Readinger Twins, Rex Weber, Edna Janis, Bill Steele.

Sept. 18-Nov. 5
Jimmy Savo, Lillian Roth, Georges Metza, Wiela Goodelle, Stuart Morgan, Frazee Sisters, Readinger Twins, Betty Bruce, Bernice Hagin, Bob Hannon.

Nov. 16-Dec. 24
Benny Fields, Barto Mann, Ames and Arno, Josephine Houston, Ruth Petty, Nick Long Jr., Eunice Healy.

1937 ★★★★★★

Dec. 25, 1936-Feb. 11
Morton Downey, Everett Marshall, Jerry Lester, Ella Logan, Mabel Todd, Ruth Petty, Harris and Shore, Bill and Beverly Bemis, Emily Von Loesen.

Feb. 12-April 8
Gertrude Niesen, Bert Frohman, Paul Sydel, Don Cummings, Edgar Bergen, Marion Butler, Sanchi and Buckley, Edna Sedgewick, Mariam Verne, John Beek.

April 9-May 24
Jimmy Durante, Cross and Dunn, Wint Shaw, Barbara Parks, Minor and Root, Marlora, Jack Williams, Thorne and White, Norm Ruvel, Flori Andre, John and Edna Torrence.



ry Richman, Harrison and Fisher, Andrews Sisters, Judy Starr, Cherry and June Preisser, Duke McHale, Jean Monn, Dorothy Colt, Clark Dennis, Don Houston, Lee Kelson, Mrs. Ewing (8 Russian Wolf Hounds).

April 14-June 2
Yacht Club Boys, Diamond Brothers, Morton Downey, Al Bernie, John and Edna Torrence, Barbara Blane, Marion Manners, Rosalind Marquis, Frazee Sisters, Louis De Pron, Hal Monte.

June 3-July 21
Helen Morgan, Cross and Dunn, Mary Raye and Naldi, Gloria Day, Kohl and Phillips, Francis, Hal Monte.

July 22-Sept. 13
Abe Lyman and Ork, Paul Draper, Ethel Shutta, Paul and Eva Reyes, Iris Wayne, Winifred Sealock, Gil Mershon.

Sept. 14-Nov. 2
Abe Lyman and Ork, Harry Richman, Dorothy Eden (6 Jitterbugs), Oxford Boys, Dolly Arden.

Nov. 3-Dec. 22
Jimmy Durante, Eddie Garr, California Varsity Eight, Maurice and Maryeo, Les Juvelys, Ruth Petty, Frazee Sisters, Lois Harper, Bands: Lou Breese, Don Orlando.

1939 ★★★★★★

Dec. 23, 1938-Feb. 9
Milton Berle, Gracie Barrie, Lucien and Ashour, Flor and Bob Robinson, Everett West, Paul Regan, Bands: Lou Breese, Don Orlando.

Feb. 10-March 30
Benny Fields, Helen Morgan, Paul Haakon, Harris and Shore, Everett West, Gloria Day, Wallace Askew, Bands: Russ Morgan, Don Orlando.

March 31-May 18
Cross and Dunn, Mary Raye and Naldi, Dangle and Porter, Wierc Brothers, Jack Duran, Adelaide Moffet, Key Taylor, Janis Williams, Bob Hannon, Bands: Russ Morgan, Don Orlando.

May 19-July 4
Lupe Veloz, Harriet Hoctor, Romo Vincent, Sterner Sisters, Vincent Lopez Ork with Betty Hutton, Don Orlando.

(Closed July 5, 1939, reopened August 31, 1939)

SOPHIE TUCKER

(First Chez Paree Engagement) Sophie Tucker, "Red-hot Mama," and her accompanist Ted Shapiro, as the headliners of its holiday show. Along with them there is a classy bill, including the Stanley Twins, Ben Omar, eccentric dancer, Ross McLean, vocalist, Mildred Tolle and the Rodion Adagio Trio, along with a good-looking and talented ballet and Ben Pollak's Orchestra.

The Billboard
January 7, 1933

Aug. 31-Oct. 19
Abe Lyman and Ork, Harry Richman, DeAngelo and Porter, Calstons, Harris and Shore, June Lorraine, Trilix Firsche, Bob Williams and Red Dust, Ruth Day, Royas Whirlwinds, Richard Nimerozy.

Oct. 20-Dec. 21
Abe Lyman and Ork, Joe E. Lewis, Tamara, Paul Haakon, Stapletons, Marie Montez, Bands: Lou Breese and David Cassella.

1940 ★★★★★★

Dec. 22, 1939-Feb. 8
Paul Draper, Gertrude Niesen, Romo Vincent, Albini, Kay Katye Kay, Bands: Lou Breese, Maurie Stein.

Feb. 9-March 28
Ray Bolger, Gertrude Nie-

sen, Ethel Shutta, Eddie Garr, Paul Gerritts, Sunny O'Dea, Ginger Harmon, Dale Evans, Bands: Maurie Stein, Lou Breese.

March 29-May 28
Lou Holtz, Sophie Tucker, Gertrude Niesen, Georges and Jaina, Beverly Roberts, Virginia Verrell, Oxford Boys, Everett West, Mimi Kellerman, Bands: Lou Breese, Don Orlando.

May 29-July 17
Harry Richman, Cobina Wright Jr., Dolores Anderson, Dean Murphy, Luciene and Ashour, Carole and Sherod, Bands: Lou Breese, Don Orlando.

July 18-Aug. 29
Ted Lewis and Ork, Stuart Morgan Dancers, Lillian Carmen, Geraldine Ross, George Church, Wallace Askey, Don Orlando.

Aug. 30-Oct. 17
Kitty Carlisle, Danny Kaye, Eddy Peabody, Jack Cole, Mary Ray and Naldi, Bobby May, Charlie Newman, Ben Beri, Madi and Ray, Collegians, Gloria Day, Darlene Walters, June Brooks, Bands: Emil Coleman, Don Orlando.

Oct. 18-Nov. 14
Carmen Miranda, Paul Draper, Lee Simms and Bailey, Peter Lind Hays, Robinson Twins, Bands: Emil Coleman, Don Orlando.

Nov. 15-Dec. 23
Joe E. Lewis, Tamara, Chandra Kaly, Bob Bromley, Robinson Twins, Bands: Emil Coleman, Don Orlando.

1941 ★★★★★★

Dec. 24, 1940-Feb. 8
Joe E. Lewis, Jane Froman, Arren and Brodricke, Consolo and Melba, Nicholas Brothers, Rufa Davis, Four Franks, Juvelys, Margery Day, Bands: Lou Breese, Don Orlando.

Feb. 9-March 27
Morton Downey, Frank Lilibuse, Parker Piper and 16 Commanders, Sterner Sisters, Bands: Lou Breese, Don Orlando.

March 28-May 15
Gertrude Niesen, Frank Lilibuse, Parker Piper and 16 Commanders, Jack Cole, Jimmy Rae, Bands: Lou Breese, Don Orlando.

May 16-July 3
John Boles, Jack Cole, Marianne, Judy Starr, Don Houston, Paul Whiteman, Don Orlando.

July 4-Aug. 19
Milton Berle, Wally Brown, Ben Yost Vikings, Jansleys, Raquel and Tarrifa, Carol Rhodes, Bill Gary, Bands: Boyd Raeburn, Bobby Ramos.

Aug. 24-Oct. 2
Carmen Amaya, Cross and Dunn, Sara Ann McCaule, Hollywood Blondes, Christine Forsythe, Bands: Boyd Raeburn, Bobby Ramos.

Oct. 3-Nov. 13
Joe E. Lewis, Franklyn D'Amore, Olga Cochio, Yelma Harris, Olsen and Shirley, Alice Kavan, Walter Cameryn, Bands: Lou Breese, Bobby Ramos.

Nov. 14-Dec. 23
Lou Holtz, Ethel Shutta, Max Willits, Woodle and Betty, Rossilanos, Lois Harper, Rica Martine, Walter Cameryn, Bobby Ramos, Bands: Lou Breese, Bobby Ramos.

1942 ★★★★★★

Dec. 4, 1941-Feb. 12
Lou Holtz, Tony Martin, Morton Downey, Willie Shore, Sibyl Bowen, Lew Hoffman, Raoul and Eva Reyes, Louis Lightower Trio, Callahan Sisters, Bands: Boyd Raeburn, Bobby Ramos.

May 25-July 1
Ted Lewis and Band, Moore and Revel, Sylvia Manon and Company, Ruth Terry, Van Lewis, Lydia Sue, Teddy Hale.

July 2-Aug. 19
Lou Holtz, Helen Morgan, George Tapps, Readinger Twins, Lillian Carmen, Rosemary Deering.

Aug. 20-Oct. 7
Paul Draper, Jimmy Savo, Belle Baker, Rex Stektion, Paul Gerritts, Jack Beckman, Carolyn Marsh, Corinna Mura, Helen Honan, Mildred Fenton, Barbara Parks, R. and Eva Reyes, Alice Cavan, Readinger Twins, B and B. Bemis.

Oct. 8-Dec. 23
Benny Fields, Gracie Barrie, Georges and Jaina, Paradise Catering Corporation, Merle Bergh, Dolly Arden, Sunny Rice, Janis Williams, Rosita Royce, Don Houston, George Ramsby.

1938 ★★★★★★

Dec. 24, 1937-Feb. 10
Harry Richman, Ella Logan, Grace and Nikko, Terry Lawler, Varsity Eight, Johnny Woods, Crane Twins, Gwen Lee-Jean Mona, Don Houston.

Feb. 11, 1938-April 14
Lou Holtz, Eddie Garr, Har-

JOE E. LEWIS

(First Chez Paree Engagement) Lewis has never been funnier and this room is made for him. Holds up the next-to-closing spot with talking satires of popular songs, kids with the acts and goes up introductions to hilarious proportions. While much of the stuff is of double-meaning caliber, it is entertaining all the way.

The Billboard
July 17, 1936





**Congratulations, Dave, to you and
your entire staff on your 20th Birth-
day. Here's wishing you 200 more...**

Danny

Thanks to Messrs. Halper, Schatz, Kaiser and Medlevine, the newspaper guys and gals and the customers (bless 'em) for 2 wonderful years.



JOHNNY MARTIN

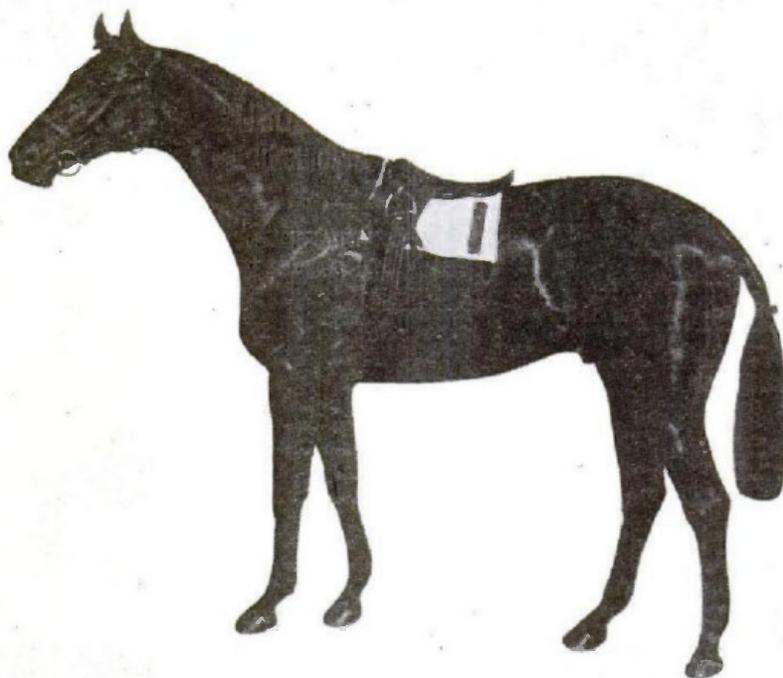
AMERICA'S
NEW YOUNG SINGING SENSATION

From The Billboard Review—Chex Parce, Chicago

"On the male side of the picture it is Johnny Martin, who does a top job handling the singing chores. Lad has developed into a strong contender for stardom."

Personal Management: David Branower • 20 E. Delaware • Chicago, Ill.

- Feb. 28-March 20
Lenny Kent, Adeline Nuce, Tanya and Beagi, Arden-Fletcher Productions, John Martin. Bands: Cee Davidson, Chiesta.
- March 21-April 16
Carol Bruce, Cy Reeves, Son and Sonny, Arden-Fletcher Productions, John Martin. Bands: Farnon, Chiesta.
- April 11-May 8
Helizapoppin' Ent., Norma Miller Dancers, John Martin. Bands: Farnon, Chiesta.
- May 9-May 22
Arthur Lee Simpkins, Harvey Stone, Carlos De Maltazzi, John Martin, Arden-Fletcher Productions. Bands: Farnon, Chuck.
- May 23-June 4
Jane Froman, Joel Gray, Larry Thompson, John Martin, Arden-Fletcher Productions. Bands: Farnon, Chiesta.
- June 5-June 14
Frank Sinatra, Sheels Minton, Pouré Merryman, John Martin, Arden-Fletcher Productions. Bands: Farnon, Chiesta.
- June 15-July 19
Jimmy Durante, Cover Girls, Elaine Carvell, Kathy Barr, Jessie Rosella, John Martin, Arden-Fletcher Productions. Bands: Levant, Chiesta, Garcia.
- July 20-Aug. 2
Joe E. Lewis, Polly Bergen, Consolo and Melba, John Martin, Arden-Fletcher Productions. Bands: Farnon, Garcia.
- Aug. 3-Aug. 16
Dean Martin and Jerry Lewis, John Martin, Arden-Fletcher Productions. Bands: Garcia, Farnon.
- Aug. 15-Aug. 30
Milton Berle, Leonard Sues, Sid Gary, Chubby Chuck Roe, Marco Marcello, Son and Sonny, De Lange and Shirley, Lily Ann Carol, John Martin, Donn Arden Productions. Bands: Garcia, Farnon.
- Aug. 31-Sept. 4
Condans and Brandow, Elaine Carvell, Minda Lang, Kenny Milton.
- Sept. 5-Sept. 18
Johnny Ray, Gary Morton, Bud and Cee Robinson, John Martin, Donn Arden Productions. Bands: Lucio Garcia, Brian Farman.
- Sept. 19-Oct. 16
Bill Falbo, Nancee Evans, Sue Scott, Jack Carter, Betty Reilly, Grace and Nicco.
- 1943 ★★★★★★★★**
Jan. 7-April 15
Joe E. Lewis, Bernie Parks, Paul Haakon, Nicco and Tanya, Betty Jane Smith, Ruth Bing, Bands: Lou Breeze, Lucio Garcia.
- April 16-June 10
Romo Vincent, Bob Evans, Connie Russell, Rosita and Deno, Estelle Sloan. Bands: Lou Breeze, Lucio Garcia.
- June 11-Aug. 5
Mitzi Green, Kathryn Dunham and Dancers, Jack Marshall, Evelyn Farney. Bands: Lou Breeze, Podsada.
- Aug. 6-Sept. 22
Harry Richman, Buster Shaver with Olive and George, Rosita Rios, Maclovia Ruix, Winak and Mae, Three Imaginators. Bands: Lou Breeze, Podsada.
- Sept. 24-Dec. 16
Gertrude Nissen, Dr. Marcus, Bob Evans, Arthur Blackell, Dick Buckley, Pops and Louie, Gomez and Beatrice, Carter and Kathel, Joan Barry. Bands: Lou Breeze, Podsada.
- 1944 ★★★★★★★★**
Dec. 17, 1943-March 9
Joe E. Lewis, The Barrys, Rose Marie, Jane Slater. Bands: Lou Breeze, Podsada.
- March 10-May 4
Jackie Miles, Cross and Dunn, Murtah Sisters, Bernice Parks, Hal Le Roy, Mary Raye and Naldi, Hudson Wonders, Bill Gary, Bands: Gay Claridge, Podsada.
- May 5-July 5
Sophie Tucker, Corday-Triano, Sandra Barrett, Patricia Bright, Paddy Cliff, Guy Cherney. Bands: Gay Claridge, Podsada.
- July 6-Aug. 2
Mitzi Green, Maurice Rocco, Corday-Triano, Benny Rubin, Barbara Perry. Bands: Gay Claridge, Podsada.
- Aug. 3-Sept. 4
Lena Horne, Senor Wences, Harger and Maye, Barbara Perry. Bands: Gay Claridge, Podsada.
- Sept. 5-Dec 6
Buddy Lester, Jane Froman, Barrys, D'IVons, Yvette, Wesson Brothers, Anita Martelli, Sandra Barrett, Susan Miller, Maureen Conner, Nikolai. Bands: Gay Claridge, Podsada.
- 1945 ★★★★★★★★**
Dec. 7, 1944-Jan. 23
Joe E. Lewis, Rose Marie, Pierre Dangelo and Vanya, Carol King. Bands: Gay Claridge, Jos. Kovats.
- Jan. 30-March 14
Zero Mostel, Pierre Dangelo and Vanya, Dolores Gray, Fanchon, Carol King, Betty Jane Smith. Bands: Gay Claridge, Jos. Kovats.
- March 15-May 2
Willie Shore, Donna Dae, Connie Russel, Dorese Midgley, Marian LaValle. Bands: Gay Claridge, Jos. Kovats.
- May 9-July 12
Sophie Tucker, Arthur Lee Simpkins, M. LaValle. Bands: Gay Claridge, Jos. Kovats.
- July 13-Sept. 3
Joe E. Lewis, Arthur Lee Simpkins, Marian LaValle, Gerardos, Anna Mae Fiedler. Bands: Gay Claridge, Jos. Kovats.
- Sept. 4-Oct. 1
Bob Evans, Jerry Lester, Cabot and Dresden, Dixie Roberts. Bands: Gay Claridge, Jos. Kovats.
- Oct. 2-Jan. 6
Danny Thomas, Cabot and Dresden, Gail Meredith, Dixie Roberts, Lynn Shirley. Bands: Gay Claridge, Jos. Kovats.
- 1946 ★★★★★★★★**
Jan. 7-Feb. 8
Frances Faye, Henry Youngman, Tommy Dix, Fred and Sally Hartwell, Lenny Gall. Bands: Jos. Kovats.
- Feb. 8-April 16
Tony Martin, Allan Jones, Skip Farrell, Di Gatanos, Jean Carroll, Dorothy Keller. Bands: Gay Claridge, Jos. Kovats.
- April 17-May 7
Ben Blue-Ben Lessey, Pattie Moore, Cappella and Patricia, Kay Vernon, Jane Matthews. Bands: Gay Claridge, Jos. Kovats.



Personal Management

JOE E. LEWIS

AUSTIN MACK
Starter

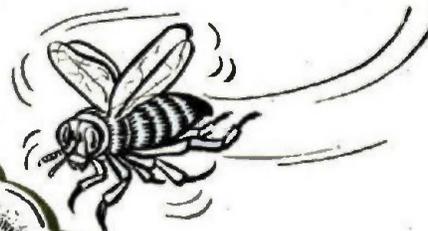
Everybody's "Buzzin'" about



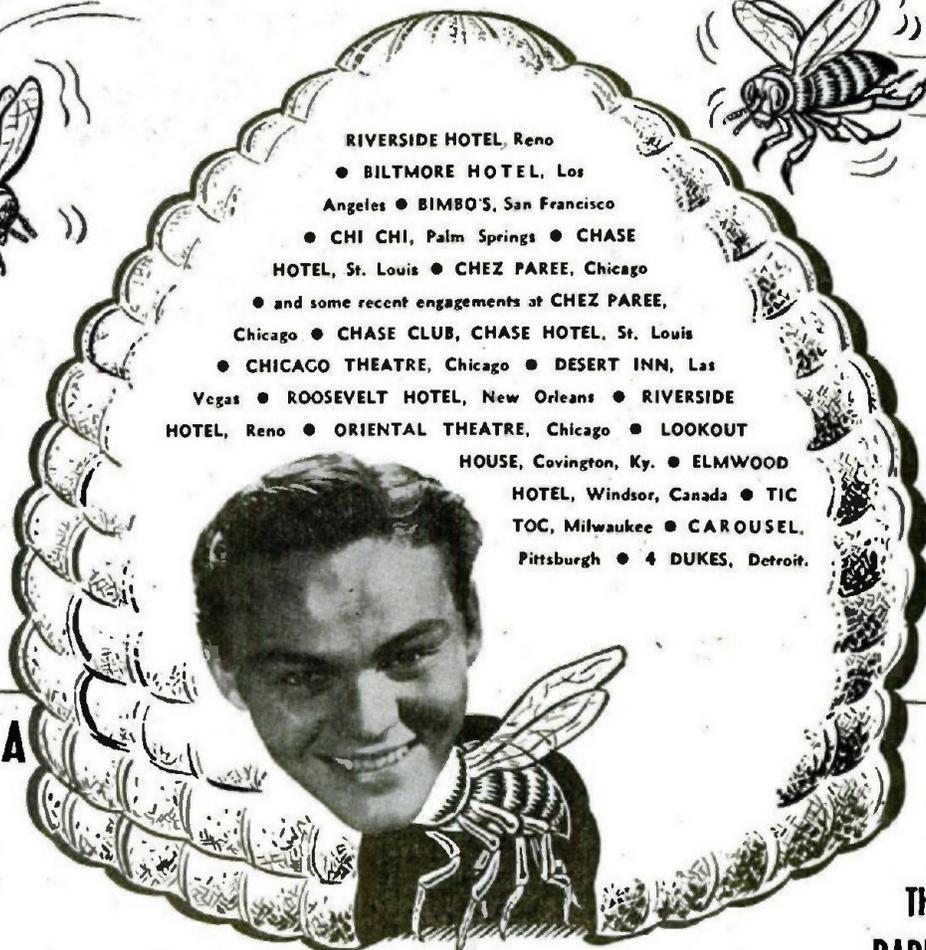
PAUL GILBERT

THE NEW "KING-BEE" OF COMEDY
NOT AVAILABLE UNTIL MAY 1st, 1953

Here's the Lineup Until May 1st



RIVERSIDE HOTEL, Reno
 ● BILTMORE HOTEL, Los Angeles ● BIMBO'S, San Francisco
 ● CHI CHI, Palm Springs ● CHASE HOTEL, St. Louis ● CHEZ PAREE, Chicago
 ● and some recent engagements at CHEZ PAREE, Chicago ● CHASE CLUB, CHASE HOTEL, St. Louis
 ● CHICAGO THEATRE, Chicago ● DESERT INN, Las Vegas ● ROOSEVELT HOTEL, New Orleans ● RIVERSIDE HOTEL, Reno ● ORIENTAL THEATRE, Chicago ● LOOKOUT HOUSE, Covington, Ky. ● ELMWOOD HOTEL, Windsor, Canada ● TIC TOC, Milwaukee ● CAROUSEL, Pittsburgh ● 4 DUKES, Detroit.



... AND A
GREAT
MUSICAL
COMEDY
FAVORITE...

MY VERY
BEST
WISHES TO
THE CHEZ
PAREE ON YOUR
20th Anniversary

Personal Management: DAVID BRANOWER

20 E. DELAWARE PLACE
CHICAGO, ILLINOIS

JACK EIGEN

THE CHEZ SHOW

Bringing you the nation's outstanding Night Club Radio program...

From the nation's oldest and finest Night Spot...

THE CHEZ PAREE

Congratulations to the entire staff of the Chez Paree on your 20th birthday.



THE CHEZ SHOW
11:15 P.M.-1:00 A.M.



NBC in Chicago
Tues. through Sun.



SKEETS MINTON and JIMMY MORTON

A PERENNIAL FAVORITE AT THE CHEZ PAREE

Thanks to Dave Halper and the entire staff—

BEST WISHES ON THE 20TH ANNIVERSARY OF AMERICA'S FINEST NIGHT CLUB...

Currently Starring in his own Show... "ALL ABOARD"... CBS-12:15-12:30 on Sundays

AGENT FOR TV
Lester Lewis Assoc.
11 East 45th St.
New York, N. Y.

GENERAL BOOKINGS
Frank Sennas
225 West 57th St.
New York, N. Y.

- May 8-June 13
Danny Thomas, Maurice Maryea, Marion Francis, Phyllis Claire, Bands: Gay Claridge, Jos. Kovats.
- June 14-Aug. 5
Joe E. Lewis, Consolo and Malin, Evelyn Brooks, Phyllis Claire, Bands: Gay Claridge, Jos. Kovats.
- Aug. 6-Oct. 7
Gracie Fields, Grace and Nicco, Jack Williams*, Beverly Allen*, Bill Baird*, Bands: Gay Claridge, Jos. Kovats.
- Oct. 8-Jan. 2, 1947
Sophie Tucker, Willie Shore, Bobbie Green, Patricia Adair*, Joann Whitney*, Bands: Gay Claridge, Jos. Kovats.
- Jan. 3-March 6
Tony Martin*, Hal Williams*, Jack Cole and Troupe, Pearl Bailey, Bob Evans*, June Edwards*, 3 Make Believes, Bands: Gay Claridge, Jos. Kovats.
- March 7-April 3
Eleanor Powell, Carl Ravazza, Larry Storch, Boy Foy, Bands: Gay Claridge, Don Chiesta.
- April 4-June 5
Lena Horne*, Luba Malina*, Paul Gray, De Marlos, Walter Long, Walter Sand, Bands: Don Davis*, Marty Gold*, Don Chiesta.
- June 6-Aug. 13
Danny Thomas, Rodrigues and Phyllis, Dorothy Porter*, Vickie Richards*, Mariam Lavelle, Bands: Marty Gold, Lou Brownie.
- Aug. 20-Sept. 17
Carmen Miranda, Galento and Leonardo, Hal Winters, Nick Long Jr., Bands: Marty Gold, Don Chiesta.
- Sept. 18-Nov. 25
Mitzie Green, Jackie Miles, Lander and Holland*, Toy and Wing*, Bobby Clark, Bands: Marty Gold, Don Chiesta.

1947 ★★★★★★

- Nov. 26, 1947-Feb. 14, 1948
Paul Draper*, Betty Bruce*, Dean Martin and Jerry Lewis, Paul Sydell, Jean Darling*, Kitty Kallen*, Bands: Marty Gold, Don Chiesta.
- Feb. 15-March 13
Ray Bolger, Beatrice Kraft, Larry Marvin*, Larry Brooks*, Eileen O'Dare, Bands: Marty Gold, Don Chiesta.
- March 13-April 22
Jack Cole, Jackie Green, Connie Haines*, Alice Tyrell*, Bands: Mart Gold, Don Chiesta.
- April 23-June 10
Willie Shore, Moore and Lessee, The Di Gatanos, Leo Diamond*, Dorothy Dorben Dancers, Bands: Marty Gold, Don Chiesta.
- June 12-July 8
Joe E. Lewis, Jane Harvey, Park and Clifford, Dorothy Dorben Dancers, Bands: Marty Gold, Don Chiesta.
- July 9-Sept. 2
Danny Thomas, Martha King*, Ann Hathaway*, Miss Danna*, Le Roy Brothers, Mage and Karr, Bands: Marty Gold, Don Chiesta.
- Sept. 3-Oct. 28
Sophie Tucker, Paul Gray, Faye and Gordon, Elsa Jayne, George Moore*, Diane Lure*, Dorothy Dorben Dancers, Bands: Marty Gold, Don Chiesta.
- Oct. 29-Dec. 23
Harvey Stone, Gracie Barrie, Vagabonds, Perry Franks and Jance, Bruce Neilson (Singer), Dorothy Dorben Dancers, Bands: Cee Davidson, Jack Rodriguez.

1948 ★★★★★★

- Dec. 24, 1948-Feb. 3
Ted Lewis, Costello Twins, Al Wallis, Dorothy Dorben Dancers, Bands: Cee Davidson, Jack Rodriguez.
- Feb. 4-Feb. 17
Carmen Miranda, Georgie Kaye*, Hoctor and Byrd, Val Setz*, Al Wallis, Dorothy Dorben, Bands: Cee Davidson, Jack Rodriguez.
- Feb. 18-March 31
Jack Cole, Mary Small, Joey Bishop, Jack Soo, Shyretos*, Al Wallis, Dorothy Dorben, Bands: Cee Davidson, Lino Frigo.
- April 1-May 12
Joe E. Lewis, Blair and Dean, Barry Sisters, Genevieve Dorn, Al Wallis, Dorothy Dorben, Bands: Cee Davidson, Lino Frigo.
- May 13-June 4
Tony Martin, Gene Baylor, Minor and Mignia, Pam Merzman, Al Wallis, Dorothy

- Dorben, Bands: Cee Davidson, Lino Frigo.
- June 5-June 30
Gertrude Niesen, Henry Youngman, Rudy Cardinas, Tommy and Jeanne Mahoney, Al Wallis, Dorothy Dorben, Bands: Cee Davidson, Lino Frigo.
- July 1-July 28
Billy Eckstine, Willie Shore, The Payees, Stan Kramer, Al Wallis, Dorothy Dorben, Bands: Cee Davidson, Lino Frigo.
- July 29-Aug. 25
Jackie Miles, Betty Bruce, Anita Martell, Al Wallis, Betty Riley, Dorothy Dorben, Bands: Cee Davidson, Lino Frigo.

- Aug. 26-Oct. 20
Danny Thomas, Fran Warren*, Judy Manners*, Maul Lawler*, Annette Olsen*, Ginger Kinney, Al Wallis, Dorothy Dorben, Bands: Cee Davidson, Monchita.
- Oct. 21-Nov. 17
Martha Raye*, Jan Murray*, Ben Yost Royal Guards, Susan Miller*, Rodriguez and Phyllis, Al Wallis, Dorothy Dorben, Bands: Cee Davidson, Monchita.
- Nov. 18-Dec. 23
Dean Martin and Jerry Lewis*, Mickey Sharp*, Four Step Brothers, Allen Sisters, Al Wallis, Dorothy Dorben, Bands: Cee Davidson, Monchita.

DONN ARDEN PRODUCTIONS

and the

CHEZ PAREE ADORABLES

offer their best wishes and congratulations to the Chez Paree on their 20th Birthday

DONN ARDEN

Producer of Shows

- for: Desert Inn, Las Vegas
- Chez Paree, Chicago
- Riviero, Ft. Lee, New Jersey
- Lido, Paris, France
- Teatro Nuovo, Milan, Italy

BRIAN FARNOM

Musical Director of the

CHEZ PAREE

Be sure to hear his latest MGM recording

"DANCING AT THE CHEZ"



Thanks to Dave Halper, Jay Schatz, Al Kaiser and Don Medavine for America's most pleasant Night Club Engagement.

Management: MUSIC CORPORATION OF AMERICA

THE ADORABLES

Costumes and Routines Have Changed, But Not Requisites To Be Chez Paree Adorable

By **DONN ARDEN**

MORE than 500 long-stemmed lassies have pranced the Chez Paree's spacious stage during the past 20 years, and it's my pleasant task to make sure the standard of beauty and talent they have established is maintained and elevated by the girls who now proudly bear the famous title of "Adorables."

As director of Donn Arden Productions in New York City, I supervise the terpsichorean lines of other leading theater-restaurants in every section of the country, as well as the Chez Paree Adorables. And I spend a lot of time in Paris producing the shows at the renowned Lido, as well as gleaning the latest Continental ideas in dancing for our routines at home. My choreographer, Bonnie Hunt, is in charge while I'm abroad, and she maintains the closest contact with the girls at all times. Bonnie has a particular affection for the Adorables, having been one of the Chez's shapely steppers herself a few years ago.

A line can be no better than the girls who comprise it, hence selection of its members is basic in building a troupe like the Adorables. We have card files that list hundreds of girls. Tabulated are each girl's weight, height, dimensions, clothing sizes, coloring, previous dancing experience and personality type.

Every girl must know how to dance when she comes to us and she must have a good education. To become an Adorable, she must measure at least five feet, six inches from heels to curls and possess the slender type of streamlines that have long embellished Chez shows.

More than half the girls we hire are college graduates. The Adorables have included in their ranks several school teachers, a graduate engineer, painters, dress designers and a girl who had written a book. There have been times when Chez patrons had the pleasant illusion of seeing double because the line was featuring identical twins. Many Adorables have come from Broadway or Hollywood. Some, too, have found the Chez stage a springboard to stage and screen careers.

Routine Details

Once the personnel has been chosen, we are ready to devise routines. They may be based on the season of the year, a trend in fashion of music, an excerpt from a current Broadway show, or some other idea that seems timely and fresh.

First step in setting the routine is selection and arrangement of music to suit our purposes. The problem of costumes is next. It's

solved when Billy Livingston designs and Mme. Bertha executes the garments that will glorify our gals. We have exclusive rights to all these costumes, and they cannot be duplicated elsewhere until our lines are thru with them.

With music and costuming ready, we proceed to the actual choreography, working in the lighting to add more glamour to the total effect of the routine.

Creation Grind

Thus do the wheels of creation grind about 30 times a year with the Adorables, since the Chez changes shows at least every two months and there are four routines in each extravaganza. Every time a new show is to be staged, Bonnie goes to Chicago and spends 10 days teaching the girls the routines. They rehearse from four to five hours daily and are on the go from 10 a.m. to 2 a.m. A Chez lass must keep in shape in more ways than one.

There are nine girls in the Adorables, eight of whom are on stage at a given time. Eight damsels have regular spots in each routine and the extra one is called the "swing girl." This versatile miss, currently Lynette Brown, has the challenging job of relieving each of the other girls on her day off, and must, therefore, know every part in each routine.

Another Adorable is also called upon for specialized talents. She's the captain of the line, who is in complete charge while Bonnie is away. As baby sitter to an octet of grown-up dolls, Abba Smith, the captain, must be a natural leader who commands the respect and the affection of her colleagues. Her duties range from making appointments for publicity pictures to administering a verbal spanking in case a girl is tardy when show time rolls around.

Special Training

The each Adorable is an accomplished performer when she joins us, she still has to learn our particular approach to night club dancing. We believe that modern dance forms can be brought to the stage of a club just as they are to the theater. Like other aspects of art, the dance is constantly changing, and a line must keep up with every new development in order to stay at the top of its field. Adherence to this dancing policy is the principal reason why Chez lines are world famous, and why to have been an "Adorable" is a mark of distinction that stamps any dancer as a qualified, seasoned, talented member of the dancing profession.

Thanks to CHEZ PAREE

for many wonderful engagements . . .

HAPPY ANNIVERSARY

May you have 120 years of health, happiness and continued success—

Sincerely,
Willie Shore



P.S.—Thanks to Hotel Last Frontier, Las Vegas; Ciro's, Hollywood; Mapes Hotel, Reno; Latin Quarter, N. Y., and William Morris Agency, personal representatives.

YUK-A-PUK
and
GOOD LUCK

Morey
Amsterdam

WINI SHAW

"The Lady in Red"



Thanks, Dave . . . and congratulations to you and your entire staff on this, your 20th anniversary. . .

Wini

Currently appearing at the country's finest Nite Spot . . . The Chez Parce.

Management: WM. MORRIS AGENCY

BOX SCORE OF CHEZ BOOKINGS

Name	Total No. of Bookings	Total No. of Days	Longest Length	Engagement Year
JOE E. LEWIS	14	770	105 days	1941
HARRY RICHMAN	12	671	112 days	1937-'38
SOPHIE TUCKER	10	619	87 days	1946-'47
GERTRUDE NIESEN	8	454	159 days	1939-'40
CROSS and DUNN	7	346	57 days	1935
PAUL DRAPER	7	321	81 days	1947-'48
MORTON DOWNEY	6	286	61 days	1941-'42
HELEN MORGAN	6	214	49 days	1938-'39
DANNY THOMAS	6	281	97 days	1945-'46
JACK COLE	5	281	98 days	1941
JIMMY DURANTE	5	201	50 days	1938
BENNY FIELDS	5	237	82 days	1937
JACKIE MILES	5	231	69 days	1947
LOU HOLTZ	4	135	49 days	1940
TED LEWIS	4	262	89 days	1941-'42
DEAN MARTIN				
JERRY LEWIS	4	138	43 days	1940
TONY MARTIN	4	150	61 days	1947-'48
WILLIE SHORE	4	143	61 days	1941-'42
YACHT CLUB BOYS	4	186	61 days	1941-'42
RAY BOLGER	4	142	49 days	1936-'38

The Eigen Show

By JACK EIGEN

FROM the time I haul my massive 132-pound physique up to the elevated podium on the south wall of the Chez Lounge until the evening's last barb has been planted, things are happy-happy for me at the Chez Parce.

The millions of WMAQ listeners from the Alleghenies to the Rockies, who tune in my nocturnal 105 minutes of celebrity interviews, telephone bouts with the unseen audience, and rapid repartee, don't have any more laughs than your Chicago, New York and Hollywood reporter.

When I first came to the Chez from Gotham's Copacabana a year ago, some Chicago auditors were a little nettled by my Broadway inflections. But the Chez and I have been making plenty of new friends, especially since I learned how to say "Chicawgo," instead of "Chicahgo," and to pronounce "Illinols" in the singular.

I like people and people like the Chez Parce. That's why I'm a contented commentator six nights a week when I meet and greet the clientele of the Chez Lounge. They range from stars of stage and screen to tourists from far off who have to see the Chez and the Chez Show when they visit Bagdad-by-the-lake.

Before the strains of "Jack, Jack, Jack" open the show, I table-hop thru the lounge swapping clipped comments with the celebrated and the celebrants. After I get on the air, my invaluable Girl Friday, Eileen Mack, takes up the task of finding out the names and interests of our guests.

Like the Chez Parce itself, the Chez Show is for everybody. No one is too big or too small for us. One night I even had two guests flanking me on the platform with a combined displacement of 830 pounds. Fortunately they didn't inhale at the same time. I might have been crushed to death.

Sitting Target

Of course, when you make yourself a sitting target for half a nation of listeners, you hear from a few who are, to stick to FCC regulations, unpleasant. The furious ones, who denounce me, get even more irate when I give them some soft answer like, "I'm glad you enjoy my show." When I get a little riled myself, I usually just advise the caller to switch to another station or go to bed.

With the Chez's gala 20th anniversary celebration under way, I'm looking forward to an even bigger year of quips with the vips, the ones who come in and the ones who call.

All in all, I do manage to have a ball.

Congratulations and Best Wishes on your 20th Anniversary

in appreciation for many enjoyable weeks . . .

Paul Gray



Eastern Rep.: Bill Kent
1270 Sixth Ave., New York, N. Y.

ESTELLE SLOAN



My very best wishes to my good friend Dave Halper and to the entire staff of the Chez on your 20th Anniversary . . .



Currently playing my 7th engagement at America's leading Night Club

Dynamic Singing Comedienne

BETTY REILLY

With Bill Russell on piano and Roy McNair on Bongo Drums



Congratulations to the Chez Parce and the entire staff on your 20th Anniversary.

Seen to be seen in Universal-International's "Because of You"



Management: MUSIC CORPORATION OF AMERICA

These are the things that are well worth doing!



Your ONCE-A-YEAR CONTRIBUTION TO THE
CHRISTMAS SALUTE
 PUTS YOU IN THE BIG LEAGUE IN THE *TB Battle*

Once a year, and only once, your WILL ROGERS MEMORIAL HOSPITAL comes to you with the request for funds to maintain the institution for the ensuing fifty-two weeks... And *this is it* for 1952-53.

That your hospital is worthy of support is proved by the success it has achieved in fighting TB... by the services it has rendered to your fellow man during the twenty-six years you've owned it.

Its enviable record of over 90% of cases CURED... its average per-case cost of almost HALF the National estimated average... *These are the things well worth*

doing! *Saving lives, preventing the spread, and healing the otherwise helpless. And this at no cost to the afflicted.*

These are the things *you* are doing through *your* hospital. Yes, if you have any kind of job in the amusement industry, or allied to it, you share this glory. You share the protection and the responsibility too.

So, sign the Christmas Salute Scroll where you work. Get others to do it too, and give a "dime, a dollar, or an endowment." The Christmas Salute is NOW ON—Give a lift in November and December.

Autograph
 THE SALUTE SCROLL
and give—
 "A DIME, A DOLLAR,
 OR AN ENDOWMENT"

It's Your Hospital You share the glory, the protection, and the responsibility.

Owned & operated by the amusement industry

Variety Clubs



WILL ROGERS MEMORIAL HOSPITAL

National Office: 1501 Broadway, Room 1309, New York 36, N. Y.

Saranac Lake

MUSIC

Columbia, at Peak Sales, Plots New Drive to Hype Expansion

Set-Up Has O'Boyle Heading Canada; T. Southard National Sales Manager

NEW YORK, Nov. 1.—The sales department of Columbia Records will undergo a series of important personnel shifts starting December 1. Paul Wexler, vice-president and director of sales and merchandising for the firm, explained that these changes were being made to strengthen further the sales department, and to implement the long-range expansion program of Columbia (The Billboard, September 13).

These exec re-shuffles indicate the big drive now underway by the diskery to enhance its present position in the field. Currently, one of the hottest labels in the business and the hottest in the pop field, Columbia is anxious not only to maintain its dominant status, but to expand still farther in the United States and Canada.

As an indication of the latter, the sales reorganization places a key sales division manager, Bill O'Boyle, in charge of the firm's Canadian distribution. Columbia will make an intensive effort to increase sales in this market.

Southard Up

Terry Southard, New York division manager for the label, will move up to the position of national sales manager for Columbia, relieving Wexler of some of the duties he has carried the past year. And the diskery has appointed another key exec, Bill Neilson, Chicago division manager, to be national sales manager

Columbia Runs 31% Over '51 For 3d Quarter

NEW YORK, Nov. 1.—Columbia Records, now scheduling an extensive sales re-alignment in line with new expansion moves (see separate story), has just racked up an outstanding third quarter. Based on royalty returns to publishers, the diskery's sales for the period ended September 30, were 31 per cent ahead of the previous quarter, and 22 per cent more than the third quarter of last year.

These figures are conservative. The Columbia quarter is all the more noteworthy in view of the fact that several outstanding Columbia disks were on tunes not cleared by the office of Harry Fox, publishers' agent and trustee. Examples are "You Belong to Me" and "Jambalaya." The former has sold to date about 650,000, a good part of these sales being within the period of the Columbia third quarter. The same is true of "Jambalaya," which has sold to date about 300,000.

The quarter has such strong Columbia disks as Rosemary Clooney's "Betch-A-Me," the Clooney-Marlene Dietrich waxing of "Too Old to Cut the Mustard," the Johnnie Ray disking of "Walkin' My Baby Back Home" and the Doris Day - Frankie Laine "Sugarbush."

Richmond Acquires Latin Tune, 'India'

NEW YORK, Nov. 1.—Publisher Howard S. Richmond has acquired the South American tune, "India," for exploitation in the English-speaking countries. Richmond, who beat out several publishers who were angling for the tune, acquired "India" from the firm of Fermata de Brazil. The tune is riding strongly in Brazil, and has scored well in Argentina, Paraguay and other Latin countries. The tune was composed by Jose Asuncion Flores. There is a Spanish lyric by Manuel Ortiz Guerrero, and a Portuguese lyric by Jose Fortuna.

for Okeh Records, Columbia's r.&b. label.

Okeh Records' distribution has recently been shifted, in about 20 cities, from Columbia distributors to indie distributors. Whether the appointment of Neilson indicates any change in the status of the Okeh label, or any additions to the present talent line-up, was not indicated.

Besides supervising Columbia's Canadian distribution, which is handled by Spartan of Canada, O'Boyle will also cover New York, New Jersey and Connecticut for the firm. An additional key exec shift places Stan Kavan,

now pop merchandising manager for the diskery, as general merchandising manager, in which job he will handle the firm's entire line.

Other Shifts

Other important personnel shifts will take place on December 1. George Hayes will take over as division manager for the Philadelphia, Washington, Baltimore and Richmond, Va., territory; Forrest Price becomes division manager for the Boston area, which includes upper New York State and New England. Giselle Weiss takes over as division manager.

(Continued on page 59)

Buddy Morris Buys 4 Star's 'Let Stars'

Purchase Ties in With Intent for Hillbilly Affil Soon; May Signpost Bigger Deal

NEW YORK, Nov. 1.—Buddy Morris, of E. H. Morris Music, completed a deal late this week to buy the tune "Don't Let the Stars Get in Your Eyes" from Bill MacCall, owner of the Four Star record label and its subsid, Four Star Music. The terms of the purchase were not available at press time.

The purchase of the song, which already is a hit in the country market and has garnered a number of strong pop disks, ties in with the known intent of Morris to expand his operation into the country field via the opening of a hillbilly affiliate in Nashville in the near future. Morris has been interested in acquiring the ditty for several weeks. Early last week Lee Eastman, Morris' attorney, flew to Hollywood to help in the negotiations.

The sale of the tune may be just the prelude to a much bigger deal between Morris and MacCall. It is reported that Morris is interested in buying the entire Four Star catalog. As a matter of fact, there are reports that the deal will include the Four Star Record Company as well. Should the former deal be consummated, it is probable that the music firm will be headquartered in Nashville.

"Don't Let the Stars Get in Your Eyes" was written by Sliih Willet and recorded by him for

Music Pluggers Seek New Pact

NEW YORK, Nov. 1.—Bob Miller, chief of the Professional Music Men, this week notified publishers that the contact men's union wishes to negotiate a new pact. Current terms expires December 31. Under a clause in the current pact, publishers must be notified 60 days before termination in the event the professional men wish to work out a new pact.

Miller will set up a schedule of conferences with publishers who are members of Music Publishers Protective Association, Broadcast Music, Inc., and Music Publishers Holding Corporation. The last named negotiates independently—not being members of either MPAA or BMI. The contact men have not stated what they hope to obtain via the new contract, but it is understood that the pension and welfare plans have now been written into the proposed pact. The current terms has been a four-year pact.

Miller, apropos the current employment situation, stated that the new publisher distribution system of the American Society of Composers, Authors and Publishers, which accents performances, has proved a boon. Employment has been upped thruout the country.

the label. It hit for immediate sales in Houston, where it is the top-selling hillbilly platter today. Fast coverage by Capitol with Skeets McDonald and Columbia's Ray Price have enabled the latter two to outdistance Willet in sales nationally. Strong country competition is also being offered by Johnnie and Jack on Victor and Decca's Red Foley to make it as heavily a recorded tune as the country field has seen in some time.

Pop Intruda

At the same time, pop labels have jumped in with top artists. Eileen Barton on Coral, Giselle MacKenzie on Capitol and Perry Como on Victor have all cut pop

(Continued on page 59)

'HIGH NOON' INTENSIFIED

Heavy Use of Tune on TV Revives Big Three Activity

NEW YORK, Nov. 1.—The Big Three's plugging activity, "with regard to the pop hit "High Noon," has taken an unusual pattern. This week, nearly five months after the release of the first batch of records—which included Frankie Laine, Tex Ritter, et al.—there are two new disk releases. These are Billy May on Capitol and Fred Waring on Decca. Both disks are instrumentals. One of the factors responsible for the renewed disking activity is the outstanding television acceptance the tune has been getting. During approximately the past month, the tune has been getting a flock of special uses on top TV programs on all networks.

The tune, of course, lends itself to special treatment, and the TV programs have been giving it just that—the plugs lasting as much as 12 and 14 minutes and involv-

LP 'Binaural' Introduced

NEW YORK, Nov. 1.—Atlantic Records, L.die jazz and r.&b. firm, introduced the first commercial LP "binaural" waxing at the Audio Fair here this week. Binaural, or "two-ear" recording, is a relatively new disk process developed about three years ago.

Atlantic's initial LP under the new process is a 12-inch platter of New Orleans jazz, featuring Wilbur deParis and his Rampart Street Ramblers. This jazz set is being issued on both conventional and binaural LP's. Atlantic intends to issue certain waxings that are suitable for the new recording process, on binaural as well as standard LP's. List for the Atlantic binaural sets runs \$5.95.

DIZZIE GETS G, CAN ONLY HIT E

ROCHESTER, N. Y., Nov. 1.—Dizzie Gillespie was awarded \$1,000 by Federal Court here Tuesday (28) for damages sustained in a 1948 accident. He was hit by a car while riding a bicycle.

Gillespie claimed his earning powers were reduced as a result of the accident. He contended that he could no longer play the notes required of a bebop artist. Before the accident, he could easily hit high B flat over C. Since the accident, he declared, he could only reach high E, and that with considerable pain and dizziness.

Decca Will Not Switch 45's to Extended Play

NEW YORK, Nov. 1.—Milton Rackmil, president of Decca Records, this week stressed that the firm had no present intention of converting its 45 r.p.m. album catalog to extended play. Before leaving on a business trip to Europe Tuesday (28), he also said the diskery plans no reduction in the price of its 45 r.p.m. package merchandise.

The statement from the Decca topper, re-stating a position taken in September, was made in answer to numerous requests for clarification from dealers. With RCA Victor and Columbia EP's now moving out in quantity to retail outlets, dealers apparently wanted reassurance that Decca would not spring the new disks without warning.

Rackmil declared: "If, at any time in the future, we should plan any change in our policy concerning this situation, our dealers will be given 30 days' notice prior to our effecting such a change."

Most recent convert to EP is

(Continued on page 59)

Big Three to Print Melody Parts on Pops

NEW YORK, Nov. 1.—The Big Three has come up with a new sheet music wrinkle designed to help the dealer move more copies. Melody parts for B-flat trumpet, clarinet, tenor sax, and E-flat alto sax, are reproduced on the back cover of the sheet music copy of current song hits, in place of the usual house advertisement. First Big Three sheet music to carry the innovation is the Feist hit "Because You're Mine."

The addition of melody parts is not new for sheet music, and has been tried and abandoned by various firms over the years, the Big Three believes that their move will prove effective. It is difficult for youngsters who want to play pop ditties, to get melody parts for them. Most books or folios contain only popular standards, and not the current hits. Charles Hansen Music does publish inexpensive folios, with melody parts of current hits, but these are usually only from the smaller publishers, and not the large firms. This way the Big Three believe the wrinkle will move copies.

The Big Three will put out melody parts on the back of all important new movie and popular tunes—the ones that have the earmarks of a hit. They will not publish melody parts on revivals or pop standards, as these can usually be found in their standard folios. Therefore, their standard folio should not be affected by the new move.

Metopera Is Sued for 85G By Paris Firm

NEW YORK, Nov. 1.—The Metropolitan Opera Association faces an \$85,000 suit in Federal Court here brought by a French music publishing firm that charges the Met has not paid them for usage of their scores since 1939.

The plaintiffs are Andre Chevrier and Andre Lerol, who do business in Paris under the name of Editions Chouders. They claim to have been furnishing the Met with scores and other material since 1903. Among the scores mentioned in the suit are "Carmen," "Faust," and "Romeo and Juliet." The complaint asks for \$10,000 for the rental value since 1939, \$25,000 for return of the material, \$25,000 for the Met's refusal to return property which the plaintiffs claim is rightfully theirs, and \$25,000 for violating the terms of the contract and using the scores for recordings.

Savoy to Issue Flock of Jazz

NEW YORK, Nov. 1.—Savoy Records, r.&b. and hot jazz indie, will issue a flock of LP records next week featuring jazz, Dixieland and pop artists. Marion McPartland will be featured on a new set in the firm's "Jazz at Storyville" series, and Pee Wee Russell will be starred on another release in the series. Two new album sets will also be released.

(Continued on page 59)

Entré Equals Entree, Columbia's Low Price LP

NEW YORK, Nov. 1.—About four weeks ago The Billboard ran a story on the new Columbia low-priced LP line, Entree Records. Some of our readers wanted to know if we had misspelled the label's name, citing entree as two "e's." And Columbia Records, which concocted the trade word Entree, (with only one final "e"), wanted to know why we had left off the accent (accent "aigue," according to the French), which Columbia has placed over the final "E."

Due to printing limitations The Billboard does not find it feasible to use accent marks. But in order to show dealers that we did not err in spelling Entree, and to show Columbia that we too know what an accent "aigue" is, The Billboard had a special plate made for the head of this story, displaying Entree with an accent. Look at it carefully please, for the next time we use an accent, it will be for our French edition exclusively.

Western Band Biz Given Double Bump

Air Force Clamp on Free Trips East For Gratis Shows, BE Cut Hurt Trade

HOLLYWOOD, Nov. 1.—The big band business on the Coast hit two bad bumps this week when the Army Air Corps notified bookers that chances for bands getting free rides for free shows and dance dates were again temporarily detoured, and Brisk Enterprises, the recently formed block-booking combine, decided to cut down its activities.

The air force ukase adds another crimp to the possibility of bands touring the sparsely dotted Western States ballroom area. While the AAF directive stated that the cut-down on this type of transportation is only temporary, it's about the fifth time in the past two years that such a sudden

notice has kayoned band plans. Order doesn't take effect immediately, so that present tour plans hold up, but skedders here are afraid to take a chance in setting other such tours.

With the Air Corps offering assistance to some bands in jumping across the barren Washington, Montana and Wyoming territory, percenters have been able to service civilian accounts in this area which, without the free transportation, would be inaccessible. At the present time, GAC, MCA, Associated and McConkey have set up a pretty good routing which has made it possible to take bands back East via the Northwest.

With the Air Corps closing the potential avenue, the only overnight route left is the Texas territory, which has become overcrowded with orks, since GAC added a Dallas office two years ago. MCA has had an outlet in Texas for years. McConkey recently sent Art Frew, who has since left the office, into the Texas as territory as a traveling rep, and Clyde Balducci, head of McConkey artists here, said they found the area a profitable one.

Brisk Enterprises has kayoned plans for running three tours simultaneously, as they did when they started operation around Labor Day. They intend to send out only small r.&b. units and will not utilize any big bands for some time.

The buckie-up of the Brisk block-booking deal has another ramification, for by booking the entire tours of the three units which Brisk took with his combine, a number of independent operators who weren't able to get the attractions for their own towns have been alienated.

Publications' Stories Boost Disk Business

NEW YORK, Nov. 1.—The disk music business is in for steady consumer reader attention between now and Christmas via a number of special articles and features in national publications. The October 18 issue of *Business Week* carried three separate stories hyping the return of the band business. RCA Victor's new Sauter-Finegan band and Mitch Miller, Columbia's a.&r. chief.

Tomorrow the *New York Times* will include a special record section in its Sunday edition. The supplement places feature emphasis on jazz disks, with other articles on such subjects as high fidelity playing equipment and kiddie, classic, folk and musical comedy disks.

Life magazine will have a feature story in the November 18 issue, commemorating the 75th anniversary of the Phonograph. The November Reader's Digest will spotlight a story on Arturo Toscanini's RCA Victor recording of Beethoven's Ninth Symphony. Still another source of publicity will be a detailed story of the record industry which will appear in the December issue of *Fortune*.

Decca Buys 2 Comet Masters

NEW YORK, Nov. 1.—Decca Records' Jimmy Hilliard this week bought two masters from Charlie Green's Comet Record Company. The tunes are "You Laughed When I Cried Over You," which Green wrote with Cy Cohen, and which was recorded by Ralph Young and Joey Faye with a five-man instrumental group. The reverse side's another done by Faye, solo.

Green has signed Faye to a recording contract and is negotiating a deal with Young.

Westminster, Aussies Sign

NEW YORK, Nov. 1.—Westminster Records has concluded a reciprocal licensing pact with a new Australian diskery that will lead to an early exchange of masters between the two firms for pressing and distribution here and "down under." The Australian firm is Microgroove, Ltd., formed by Casper Precision Engineering, Ltd., and Malinguard, Ltd., of that country.

The deal, which will see the distribution of Westminster LP's in New Zealand, as well as Australia, is the first of a series of licensing pacts by which the diskery expects to have its product distributed world-wide. Westminster's president, James Grayson, is now in London working out deals to cover other countries.

First Westminster releases in Australia are expected to be out in time for the Christmas trade.

SPA Asks End of Practice Of Title Duplication on Songs

Calls Industry Attention to Abuse; Finger Falls on BMI Publishers

Continued from page 1

A song which has become a hit and has lived through the years is valuable to the writer and publisher. I realize that many people want to have new hits, but there are other ways of producing hits than trading on the reputation of a standard song and its writers. Success at the expense of such writers is a shabby thing.

It is not a question whether technically titles can be copyrighted but one of morals and business ethics. I believe that all branches of the industry should discourage and take steps to stamp out these unfair practices.

ASCAP's Too

The appearance of ASCAP titles on BMI tunes has occurred in the pop, hillbilly and rhythm and blues categories. In some instances the BMI title is identical to the ASCAP title. In other instances the title has been changed, but bears a resemblance to the ASCAP title. A quick, but by no means complete, check brings to mind the following ASCAP tunes,

titles of which are being used on BMI copyrights: "Here in My Heart" (Moll-Meyer), published by Shapiro-Bernstein; "Hey Good Lookin'" (Cole Porter), ChapPELL; "I Don't Care" (Gene Lenox-H. Surton), Remick; "I'm Yours" (Johnny Green-Harling), Famous; "I'm Sitting on Top of the World" (Sam Lewis-Joe Young), Feist; "Night and Day" (Cole Porter), Harms; "M-I-S-E-I-S-E-I-P-P-I" (Ryan-Hanley-Tierney), Feist; "Tennessee Tango" (Beasley Smith - Frances Craig), Robbins; "Because of You" (Erskine Hawkins-A. Parrish), Advanced, and "You Belong to Me" (Harry B. Smith-Victor Herbert), Harms. Other instances where there have been title changes to greater or lesser degree include the Mills copyright, "Take Me in Your Arms" (Mitchell Parish-Fred Markush) and the BMI title, "Take Me in Your Arms and Hold Me"; Witmark's "I'll String Along With You" (Harry Warren-Al Dubin) and the

BMI title, "String Along," and Schirmer's "Auf Wiederseh'n" (Romberg-Weyden) and the BMI tune, "Auf Wiederseh'n, Sweetheart."

Premeditated?

It is pointed out that there is considerable title duplication within the pool of ASCAP music. But it is claimed that the evil in the duplication of ASCAP titles by BMI publishers lies in the fact that it is apparently premeditated, and so often it trades on the value of a standard.

Legalists point out that there is no protection by statute for this type of misuse or abuse. Titles cannot be copyrighted under the copyright act. However, attorneys claim that legal protection is possible under what is known as the Law of Unfair Competition. According to one noted music attorney, the law has been clearly established, particularly with regard to plays and books, that it is illegal to use a title which is well known and which has a value. Famous Music has such a suit pending against Mellin Music, hinging on the use of the title "I'm Yours." The attorney claimed that under the Common Law it could be easily argued that use of another's title entails property damage, that such property value as inheres in a title is protectable.

Music Publishers Protective Association of course, has always maintained a title registration service. The MPPA membership includes a good number of BMI firms, but these firms, for the most part, are appendages of publishing houses which are primarily ASCAP-affiliated. It has been noted that in most instances of title duplication, the duplicating has been done by firms which are not members of MPPA. It is not uncommon for one ASCAP publisher to release a title to another ASCAP publisher. This is done via MPPA and happens when the original titleholder is of the opinion that his song will never happen. He, therefore, feels he suffers no loss in releasing the title to another. Such a title release, however, is never done in the case of standard songs.

Owner Possible?

It has been asserted that the English language is not subject to ownership, that nobody can lay claim to words and commonplace expressions. ASCAP writers and publishers will admit this is obviously true for commonplace phrases. Nobody owns "I Love You." But these same writers and publishers insist that such arguments do not obtain in the case of a distinctive combination of words—and many of the old ASCAP titles which are now found on BMI tunes are admittedly distinctive. As one top publisher stated, "It is impossible to regard as fortuitous the fact that such old standard titles are now found on BMI songs."

MPHC Sues Remington

NEW YORK, Nov. 1.—The Music Publishers Holding Corporation this week filed suit against Remington Records in the New York Supreme Court in behalf of its subsidiary Witmark Music. It is understood that the action includes seven specific counts, one of which involves an alleged clerical error regarding royalty payment on a contract between the two firms. The contract was drawn up for an LP disk of Victor Herbert tunes which Remington recorded a year ago. The suit does not involve any infringement on the part of Remington.

The contract which MPHC claims to be in error cites the royalty payment of 2 cents per disk.

Don Gabor, president of Remington, said that the disk includes eight Herbert tunes, six of which he claims are free from mechanical royalties because the tunes antedate the 1909 copyright date. "Babes in Toyland" and "The Red Mill" are two examples. He claimed that the original contract (Continued on page 59)

Victor Pins Pop Drive On 20 Disks, 2 Albums

NEW YORK, Nov. 1.—Beginning this week, RCA Victor begins a pop sales drive on 20 single disks and two albums which the diskery execs hope will shake loose several hit records from which the rest of the line can springboard to over-all increased sales. The program includes 12 pop singles, five country items and three r.&b. disks as well as Eddie Fisher's two newest albums, "I'm in the Mood for Love" and "Christmas With Eddie Fisher."

The decision to go out on this drive, according to Victor execs, stems from a number of reasons. The label's pop position has not been particularly strong in the past few months. It is felt that the label's fall program involving HMV LP's, the new Bluebird low-price LP, the introduction of the Extended Play 45 r.p.m. and the kidisk program, has been sold at the sacrifice of time spent on the normal flow of pop disks. With the completion of this program, the label's brass decided it was time to get back to work on the pop line. Still another reason was that label has experienced favorable field reaction to a number of recent releases.

Sparked by trade promotion, the push is geared as a solid selling drive. Diskery field men and distributors are being prepped to devote their time almost exclusively to pushing the list of disks to dealers, coin operators and disk jockeys. "There are no gimmicks involved," said an exec for the label. "We're simply out to make some hits and sell a lot of records."

The drive is scheduled to continue thru Christmas, with the list of disks changing from week to week depending on activity experienced.

Disks by the following artists are included in the drive's opener: Eddie Fisher, Mario Lanza, Dinah Shore, Perry Como, Hugo Winterhalter, Tony Martin, June Valli, Damita Jo, Buddy Morrow, Hank Snow, Eddy Arnold, Pee Wee King, the Jackson Brothers and Benny Carter.

Sunbeam Music Inks 4 Writers

NEW YORK, Nov. 1.—Tommy Valando's Broadcast Music, Inc., firm, Sunbeam Music, recently signed four writers to exclusive deals. Cleffers are Nacio Brown (son of the veteran songwriter), Carolyn Lee, Joe Thomas and Howard Biggs. Thomas and Biggs have teamed up to turn out a steady flow of rhythm and blues material for the firm. Some 10 items in this category by the team have records on the market or up-coming.

Brown and Miss Lee have paired up to turn out pop material. Jo Stafford has waxed their latest effort for January release on Columbia. The diskery's Mitch Miller is keeping title and tune under wraps for the time being.

Mike Sukin is general professional manager for Sunbeam.

NEW in The Billboard next week . . .

THIS WEEK'S BEST BUYS

A Revolutionary New Record Buying Guide for Record Dealers — Juke Box Operators — Disk Jockeys.

Operators, Dealers and Radio-TV stations who use THIS WEEK'S BEST BUYS will be working together to stock, program and promote the same scientifically selected records at the same time. Scattered, unco-ordinated trial-and-error buying and promoting of new releases will be eliminated for those who depend on THIS WEEK'S BEST BUYS.

See THIS WEEK'S BEST BUYS in next week's Billboard

Campaign On to Put More Music in Home

Phonograph Industry Committee Bids New Groups to Join Sales Push Drive

WASHINGTON, Nov. 1.—An industry-wide campaign to put more music in the home and boost sales of records, phonographs, tape recorders and playback equipment parts and accessories, including phono jacks, gained momentum this Thursday (30) when the recently organized Phonograph Industry Committee extended an invitation to new groups to join the drive (The Billboard, November 1). At its organizational meeting in New York the committee named a three-man subcommittee, headed by William Doyle, of the Astatic Corporation, to draw up a chartment of the industry will be active. On Doyle's committee are John W. Griffin, Record Industries Association, and A. D. Adams, Phonograph Manufacturers' Association.

Urging a vigorous drive, Griffin cited success of the RIA's campaign in Hartford, Conn. Encouragement came also from William R. Gard, representing the National Association of Music Merchants at the meeting.

More than a score of representatives of recording and playback industries, including parts and accessories, attended the organizational meeting at the Roosevelt Hotel, New York. Joined in the promotion campaign are the Phonograph Manufacturers' Association, the Record Industry Association, the National Association of Music Merchants and the Radio-Television Manufacturers' Association. The combined industry effort is being coordinated by the Phonograph Industry Committee under the chairmanship of J. A. Berman, Shure Brothers, Inc., of the Phonograph Cartridges and Pickups Sections, RTM Parts Division.

At its organizational meeting, the committee took steps to invite the National Appliance and Radio Dealers' Association and the National Electronic Distributors' Association to participate in the campaign, as it felt that the endeavor would benefit all segments of the industry.

RTMA headquarters will serve as a clearinghouse in the circulation of information to the various groups connected with the promotion campaign.

Attending the New York meeting were: Bill Doyle, Astatic Corp.; Charles Ollstein, Sanford Electronics Corp.; Norman Owen, Webster-Chicago Corp.; William

R. Gard, National Association of Music Merchants; Roland Kalb, Steelman Phonograph-Radio Co.; J. Dworken, Dynavox Corp.; A. D. Adams, Phonograph Manufacturers' Association; W. O. Stanton, Pickering & Co.; S. J. Gallay, Fishing & Co.; Michael Ross, Decca Records, Inc.; J. C. Martin, Record Industry Association; F. Brennan, V-M Corp.; Roy Parr, V-M Corp.; G. E. Brennan, V-M Corp.; Bill Fortey, Permo, Inc.; W. H. Fowler, Capitol Records, Inc.; J. W. Griffin, Record Industry Association; V. Machin, Shure Bros., Inc.; J. A. Berman, Shure Bros., Inc.; Ray Donaldson, RTMA director of information.

New Pub Firm Is Organized

NEW YORK, Nov. 1.—A new publishing firm, Kenmore Music, has been set up by Bill Lackenbauer in collaboration with Tommy Valando. Lackenbauer formerly owned Jewel Music, which he sold to Herbert Levine in 1945 after deciding to retire from the music business. The first tune being pushed by Kenmore, which is affiliated with the American Society of Composers, Authors and Publishers, is "One to Remember." A Derby record has been released, with RCA Victor and Decca scheduled to follow.

Hi-Fi Market Expands at Rate Of 30% a Year, Says Reizes

NEW YORK, Nov. 1.—The volume in excess of \$50 million at the retail level, displayed its thousands of consumers interested in accurate sound reproduction. Harry N. Reizes, manager of the Fourth Annual Audio Fair, which closed its four-day exhibit at the Hotel New Yorker today, estimated that the market for home hi-fi equipment is expanding at a rate of 30 per cent a year.

Among the wailer of amplifiers, turntables, pick-up arms and speakers, etc., displayed special interest was shown in two systems of "binaural" sound reproduction. The methods attempt to add a new dimension to recorded music.

This is accomplished by recording a performance from two different points and playing it back thru two sets of equipment. Thus, the effect of "two-eared listening" is obtained.

The Method

A binaural disk made by Atlantic Records was shown. To achieve the "stereophonic" effect, the platter had two sets of grooves which were tracked by two needles simultaneously. The impulses are fed to two amplifiers and heard thru two speakers. Although touted as the first "commercial" binaural record, no plans for its exploitation were disclosed. Other binaural methods, using tape, were demonstrated by the Ampex and Audio & Video Corporations.

General Electric introduced a low-cost record compensator, designed to improve playback efficiency. The five settings on the compensator, which is installed between pick-up and pre-amplifier, vary treble and bass response and may be matched with the recording characteristics used by

Decca Moves Into Philippines

MANILA, P. I., Nov. 1.—Globe Records, licensee for Decca in the Philippines, has begun pressing disks from Decca masters for distribution in the islands. Initial production is exclusively on 78 r.p.m. shellac, but the local firm eventually hopes to expand into the LP field. Globe also handles distribution of the disks. First singles released were by Ella Fitzgerald, Bill Crosby and Peggy Lee.

DITTY IS LOST 'ALONG THE WAY'

NEW YORK, Nov. 1.—"Somewhere Along the Way," published by United Music, was inadvertently omitted from the Peatman radio sheet last week. The tune should have been listed in alphabetical order after "Somebody Loves Me."

H. B. Concert Battle Click Cues Others

HOLLYWOOD, Nov. 1.—Following the success of a recent battle of bands staged between Hank Thompson and Lefty Frizzell in Independence, Kan., Jim Halsey, manager of Thompson, said this week that he and Lefty Moeller, owner of the Trianon, Oklahoma City, and possibly Harry Seebles, Wichita concert promoter, will run more of these auditorium-arena events at a later date. The independence date drew 3,000 payees at \$1.50 per. Halsey has set another date with Thompson battling Leon McAuliffe's band at the Forum, Wichita, November 20.

Thompson, thru Halsey, has acquired valuable radio time. He is airing a 15-minute radio seg thrice weekly over 144 stations in 22 States on the Mutual web for Fallstaff Beer at 9:15 p.m. (CST). Deal was set thru Dancer, Fitzgerald & Sample. He is also doing a 15-minute show across the board for Light Crust Flour over 26 stations in a 10-State area at 12:30 p.m. In addition, Moeller is sponsoring the Thompson band in a half-hour show Saturday nights from his ballroom over a five-station Oklahoma web.

the various disk manufacturers. The device will be available for sale thru retailers late in December at a list of about \$15. The company, which plans to move further into the high-fidelity field, also displayed an improved line of phonograph cartridges.

Classical Disks

Most every exhibitor at the fair used classical records to demonstrate his product. With disks incorporating extreme variations of pitch and volume preferred, each exhibit room contributed its own considerable amount to the ear-splitting mass of sound which assailed the ears of visitors walking the aisles.

One alert exhibitor of hi-fi accessories attracted plenty of traffic with a sign near his door, which read: "Rest your ears, silence is golden."

Plymouth Ups Distribbs by 12

NEW YORK, Nov. 1.—Jack Meyerson, general manager of Plymouth Records, signed 12 additional distributors during a just-completed business trip, to bring to 30 the number of distributors handling the low-cost LP line in this country and Canada. The 6-month-old diskery started signing distributors recently when it abandoned its policy of packing department stores on an exclusive city-by-city basis.

For a time the promotional label plugged its Plymouth line to department stores, while it made available similar repertoire on the companion Merit label for disk retailers. It has now combined its product under the Plymouth-Merit label for all outlets.

The firm now has 100 of 10 and 41-inch LP's in its catalog, selling respectively at \$1.49 and \$1.89. It expects to add an additional 40 platters by the first of the year. The company will soon begin to release complete opera sets and show albums.

Mellin to Set Up Canadian Firms

NEW YORK, Nov. 1.—Bobby Mellin left Monday (27) for Toronto, to set up his own Canadian firms. The publisher recently organized his own company in England.

BMI's Longhair Bid Gathers Momentum

Schuman Quits ASCAP for BMI; Presser Sets Up Firm; Composer Take May Rise

NEW YORK, Nov. 1.—The foothold of Broadcast Music, Inc., in the field of serious music was highlighted this week by several events of related interest. Taken together, the events point up the road the licensing agency is taking in helping serious composers realize a greater return on their creative efforts. The events are:

1. The imminent transfer of William Schuman, president of the Juilliard School of Music and an eminent longhair composer, from affiliation with the American Society of Composers, Authors and Publishers to affiliation with BMI.
2. The setting up of a BMI firm by the Theodore Presser Company, old-line standard music publishing firm.
3. A pending move by BMI to increase greatly the financial return to composers of serious music whose works are performed on radio and/or television.
4. The plotting of an ambitious recording program of serious works thru funds made available to the American Composers' Alliance by BMI.
5. A program of almost equal scale to present live performances of contemporary compositions by important artists and musical groups.

Terms Drawn

Schuman, with ASCAP since 1938, is unofficially known to have his writer deal with BMI virtually set. Contract terms have been drawn, and only a few details remain to be worked out before the pact is signed. This is expected to take place soon.

Examined alone, his transfer to BMI has no special significance. But it is known that similar moves are being mulled by a number of important composers of serious music. Should a movement of any magnitude to BMI ensue some standard ASCAP publishers would be faced with difficult decisions. Schuman, for instance, has been published by G. Schirmer. To get his new copyrights, Schirmer would have to set up a BMI affiliate.

It is known that a number of longhair publishers have recently engaged in exploratory conversation with BMI representatives. It is in this context that Theodore Presser's move to set up a BMI catalog gains significance.

New Schedule

Execs of BMI and ACA are currently having conversations that will soon result in a new schedule of performance fees to composers whose works are performed over the air. While the new schedule is yet undivulged, it is expected to be several times the current rate.

To promote availability and acceptance of American works, ACA is now stepping up its recording program. This week it set up, and paid for, several RCA Victor recording dates to wax compositions of ACA composers Lou Harrison and Ben Weber.

The orchestra was led by Leopold Stokowski, who recently cut a still unreleased symphony by ACA member Roger Coch. The works will be issued as regular Red Seal releases. The ACA has already had a few exploratory confabs with the New York Philharmonic and Holland's Concert-

gebouw orchestras that may lead to waxings of American works by the organizations. It has also set some domestic recordings with the Rachmaninoff Society, indie LP diskery.

BMI Needed

It is important to note that ACA could not finance these activities without the financial support of BMI. While the amount of aid given the composers' group by the licensing agency is held in confidence, it is described as "substantial."

The ACA this week launched a new program of live concerts of modern works. The events, financed by BMI, were held at the Museum of Modern Art Sunday (26) and Tuesday (28). The work, composed largely of first-draft men of local symphonic groups, was led by Stokowski in renditions of representative modern works. The performances were taped and will be offered to non-commercial and educational radio stations for performance. Additional concerts may soon be skedded in other cities.

The ACA is a cooperative enterprise, with more than 100 composers on its roster. Headed by Henry Cowell, it seeks to promote the use of American music. Thru a pact with BMI, the latter acts as its sole licensing agency for radio and television performances. Other rights are held by the individual composers or their publishers.

POLITICAL SONGS

Ike Lauded In 106; 15 Tunes Acclaim Adlai

WASHINGTON, Nov. 1.—As the presidential election campaign swung to a close, Dwight Eisenhower remained far ahead in the van of candidates honored in this year's copyrighted tunes, but his Democratic opponent, Adlai Stevenson, made sweeping gains since the last tally. The copyright office's final official tally will bring the total beyond 175. Up to the time of the Republican and Democratic nominating conventions in July, Eisenhower already was far in the lead of presidential possibilities honored in copyrighted tunes, but Stevenson had not yet emerged as "an available candidate, and not a single copyrighted tune in his honor appeared until after he was drafted as the Democratic nominee. In the period since the nominating conventions, some 50 tunes praising Stevenson have been copyrighted within the last six weeks. Political history has shown that Tin Pan Alley's box score provides a reliable clue to the election outcome or to the choice of nominating convention.

Latest count shows Eisenhower lauded in 106 songs and Stevenson the hero of 15.

The total number of copyrighted political tunes this year has smashed all previous records. The count is now up to 150, and it is expected that the copyright office's final official tally will bring the total beyond 175. Up to the time of the Republican and Democratic nominating conventions in July, Eisenhower already was far in the lead of presidential possibilities honored in copyrighted tunes, but Stevenson had not yet emerged as "an available candidate, and not a single copyrighted tune in his honor appeared until after he was drafted as the Democratic nominee. In the period since the nominating conventions, some 50 tunes praising Stevenson have been copyrighted within the last six weeks. Political history has shown that Tin Pan Alley's box score provides a reliable clue to the election outcome or to the choice of nominating convention.

Latest tally of this year's crop of copyrighted political melodies shows Sen. Estes Kefauver (D., Tenn.) honored in 15 and Sen. Robert A. Taft (R., O.) honored in 10. Both Taft and Kefauver were leading contenders for the rival party nominations up to the time of the conventions.

VOX JOX, WHAT COLOR ARE SOX?

NEW YORK, Nov. 1.—This week, the following communication was received from a disk jockey by the publicity manager of a top band: "Baby may need a new pair of shoes, but I'm down to the 'laundry's not back yet' stage with my socks! Wanna get about three pairs of good argyles, size 10½. Anything I can do for you in return?"

Okeh Gets 2 New Distribbs

CHICAGO, Nov. 1.—Appointment of two new distributors to handle the Okeh label in the Midwest was announced there this week by Bill Nielsen, district sales manager for Columbia Records.

United Record Distributors, headed by George and Eric Leaver, will handle Okeh for Chicago, Minneapolis and Milwaukee, while Midwest Record Distributors, of St. Louis, will distribute the label in the St. Louis, Kansas City, and Omaha areas. Firm is headed by Paul Levey.

DANISH KING READIES BATON

STOCKHOLM, Denmark, Nov. 1.—Denmark's King Frederick is crowding President Truman out of the musical limelight. Following up his recent success in conducting the Danish State Radio orchestra in a classic concert transcribed for international broadcasts, the King has agreed to wave the royal baton during a gala concert of Stockholm's Royal Opera Orchestra, at the Opera House, on Saturday (11).

This concert, a highlight of the celebration of King Gustav's 70th birthday, will include Brahms' "Fourth Symphony" and the overture from Wagner's "Der Maestersinger."



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

WHITE CHRISTMAS WINTER WONDERLAND <i>Louis Armstrong and Gordon Jenkins</i>	28443*	(That's Just My Way Of) FORGETTING YOU I COUNTED ON YOU <i>Bill Kenny of The Ink Spots</i>	28162*	SOMEBODY LOVES YOU DON'T TRIFLE ON YOUR SWEETHEART <i>Bruce Tubb</i>	28448*	SWEET WORDS CHINA BOY <i>Glenn Miller</i>	28445*
LA ROSITA TAKE ME IN YOUR ARMS <i>Four Aces</i>	28193*	FRIENDSHIP YOU'RE MUCH TOO FAT (And That's That) <i>Louis Jordan</i>	28444*	NO ONE WILL EVER KNOW HOOTIN' AND HOWLIN' <i>Box Allen</i>	28446*	OLD JOHNNIE GOGGABIE THE ZULU WARRIOR <i>Josef Marais with Miranda</i>	28468*

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

BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST

COUNTRY

7	I'LL ALWAYS TAKE CARE OF YOU BACK STREET AFFAIR <i>Webb Pierce</i>	28399*
2	**SETTIN' THE WOODS ON FIRE OUR LOVE ISN'T LEGAL <i>Martin Shiner and Grady Martin</i>	28424*
10	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME <i>Kitty Wells</i>	28332*
12	FORTUNES IN MEMORIES SO MANY TIMES <i>Bruce Tubb</i>	28310*
2	FOOTPRINTS IN THE SNOW IN THE PINES <i>Bill Monroe</i>	28416*
26	THAT HEART BELONGS TO ME So Used To Loving You <i>Webb Pierce</i>	28091*
3	T T BOOGIE BEFORE YOU SAY I DO <i>Charlie Adams</i>	28397*
1	DEEP BLUES MIDNIGHT <i>Red Foley</i>	28420*
72	There'll Be PEACE IN THE VALLEY For Me 14573* Where Could I Go But To The Lord <i>Red Foley</i>	28473*
1	**A WEDDING RING AGO I HEARD THE JUKE BOX PLAYING <i>Kitty Wells</i>	28432*
1	**MY GOD IS REAL THE MOCKING BIRD <i>Red Foley</i>	28447*

INTERNATIONAL SERIES

BEER AND PRETZELS POLKA STARLIGHT WALTZ "Whoopie" John Wilfahrt	28427*
KEYSTONE POLKA LOVE'S JOY <i>George Cook</i>	28440*
OUT OF SIGHT SCHOTTISCHE ROMEO MAZURKA "Whoopie" John Wilfahrt	28354*
STRIKE UP THE POLKA BAND-POLKA STELLA WALTZ <i>Eddie Hebel</i>	28340*
ONE DOLLAR-POLKA THE MERRY-GO-ROUND POLKA <i>Georgie's Taverna Band</i>	28312*

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

ANOTHER TOP COUNTRY RECORD!

CHARLIE ADAMS

Singing

T T BOOGIE

and

BEFORE YOU SAY I DO

Decca 28397 (78 rpm) and 9-28397 (45 rpm)

BEST BETS

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

POSITION THIS WEEK

1.	STROLLING IN LOVER'S LANE DREAM BABY <i>Russ Morgan</i>	28422*
2.	VERADERO BRIEF INTERLUDE <i>Music by Comarata</i>	28376*
3.	MOONLIGHT MYSTERY YOU ARE HAPPINESS <i>Bill Kenny of the Ink Spots</i>	28412*
4.	SINCE MY BEST GAL TURNED ME DOWN HERMAN KEPT PLAYIN' AWAY <i>Frankie Fraze</i>	28414*
5.	CLEMENTINE TRUE LOVE <i>The Weavers</i>	28434*
6.	GIVE ME THE RIGHT EVERYTHING I HAVE IS YOURS <i>Roger Coleman</i>	28418*
7.	SOMEONE LOVED SOMEONE A SHOULDER TO WEEP ON <i>Mills Brothers and Sy Oliver</i>	28459*
8.	DON'T LET THE STARS GET IN YOUR EYES SALLY (What A Pal—What A Gal) <i>Red Foley</i>	28450*
9.	HIGH MOON (Do Not Forsake Me), OUTSIDE OF HEAVEN <i>Fred Waring</i>	28449*
10.	BLUES IN THE NIGHT Part 1 (Instrumental) Part 2 (Vocal) <i>Jimmy Lunceford</i>	28441*
11.	MY FAVORITE SONG WALKIN' BY THE RIVER <i>Ella Fitzgerald</i>	28433*
12.	DAMP RAG FAT MAMA BLUES <i>Stomp Gordon</i>	48287*
13.	THE RUBY AND THE PEARL FORGIVE AND FORGET <i>Jeri Southern</i>	28426*
14.	MEET MISTER CALLAGHAN CONGRATULATIONS TO YOU <i>Guy Lombardo</i>	28456*
15.	BOW TNY HEAD COUNTRY CHURCH <i>Webb Pierce</i>	28431*

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

BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST

POPULAR

7	THE GLOW WORM AFTER ALL <i>Mills Brothers and Hal McIntyre</i>	28384*
3	JUST SQUEEZE ME HEART AND SOUL <i>Four Aces</i>	28390*
5	I LAUGHED AT LOVE TAKES TWO TO TANGO <i>Louis Armstrong</i>	28394*
41	BLUE TANGO Belle Of The Ball <i>Leroy Anderson</i>	27875*
7	TRYING My Bonnie Lies Over The Ocean <i>Ella Fitzgerald</i>	28375*
3	HIDE-AWAY HARBOR My Heart's In The Ring <i>Guy Lombardo</i>	28365*
15	ZING A LITTLE ZONG <i>Sing Crosby and Jane Wyman</i> The Maiden of Guadalupe <i>Jane Wyman</i>	28255*
18	AUF WIEDERSEHN SWEETHEART HALF AS MUCH <i>Guy Lombardo</i>	28271*
12	HONKY TONK SWEETHEART WISH YOU WERE HERE <i>Guy Lombardo</i>	28308*
9	WALKIN' TO MISSOURI ABSENCE MAKES THE HEART GROW FONDER <i>Russ Morgan</i>	28351*
4	SOMEWHERE ALONG THE WAY I WENT TO YOUR WEDDING <i>Guy Lombardo</i>	28411*
16	TILL THE END OF THE WORLD JUST A LITTLE LOVIN' <i>Sing Crosby and Grady Martin</i>	28265*
1	**SOUTH RAMPART STREET PARADE COOL WATER <i>Sing Crosby and Andrews Sisters</i>	28419*
11	TWO-FACED CLOCK JAMBALAYA (On The Bayou) <i>Box Allen</i>	28341*
7	MEET MISTER CALLAGHAN Runnin' Wild Boogie <i>Carman Cavallaro</i>	28373*

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



FRED WARING

AND HIS PENNSYLVANIANS

featuring **JOE MARINE**

HIGH NOON and OUTSIDE OF HEAVEN



Decca 28449 (78 rpm) and 9-28449 (45 rpm)

Music Publishers' Record Scoreboard

A complete weekly report, and a cumulative tabulation from January 1, 1952, to date of record sides secured by publishers from Capitol, Columbia, Decca, Mercury, MGM and RCA Victor in the popular, folk and rhythm and blues categories.

R&B Diskings Boost Morrow Ork Popularity

NEW YORK, Nov. 1.—The shift to recording top r.&b. hits for the pop market has resulted in a sudden surge in the popularity of the Buddy Morrow ork, and has established the group both as a record property and a sought-after ballroom attraction. This change in waxing policy was made last summer when the band recorded "Night Train," which at that time was the nation's biggest r.&b. disk.

Prior to this, three disks had

been released since the band started with RCA Victor in August, 1951. All of these were pop tunes. The average sales of these records to date is 15,000 with the leading one selling 19,000.

With the cutting of "Night Train" came a do-or-die ultimatum from the label. After a slow start, the disk started moving, and to date has sold 103,000 copies. Following that, a disk with two r.&b. hits was released, "Got You on My Mind" and "One Mint Julep." This disk has hit sales of 139,000 in the past two months, with peak sales in Detroit, and is still moving strongly.

Last week, the most recent Morrow disk was released, a waxing of Amos Millburn's "Greyhound" Victor is guaranteeing the record heavily. The reverse side of this one is "Stairway to the Stars," so the band won't become exclusively identified with the r.&b. kick.

Ballroom Take Up

The r.&b. disk clicks have also put the band in business as a hot ballroom attraction. The band had had satisfactory booking activity prior to this change, it had never hit percentages on any of its dates. Since Labor Day, however, the ork has pulled a percentage over the guarantee in at least one out of every two locations.

The recent surge of the band's popularity is revealed by attendance figures on four successive Saturday nights at the Aragon, Chicago, where Morrow opened September 23. On September 27, the attendance was 3,200. The following two Saturdays, it hit 3,600 and 4,300. The date closed October 18 with 4,700 in the ballroom.

In addition, branch offices of Artist Corporation which books the band have found it increasingly easy to book the ork on one-nighters. Two months ago, ballroom operators in a number of areas wanted nothing to do with the band.

The Morrow band, which is managed by Herb Hendler and Bernie Woods, is currently working in Texas. It's skedded for the local Paramount Theater in the middle of December.

BEETHOVEN 9TH GOES ON EXHIBIT

WASHINGTON, Nov. 1.—A manuscript score of Beethoven's Ninth Symphony, often called the composer's greatest work, is on exhibit currently in the Library of Congress, and will be displayed in New York, Boston, Philadelphia and Chicago during the three months it is on loan from the Royal Philharmonic Society of London.

At a preview here this week, a copy of the recording of this symphony, made by the National Broadcasting Company Symphony Orchestra under the direction of Arturo Toscanini, and signed by the conductor, was presented to the Library. The presentation was made to Dr. Luther Evans, Librarian of Congress, by George Marek, director of artists and repertoire of the RCA-Victor Record Company, which recorded the Symphony.

SO THEY BOTH GET A BREAK

HOLLYWOOD, Nov. 1.—A rare instance of a diskery plugging a rival waxery occurred this week when Bill McCall of 4 Star, the Pasadena country and western diskery, purchased 300 copies of Giselte McKenzie's "Don't Let the Stars Get in Your Eyes" to send to h.b. d.j.'s whom 4 Star services regularly. McCall sent the pop version of the Slim Willet best seller on 4 Star to the country jockeys, asking that they give the disk to the pop jockey on the station for a play.

McCall's 4 Star Sales, a BMI affiliate, is pubbing the tune. Tune has also been cut by Johnny and Jack, Victor; Red Foley, Decca; Ray Price, Columbia; Eileen Barton, Coral; Lola Aamech and Ralph Marterie, Decca, Mercury, and Skeets McDonald, Capitol.

Taped Music Goes on Sale

NEW YORK, Nov. 1.—The initial release of nine taped sets of music taken from Vox masters went on sale here this week, with a future release schedule of six a month set by MaVoTape, Inc., a new firm formed in Chicago to handle the enterprise. The tapes are manufactured by Magnechord, Inc.

All items in the initial release duplicate LP platter material recently made available by Vox. Included are the Shostakovich Fifth Symphony, Tchaikovsky's Piano Concerto and works by Berlioz, Dvorak, Bach, Mozart, Vivaldi and Mahler. The tapes will be sold primarily thru camera stores and other outlets which handle tape recorders and players.

Prices Higher

Prices of the taped recordings are considerably higher than the same works on LP. Lists are determined by time duration of the material recorded. The Shostakovich symphony, for instance, lists at \$7.95 in double-track tape, and \$12.95 in single track. The Vox recording lists at \$5.95.

Audio-Video Tape Libraries, which now has 50 reels of taped music for sale, also is prepping further inroads into the field. The firm has just set a deal with McGraw-Hill to tape the entire Gregg shorthand method. The complete set will run about 35 hours and is A-V's first effort in the educational market. Many of A-V's musical tapes are taken from Remington masters.

Laine May Go With 'Show'

NEW YORK, Nov. 1.—The Gale Agency is now negotiating with the Woody Herman ork to accompany Frankie Laine on the forthcoming spring edition of the "Biggest Show of '53." The show is skedded to tee off March 5 for 60 dates thru the Northeast and West.

Laine toured with the spring edition of the "Biggest Show of '52," which featured Patti Page and the Billy May ork. The upcoming show will also carry another top name, in addition to Laine and an ork.

Sides in Current Release

Week ending November 8

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.

PUBLISHERS	TUNE	ARTIST AND LABEL
ACUFF-ROSE GROUP	No Help Wanted	The Carlilles, Mer (P)
—ACUFF-ROSE	This Heart Is Not For Sale	The Carlilles, Mer (P)
	Move It on Over	Tiny Hill, Mer (P)
	No One Will Ever Know	Ray Allen, Dec (P)
—MILENE	Greyhound	Ella Mae Morse, Cap (P)
ALADDIN	Greyhound	Buddy Morrow, RCA (P)
	Yodeler's Pelka	Roy King, Mer (P)
ALTON	Mirror, Mirror on the Wall	Roy King, Mer (P)
AMERICAN	I Won't Forget	Johnny Horton, Mer (P)
	One Kiss	Don Estes, RCA (P)
ARK-LA-TEX	The One You Hurt Me	Billy Walker, Cap (P)
BABB	You Made the Break	Paul & Roy, Mer (P)
	The Way You Lied to Me	Paul & Roy, Mer (P)
JIM BELK	Mama Loves Papa	Jack Rhodes, Col (P)
BERLIN	Throwing My Life Away	Jack Rhodes, Col (P)
BEN BLOOM	White Christmas	Louis Armstrong-Gordon Jenkins, Dec (P)
BOURNE	If I Had a Penny	Rosemary Clooney, Col (P)
BRANDON	We Lived a Lifetime for You	Gene Autry, Col (P)
BRAZOS VALLEY	Why Don't You Believe in Me	Patti Page, Mer (P)
	You're Walking on My Heart	Hank Thompson, Cap (P)
BREGMAN-VOCCO-COMN	Winter Wonderland	Louis Armstrong-Gordon Jenkins, Dec (P)
BURLY	A Crazy Waltz	Melen O'Connell-Giselle MacKenzie, Cap (P)
—DE SILVA BROWN & HENDERSON	(That's Just My Way) of Forgetting You	Bill Kenny, Dec (P)
FIDOREE	Old Johnnie Groggins	Joe Marra, RCA (P)
FIBURGH	That's What Christmas Means to Me	Eddie Fisher, RCA (P)
SAM FOX	Lady of Spain	Les Paul & Mary Ford, Cap (P)
	La Rotta	Four Aces, Dec (P)
FORREST	Back Street Affair	Johnny Bond, Col (P)
FORSTER	Low Came Out of the Night	Jimmy Dorsey, Col (P)
FOUR STAR SALES	Don't Let the Stars Get in Your Eyes	Johnnie & Jack, RCA (P)
FRANK GODAY	I Want Gail in My Pockets	Harry Houston, RCA (P)
	Water Can't Quench the Fire of Love	Harry Houston, RCA (P)
GRANNYWHITE	I May Be Sorry Tomorrow	Melen O'Connell-Giselle MacKenzie, Cap (P)
HERBERT GROUP	I Don't Care	Libera, Col (P)
—FANMAR	Christmas Day	Eddie Fisher, RCA (P)
HILL & RANGE GROUP	The Gal Who Invented Kissin'	Hank Snow, RCA (P)
—ALAMO	The Only One I Ever Loved I Lost	Johnnie & Jack, RCA (P)
HILL & RANGE	Don't Trifle on Your Sweetheart	Ernest Tubb, Dec (P)
HOLLIS GROUP	Christmas Roses	Jo Stafford-Frankie Laine, Col (P)
—BARTMOUTH	Chow, Willy	Jo Stafford-Frankie Laine, Col (P)
	The Zulu Warrior	Josef Marra, Dec (P)
KASSEL AIRS	Sweet Words	Gloria Hart, RCA (P)
KEARNEY	I'm the Fat Man	John Green, Dec (P)
LAUREL	A Shoulder to Weep on	Joyce Bryant, Col (P)
	Somewhere in That Direction	Hadda Brooks, Col (P)
	Conquest	Patti Page, Mer (P)
LEAR	I Miss You So	June Hutton-Axel Stordahl, Cap (P)
LEEDS GROUP	I Miss You So	Libera, Col (P)
—LEEDS	Years	Vaughn Monroe, RCA (P)
E. B. MARKS	A Fool Such as I	Four Aces, Dec (P)
WOL MILLER	Take Me in Your Arms	Bill Kenny, Dec (P)
SAM	I Counted on You	Bill Kenny, Dec (P)
E. N. MORRIS	The Things I Might Have Been	Paul Weston, Col (P)
—MERIDIAN	It's Precious Now	John Arcesi, Cap (P)
—E. N. MORRIS	Somebody Loves You	Ernest Tubb, Dec (P)
MUSIC PUBLISHERS' HOLDING GROUP	Love for Sale	Joyce Bryant, Col (P)
—HARMS	I'm Alone Because I Love You	John Arcesi, Cap (P)
—WITMARK	Storybook of Love	Gene Autry, Col (P)
PEER INTERNATIONAL GROUP	I Had a Dream	Billy Walker, Col (P)
—PEER	Our Love Isn't Legal	Johnny Bond, Col (P)
PREVIEW	Friendship	Louis Jordan, Dec (P)
	You're Much Too Fat	Louis Jordan, Dec (P)
RIDGEWAY	You Belong to Me	Mickey Katz, Cap (P)
ROBBINS GROUP	When It's Harvest Time, Sweet Angelina	Jimmy Wakely, Cap (P)
—ROBBINS	Everything I Have is Yours	Bob Eberly, Cap (P)
	Stairway to the Stars	Buddy Morrow, RCA (P)
	China Bay	Gloria Hart, Dec (P)
	Five Foot Two	Tiny Hill, Mer (P)
ROGER ROXBURY	You're After My Own Heart	Rosemary Clooney, Col (P)
	My Baby's Coming Home	Les Paul & Mary Ford, Cap (P)
	Jump Back Honey	Ella Mae Morse, Cap (P)
	Jump Back Honey	Jimmy Dorsey, Col (P)
	Jump Back Honey	Hadda Brooks, Col (P)
SANTLY-JOY GROUP	Feet Up, Pat Him on the Pipkin	Mickey Katz, Cap (P)
—HAWTHORNE	Keys to Success	June Hutton-Axel Stordahl, Cap (P)
SHAPIRO-BERNSTEIN	Rainbow at Midnight	Jimmy Wakely, Cap (P)
	Howlin' and Howlin'	Ray Allen, Dec (P)
	Boomerang	Lisa Kirk, RCA (P)
SHELDON	I	Vaughn Monroe, RCA (P)
SHERWIN	Musicland	Lisa Kirk, RCA (P)
SPIELMAN	All Day Singin' and Dinner on the Ground	Don Estes, RCA (P)
LARRY SPIER	Since You Went Away From Me	John Green, RCA (P)
SUNBEAM	Forget Me Not	Bob Eberly, Cap (P)
WEISS BARRY	The Commandments of Love	Paul Weston, Col (P)
WILLY WAY GROUP	Santa, Santa, Santa Claus	Sammy Kaye, Col (P)
—DORICK	All Around the Christmas Tree	Sammy Kaye, Col (P)
WORLD GROUP		
—REPUBLIC		

Total Sides for Week Released by Each Label

(These totals do not include P. D. Tunes)
Week ending November 1, 1952

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	16	2	—
COLUMBIA	12	8	4
DECCA	12	7	—
MERCURY	5	6	—
MGM	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
RCA	10	6	2

Total Number of Sides Released by Each Label

(*These totals do not include P. D. Tunes)

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	478	158	—
COLUMBIA	301	189	105
DECCA	549	142	66
MERCURY	272	85	72
MGM	327	111	12
RCA	314	182	135

MINDY GUY
CARSON—MITCHELL
A Great Duo
'Cause I Love Ya
That's A-Why
SANTLY-JOY, INC.
1619 Broadway New York 19, N. Y.

2 Great Novelties
"FEET UP"
(Put Him on the PoPs)
"WALKIN' TO MISSOURI"
HAWTHORNE MUSIC CORP.
1619 Broadway New York 19, N. Y.

The Hit Ballad from M.G.M.'s
"BECAUSE YOU'RE MINE"
BECAUSE YOU'RE MINE
LEO FEIST, INC.

"FROSTY THE SNOWMAN"
and
"SUZY SNOWFLAKE"
Are on their way...
HILL and RANGE SONGS, INC.
Beverly Hills, Calif.

"SINNIN' AGAIN"
OOROTHY LOUDON VICTOR
"COOL WATER"
BING CROSBY—ANOREWS SISTERS DECCA

AMERICAN MUSIC, INC
1376 Broadway N. Y. • 9109 Sunset Blvd. Hollywood
CO 3-7820 CR 1-5254

5 GREAT SONGS!
● TAKE A CHANCE
● YOU'LL NEVER GET AWAY
● YOU DARLIN'
● ROSANNE
● THE AGNES WALTZ
ABC MUSIC CORP.
BOURNE, INC.
799 7th Ave. N. Y. 19, N. Y.

POP DRIVE!

FOR DETAILS...SEE PAGE 41

This week's

New Releases ...on RCA Victor

Release 31-65

Ships Coast to Coast November 7

POPULAR

- LISA KIRK**
VAUGHN MONROE
Boomerang
Hurryhome
20-5016—(47-5016)*
- VAUGHN MONROE**
You
20-5018—(47-5018)*
- EDDIE FISHER with HUGO WINTERHALTER'S ORCH.**
Christmas Day
That's What Christmas Means to Me
20-5015—(47-5015)*
- DOM ESTES**
One Kiss
All Day Singin' and Dinner on the Ground
20-5019—(47-5019)*
- BUDDY MORROW AND HIS ORCH.**
Railroad to the Stars
Greyhound
20-5011—(47-5011)*
- LAWRENCE DUCHOW AND HIS ORCH.**
Beer Garden Polka
Freddie's Polka
20-5017—(47-5017)*
- WALT JAWORSKI AND HIS ORCH.**
This One Hit
Mum-Dum-Dee-Dee
20-5013—(47-5013)*

SACRED

- BLACKWOOD BROTHERS' QUARTET**
My God Is Real
Oh, What a Time
20-5010—(47-5010)*

COUNTRY — WESTERN

- HANK SNOW AND THE RAINBOW RANCH BOYS**
'Nee and Them, There's a Fool Kach An
'The Gal Who Invented Ketchup'
20-5012—(47-5012)*
- HARRY HOUSTON**
I May Be Sorry Tomorrow
I Want Gold in My Pocket
'When There's Silver in My Hat'
20-5014—(47-5014)*
- JOHNNIE AND JACK**
Don't Let the Stars Get in Your Eyes
The Only One I Ever Loved I Lost
20-5008—(47-5008)*

RHYTHM-BLUES

- FORD NELSON QUINTET**
VOCAL FRANK BROWN
Billie Peeling Bad
Little Annie
20-5026—(47-5026)*
- JOHN GREER AND HIS RHYTHM ROCKERS**
Since You Went Away From Me
I'm the Fat Man
20-5027—(47-5027)*
*15 rpm cat. rec.



Ⓢ 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.

- Ⓢ **Wish You Were Here/The Hand of Fate**
Eddie Fisher with Hugo Winterhalter Ork ... 20-4830—(47-4830)*
- Ⓢ **Because You're Mine/The Song the Angels Sing**
Marib Lanza 10-3911—(49-3914)*
- Ⓢ **Sleepy Time Gal/Dance of Destiny**
Tony Martin 20-5008—(47-5008)*
- Ⓢ **Lady of Spain/Outside of Heaven**
Eddie Fisher with Hugo Winterhalter Ork ... 20-4953—(47-4953)*
- Ⓢ **Socko the Smallest Snowball/Barnyard Christmas**
Spike Jones 20-5015—(47-5015)*
- Ⓢ **Blues in Advance/Bella Musica**
Dinah Shore 20-4926—(47-4926)*
- Ⓢ **I'd Do It Again/I Don't Care**
Dimita Jo 20-5022—(47-5022)*
- Ⓢ **To Know You (Is to Love You)/My Lady Loves to Dance**
Perry Como 20-4959—(47-4959)*
- Ⓢ **Fandango/Blue Violins**
Hugo Winterhalter 20-4997—(47-4997)*
- Ⓢ **A Shoulder To Weep On/Why Don't You Believe Me?**
June Valli 20-5017—(47-5017)*
- Ⓢ **Older and Bolder/I'd Trade All of My Tomorrows**
Eddy Arnold 20-4954—(47-4954)*
- Ⓢ **Jump Back, Honey/So-So**
Vaughn Monroe and Sunny Gale 20-5028—(47-5028)*
- Ⓢ **I Laughed at Love/Father Time**
Sunny Gale 20-4789—(47-4789)*
- Ⓢ **Why Don't You Love Me/Truthfully**
Steve Gibson & The Red Caps 20-5013—(47-5013)*
- Ⓢ **Tennessee Tango/The Crazy Waltz**
Pee Wee King 20-5009—(47-5009)*



★ 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.

- ★ **WE'RE GONNA ROCK THIS JOINT**
Jackson Bros. Ork ... 20-5004—(47-5004)*
R & B Records to Watch, Billboard, Nov. 1st issue ... best sales potential among R & B records received this week.
- ★ **DANCE OF DESTINY**
Tony Martin 20-5008—(47-5008)*
Dive Jacksays Pick; Retailers Pick: Billboard, Nov. 1st issue.
- ★ **MIDNIGHT SLEIGHRIDE**
Bentley-Fingean Ork ... 20-4995—(47-4995)*
Disk Jacksays Pick; Billboard, October 25th issue.

TIPS All Day Singin' and Dinner on the Ground/One Kiss
Don Estle 20-5039—(47-5039)*

POP DRIVE

At the top of this page is a screaming headline which announces that on page 41 you can find complete details on a four weeks' POP DRIVE! which is starting right now.

This promotion started at precisely 10:51 a.m. October 29th, 1952. At this time, right in the midst of the Record Department's regular Wednesday Pop meeting, somebody suddenly called a halt to the proceedings to state that in the last month or so, we had come up with a batch of truly great performances. Since their release, these records had been showing remarkable signs of life in various regions around the country.

In Chicago for instance, the whole city suddenly woke up to the fact that Dinah Shore had done a tremendous job on **BLUES IN ADVANCE**.

From Washington, Baltimore and Philly came the word that D.J.'s were spinning Hugo Winterhalter's **FANDANGO** and **BLUE VIOLINS** like crazy.

In Detroit, Chicago and Cleveland June Valli's **SHOULDER TO WEEP ON** was striking sparks.

And from practically all over came the word that everything by Eddie Fisher was on the high road.

Telling up the reaction, it seemed that 12 singles, 2 albums, 5 country-western singles and 3 rhythm and blues singles showed all the signs of breaking for a hit. All that was needed was a push, a promotion.

FOR THE NEXT FOUR WEEKS THAT IS WHAT THEY ARE GOING TO GET. A PUSH AND A PROMOTION. THE POP DRIVE IS UNDER WAY!

See page 41 for details.

The stars who make the hits are on

RCA VICTOR Records

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



Making the Juke Boxes Jump!

Since My
BEST GAL
TURNED
ME DOWN

and
HERMAN
KEPT
PLAYIN'
AWAY

by
Frankie FROBA

DECCA
28414 (78 rpm)
and
9-28414 (45 rpm)



America's Fastest
Selling Records

DECCA
RECORDS

THE BILLBOARD Music Popularity Charts

For Records 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 Charts, based on reports received October 29, 30, 31.

Last
Week

This
Week

1. 1. You Belong to Me

By Pee Wee King, Budd Stewart and Chilton Price—Published by Ridgeway (BMI)

RECORDS AVAILABLE: G. Auld, Coral; B. Carter, V 20-5005; H. Foster and Powers, Republic 7033; J. Garner, Cap 2178; Ken Griffin, Col 39857; T. Hayes, V 20-4940; Jack James, MGM 11295; M. Katz, Cap 2267; A. Lunie, Okeh 6918; E. McGriff-Smyth, TMI, Jubilee 5096; D. Martin, Cap 2165; F. Martin, V 20-4893; G. Martin, Dec 28186; P. Page, Mercury 5099; T. Smith, United 131; J. Stafford-Weston Dis, Col 39811; J. Stanton, Top 140; S. Thompson, Mercury 6407.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.

2. 2. I Went to Your Wedding

By Jesse Robinson—Published by St. Louis (BMI)

RECORDS AVAILABLE: K. Bean, Coral 40847; J. Bond-H. Carter, Col 21007; H. Brocke, Okeh 6910; S. Gibson and Red Caps, V 20-4835; S. Kaye, Col 39856; Little Sylvia, Jubilee 5093; G. Lombardo, Dec 28413; G. Martin, Dec 28500; P. Page, Mercury 5899; J. Selph, Rosemary; H. Snow, V 20-4906; P. Starr, Top 339; J. Walcott, Cap 2281; F. Wright, Savoy 860.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Earl Sheldon, Associated.

3. 3. Jambalaya

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

RECORDS AVAILABLE: R. Allen, Dec 28431; Camarata Ori-S. Larson, Dec 28367; N. Herb-F. Wayne, Coral 0818; Moon Mulligan, King 1106; J. Selph, Rosemary; J. Stafford, Col 39838; J. Stanton, Top 340; T. Turner, Okeh 6907; T. Tyler, V 20-4947; Hank Williams, MGM 11293.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth; Dave Terry, Associated.

5. 4. Glow Worm

By Paula Lincke—Published by E. B. Marks (BMI)

RECORDS AVAILABLE: F. Carlo, Col 37567; G. Carter, Mercury 310; Homer A. Jacobs, King 15203; S. Jones, V 20-1893; M. Lane, Imperial 1046; J. Merritt, Cap 2748; Mills Brothers, Dec 28364; Paulette Goddard, Col 39840; N. Singer, King 15203; C. Ramsey, Old Timer Records 8004; C. Reyes, Cap 1092; E. Sach, Mercury 10008; Three Suns, V 20-3702; H. Winterhalter, Col 38764.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jaeger, Charles Mackintosh, Associated; Frankie Carlo, Lee White, AJ Trace, Milton Charis, Cavalcade Dis D'Artaga, Modes Moderne, Lang-Worth.

4. 5. Wish You Were Here

By Harold Rome—Published by Chappell (ASCAP)

RECORDS AVAILABLE: N. Brooks, Top 337; J. Cassidy, V 14-0017; E. Fisher, H. Winterhalter, V 20-4910; J. Franck, Cap 2164; Harmonica, Mercury 5900; G. Lombardo, Dec 28308; F. Warren, MGM 11270.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lewy Herman, Lang-Worth; Earl Sheldon, Associated.

8. 6. It's in the Book

By Johnny Stoddy-Art Thorne—Published by Mapella (BMI)

RECORDS AVAILABLE: A. Berlin, Mercury 5911; J. Stoddy-Herice Heidl, Cap 3249.

6. 7. Meet Mr. Callaghan

By Eric Spear—Published by Leeds (ASCAP)

RECORDS AVAILABLE: G. Atkins, V 20-4096; G. Cavaliere, Dec 28373; N. Grey Trio, London 1248; Harmonica, Mercury 5900; Melachino Stripes, V 20-4891; M. Miller, Col 39851; L. Paul-M. Ford, Cap 2195; V. Spaulding Trio, Top 339; P. Tom, MGM 36440; E. Weitz, Coral 60829.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Selton, Associated.

9. 8. Because You're Mine

By Nicholas Broderick-Sammy Cahn—Published by Feist (ASCAP)

RECORDS AVAILABLE: Nat (King) Cole, Cap 2212; O. Eastline, MGM 11501; M. Lane, V 20-3914; J. Ball, Dec 29337; B. Wayne, Mercury 5907.

ELECTRICAL TRANSCRIPTION LIBRARIES: E. I. Terry, Associated.

7. 9. Half as Much

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

RECORDS AVAILABLE: L. Ballard, Grenoble 804; R. Clooney, Col 39710; E. Griffin, Col 39804; G. Lombardo, Dec 28271; M. Martel, Top 334; K. Martin, Mercury 5946; D. Washington, Mercury 5294; S. Williams, Col 20879; N. Williams, MGM 11292.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; Leon Payne, Lang-Worth; Earl Sheldon, Associated.

10. 9. Trying

By Billy Vaughn—Published by Randy Smith (ASCAP)

RECORDS AVAILABLE: J. DeLmond, Coral 6022; E. Fitzgerald, Dec 28375; Milltopes, Dot 15018; G. Martin, Dec 28322; J. Palmer, Mercury 5904; T. Rhodes, King 4556.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus.

9. Lady of Spain

By Erell Rhodes and Teichow Evans—Published by Sem Fox (ASCAP)

RECORDS AVAILABLE: E. Fisher, V 20-4953; K. Griffin, Rondo 180; E. H. Miller, Ralston 70044; R. Noble, V 20-3302; M. Otis Trio, Dee Gee 5903; L. Paul, Cap 2265; Philharmonic Trio, Cap 15346; A. Smith, MGM 10160.

ELECTRICAL TRANSCRIPTION LIBRARIES: Airline Trio, Lang-Worth; Ambridge, Lang-Worth; Cavalcade Dis, Lang-Worth; Cavalcade Dis & Okeh, Lang-Worth; Joe Saddy, Lang-Worth.

WARNING—The title "HONOR ROLL OF HITS" is a registered trademark 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, 1545 Broadway, New York, and permission will be immediately granted.



Buyboard

TOP SELLERS — POPULAR

Based on Actual Capitol Sales Reports

	Record No.
1. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley 2249
2. LADY OF SPAIN MY BABY'S COMING HOME	L. Paul & M. Ford 2265
3. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul & M. Ford 2193
4. COMES A-LONG A-LOVE THREE LETTERS	K. Starr 2213
5. THE RUBY AND THE PEARL FAITH CAN MOVE MOUNTAINS	N. Cole 2230
6. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE	N. Cole 2069
7. THE KIDS WHO PAY TENNESSEE TANGO	M. Bee 2258
8. HEADIN' FOR HOME RATTLESHAKE RAG	J. Carr 2257
9. BECAUSE YOU'RE MINE I'M NEVER SATISFIED	N. Cole 2212
10. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie 2256
11. NOW IN ALL THIS WORLD	A. Martine 2260
12. BUNNY HOP BLOW, M.A.M. BLOW!	R. Anthony 2251
13. WATER CAN'T QUENCH THE FIRE OF LOVE A CRAZY WALTZ	G. MacKenzie & H. O'Connell 2266
14. BILL BAILEY, WON'T YOU PLEASE COME HOME! FAMOUS DOOR BOOGIE	Sharkley 2243
15. MY FAVORITE SONG THINGS I MIGHT HAVE BEEN	J. Garber 2264

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. PENTHOUSE SERENADE	Nat (King) Cole 332
4. ROMANCE IN THE AIR	Voices of Walter Schumann 347
5. BYE, BYE BLUES	Les Paul & Mary Ford 356
6. UNFORGETTABLE	Nat (King) Cole 357
7. STAN KENTON CLASSICS	Stan Kenton 358
8. ROUGHHOUSE PIANO	Joe (Fingers) Carr 345
9. CITY OF GLASS	Stan Kenton 353
10. A BAND IS BORN	Billy May 349
11. MUSIC FOR TAP DANCING	Fred Astaire 338
12. GORDON MacRAE SINGS	Gordon MacRae 231
13. TODAY'S TOP HITS, VOLUME VI	8 Top Artists 9108

now is the time

and **now** is the record to buy

as sung by **AL MARTINO**

coupled with "In All This World"
on Capitol Record No. 2260



TOP COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

	Record No.
1. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald 2216
2. HIGH NOON GO ON! GET OUT!	T. Ritter 2120
3. THE NEW WALKS OFF TOO FAST YOU'RE WALKING ON MY HEART	H. Thompson 2269
4. CRYIN' HOLY UNTO THE LORD FEAR NOT	M. Carson 2252
5. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie 2170
6. HOT ROD MAMA NICOTINE FITS	J. Dolan 2244
7. I AIN'T GOT TIME I SAW YOUR FACE IN THE CROWD	J. Skinner 2231
8. SATISFIED HIDE ME, ROCK OF AGES	M. Carson 1900
9. DON'T BREAK THE SIXTH COMMANDMENT OUR LOVE ISN'T LEGAL	M. Tuttle & W. Tuttle 2242
10. I WENT TO YOUR WEDDING PALE MOON	J. Wakely 2221

LATEST CAPITOL RELEASE

No. 343

	Record No.
HIGH NOON DO YOU EVER THINK OF ME!	B. May 2284
STORMY WEATHER THE DAY ISN'T LONG ENOUGH	Four Freshmen 2286
DO, BABY, DO LOOK-A MY SEE	J. Gayle 2287
LADY OF SPAIN WHISPERING	B. Light 2288
WHEN I WANT LOVIN', BABY, I WANT YOU LONESOME ROAD BLUES	Amber Sisters 2289
WHEN YOUR LOVER HAS GONE I GUESS I'LL HAVE TO CHANGE MY PLAN	Voices of Walter Schumann 2290
DIRTY DISHES EVERYONE'S SWEETHEART AND NOBODY'S GAL	C. Stone 2291
WHY DON'T YOU BELIEVE ME COME BACK TO ME, JOHNNY	M. Whiting 2292
I SAW MOMMY KISSING SANTA CLAUS WILLY CLAUS (Little Son of Santa Claus)	M. Bee 2285

Great
Album
Debut!

Television Star
JACKIE GLEASON

presents

"MUSIC FOR
LOVERS ONLY"



Beautiful ballads
—everybody's favorites

Outstanding orchestra
—featuring trumpeter
Bobby Hackett

Artistic arrangements
—by C. Dudley King, Jr.

All in Capitol's
Album No. 352

BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual
Capitol Sales Reports

1. BOZO HAS A PARTY	Capitol DBX-3130; (45)CBRF-3130
2. THE NOISY EATER	Capitol CAS-3120; (45)CASP-3120
3. ROBIN HOOD	Capitol DBX-3130; (45)CBRF-3130
4. NURSERY RHYMES, VOL. I	Capitol CAS-3120; (45)CASP-3120
5. TWEET, TWEET, TWEETY	Capitol CAS-3110; (45)CASP-3110
6. SPARKY'S MAGIC ECHO	Capitol CAS-3134; (45)CASP-3134
7. WOODY WOODPECKER AND THE SCARECROW	Capitol CAS-3140; (45)CASP-3140
8. HENERY HAWK'S CHICKEN HUNT	Capitol CAS-3137; (45)CASP-3137
9. BOZO AT THE CIRCUS	Capitol DBX-114; (45)CBRF-3030
10. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF	Capitol CAS-3109; (45)CASP-3109
11. I'M A LITTLE TEAPOT and THE TEDDY BEARS' PICNIC	Capitol CAS-3030; (45)CASP-3030
12. HOPALONG CASSIDY AND THE STORY OF TOPPER	Capitol CAS-3110; (45)CASP-3110
13. COUNTRY COUSINS	Capitol CAS-3135; (45)CASP-3135

BIGGER
than
"Wild Side of Life"



HANK THOMPSON

sings

"The New Wears
Off Too Fast"

on the B-side
"You're Walking
on My Heart"



Record No. 2269

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 Oct. 29, 30 and 31

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest outlets, 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.

POSITION	Weeks Last This to date/Week (Week)	Title	Artist	Label
11	1	1. I WENT TO YOUR WEDDING	P. Page	Mercury(78)5899; (45)5899X45—BMI
14	2	2. YOU BELONG TO ME	J. Stafford	Col(78)39811; (45)34-39811—BMI
6	3	3. IT'S IN THE BOOK, PARTS I & II	J. Standley	Cap(78)2249; (45)F-2249—BMI
7	4	4. GLOW WORM	Mills Brothers	Dec(78)28384; (45)9-28384—BMI
11	5	5. JAMBALAYA	J. Stafford	Col(78)39838; (45)34-39838—BMI
17	6	6. WISH YOU WERE HERE	E. Fisher-M. Waterholter	V(78)20-4830; (45)47-4830—ASCAP
4	7	7. WHY DON'T YOU BELIEVE ME?	J. James	MGM(78)11333; (45)K-11333—ASCAP
11	7	8. TRYING	Hilltoppers	Don(78)15018; (45)45-15018—ASCAP
11	8	9. MEET MR. CALLAGHAN	L. Paul	Cap(78)2193; (45)F-2193—ASCAP
10	16	10. YOU BELONG TO ME	P. Page	Mercury(78)5899; (45)5899X45—BMI
9	13	11. BECAUSE YOU'RE MINE	M. Lanza	V(78)10-3914; (45)34-3914—ASCAP
3	14	12. YOURS	V. Lynn	London(78)1261; (45)45-1261—ASCAP
6	10	13. OUTSIDE OF HEAVEN	E. Fisher-M. Waterholter	V(78)20-4953; (45)47-4953—ASCAP
7	15	14. TAKES TWO TO TANGO	P. Bailey	Coral(78)60417; (45)9-60417—ASCAP
7	17	15. LADY OF SPAIN	E. Fisher-M. Waterholter	V(78)20-4953; (45)47-4953—ASCAP
18	11	16. HIGH NOON	F. Lelax	Cap(78)39770; (45)34-39770—ASCAP
25	12	16. HALF AS MUCH	R. Clooney	Col(78)39710; (45)34-39710—BMI
1	—	18. LADY OF SPAIN	L. Paul-M. Ford	Cap(78)2285; (45)F-2285—ASCAP
3	18	19. HEART AND SOUL	Four Aces	Dec(78)28390; (45)9-28390—ASCAP
2	19	20. I BE FAIR	D. Cornell	Coral(78)60860; (45)9-60860—ASCAP
8	25	21. HIGH NOON	Tex Ritter	Cap(78)2120; (45)F-2120—ASCAP
3	—	22. COMES A-LONG A-LOVE	K. Starr	Cap(78)2213; (45)F-2213—ASCAP
13	23	23. WALKIN' TO MISSOURI	S. Kaye	Col(78)39749; (45)34-39749—ASCAP
23	21	24. SOMEWHERE ALONG THE WAY	Nat (King) Cole	Cap(78)2669; (45)F-2669—ASCAP
10	24	25. YOU BELONG TO ME	D. Mertle	Cap(78)2165; (45)F-2165—BMI
2	26	26. THAT'S A WHY	G. Mitchell-M. Carson	Col(78)39879; (45)34-39879—ASCAP
1	—	27. DANCE OF DESTINY	T. Morley	V(78)20-5088; (45)47-5088—ASCAP
21	21	28. AUF WIEDERSEHN, SWEETHEART	V. Lynn	London(78)1227; (45)45-1227—BMI
3	19	29. HOLD ME, THRILL ME, KISS ME	H. Chandler	Coral(78)60831; (45)9-60831—ASCAP
3	30	29. BLUES IN ADVANCE	D. Shore	V(78)20-4916; (45)47-4916—BMI
5	—	29. BECAUSE YOU'RE MINE	Nat (King) Cole	Cap(78)2212; (45)F-2212—ASCAP

Best Selling Classical Albums

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

Label	Title	Weeks
1	Bethoven: Symphony No. 9; E. Farrell, M. Mervin, M. Scoll, R. Shaw, Choral NBC Symphony Ork, A. Toscanini, conductor. V (33) LW-6009	1
2	Shost: Don Juan in Hell; Col (33) SL-146	2
2	Berlioz: Harold in Italy; H. Primmey, Royal Philharmonic Ork, Sir Thomas Beecham, conductor. Col (33) BI-4542	2
4	Rachmaninoff: Concerto for Piano & Ork, No. 2; A. Rubinstein, piano; NBC Symphony Ork, V. Goldschman, conductor. V (33) LW-1005	4
4	Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor. V (33) LW-1002	4

Best Selling 45 R.P.M.

Label	Title	Weeks
2	Rachmaninoff: Concerto for Piano No. 2; NBC Symphony Ork, A. Rubinstein, conductor. V (45) WDM-1147	2
2	Tchaikovsky: Nutcracker Suite; Philadelphia Ork, E. Ormandy, conductor. V (45) WDM-1020	2
3	Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor. V (45) WDM-920	3
4	Ottensmeyer: Galia Parisienne; Boston Pop Ork, A. Fleiter, conductor. V (45) WDM-1347	4
5	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork, V. Goldschman, conductor. V (45) WDM-1028	5

DEALER DOINGS

By BOB FRANCIS

Boosts and Beefs

Jacquelyn W. Macy, of the Music Box, Portland, Ind., thinks dealers who don't like the 45's should spend more time promoting them and less on gripes. "If they would look farther than the ends of their noses, they would see the many and distinct advantages of the 45 and 33 systems, both now and in the future." Music Box's sales percentage on 45's and LP's has increased tremendously over the past year, with sales on 78's now accounting for only 32 per cent. The outlet is looking toward the day when 78's will be gone, opining that shipping, storage and display problems will be vastly simplified. Incidentally, the Music Box reports its removal to a new location November 15, on the "main drag" and "twice as big." Congratulations! Referring to the Keller Record Shop's Lansdowne, Pa., commendation of Decca's new Four Aces album (Dealer Doings, Nov. 1), Luza C. Wine, of the Record Shop, Richmond, Ind., points out that all Decca album records are available as singles. "Why," he asks, "should this be so?" Wine believes that out of 10 potential customers for records available in albums, he can sell the complete album to at least five for a total take of over \$20. If, however, the customer is interested in only one record, and can buy it, as a single, he'll do just that. If all 10 take the single record, the deal racks up \$8.00. He suggests that one hit record should be used to sell the album, and thereafter let there be no singles available out of it. "If there are to be singles, let the customer make up his own album."

Who's Got It?

Grugan's Record Shop, Upper Darby, Pa., is especially anxious to obtain a 45 copy of "Let's Go to Church Next Sunday Morning," Whiting and Wakely, Capitol F 1382, for an ill child. Grugan's has been unable to get one from Capitol. Has anybody got one on hand?

Here and There

Alma Kay, Haines-Griffin record manager, New York, rejoices in store policy to return to list prices. Outlet joined the "30 per cent off" parade last March, but returned to the list price fold some six weeks ago. She reports a natural clientele decrease, but the average gross sale has taken a healthy boost and the department is again on the profit side. She's now squaring away her inventory, now that the frenzied buying and selling nightmare is over.

Ferguson's Record Shop, Memphis, reports that Columbia's LP bonus record deal is going strong. Weinberg's Music Store, Lexington, Va., is going for real decor. According to Manager Bette Kessinger, the sales-gals are now uniformed in black velvet slacks and blouses, with brocade pins in a musical motif on same. The boys salesmen wear grey pants and maroon velvet jackets with matching ties, to complement the store's colors of maroon and white. She says they have had a lot of comment. Florence Wragge, of Drek Dow's Music Mart, Huntington, N. Y., finds it essential to keep a representative needle stock to fit all current pop machines. "Nothing aggravates a customer more than to hike from store to store for a needle to fit a particular player. Also she finds checking movie schedules in the vicinity and stocking available records from stock musicals a distinct sales help.

Best Selling Children's Records

Based on reports received Oct. 29, 30 and 31

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

POSITION	Weeks Last This to date/Week (Week)	Title	Artist	Label
9	2	1. BOZO HAS A PARTY (2)	B. May Ork-P. Colville	Cap(78)DBX-3133; (45)CBXF-3133
13	1	2. ROBIN HOOD (2)	B. May Ork-P. Colville	Cap(78)DBX-3133; (45)CBXF-3133
7	3	3. TWEET, TWEET, TWETY (1)	M. Blanc-B. May	Cap(78)CAS-3118; (45)CASF-3118
74	6	4. LONE RANGER, VOL. I (He Becomes the Lone Ranger) (1)	G. Tremble	Dec(78)K-39; (45)J-152
143	3	5. CINDERELLA (2)	I. Woods and Others	V(78)Y-309; (45)YV-309
8	5	6. NOISY EATER (1)	J. Lewis	Cap(78)CAS-3120; (45)CASF-3120
22	8	7. TEDDY BEAR'S PICNIC (1)	P. DeVol	Cap(78)CAS-3083; (45)CASF-3083
75	7	8. PETER AND THE WOLF (2)	Sterling Holloway	V(78)Y-306; (45)YV-306
98	10	9. TWEETY PIE (1)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CASF-3074
63	10	10. ALICE IN WONDERLAND (1)	V(78)Y-437; (45)YV-437; (43)LY-1	
1	—	10. TRICK OR TREAT (2)	D. Duck	V(78)BY-2000; (45)YVY-2000
195	9	12. LITTLE TOOT (1)	Don Wilson-The Starlighters	Cap(78)DAS-60; (45)CASF-3001; (43)IQ-3065
79	—	12. LITTLE ENGINE THAT COULD (2)	P. Wine	V(78)Y-384; (45)YV-384
59	—	12. SNOW WHITE AND THE SEVEN DWARFS (2)	Denise Day	V(78)Y-35; (45)YV-35
10	—	12. TRAIN TO THE ZOO (1)	N. Rose	Children's Guild(78)101; (45)101-45

Best Selling Pop Albums

Based on reports received Oct. 29, 30 and 31

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

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

Last Week	This Week	Title	Artist	Label
1	1	MERRY WIDOW	Original Cast	MGM(78)MGM-157; (43)IE-157
4	2	BECAUSE YOU'RE MINE	M. Lanza	V(78)DM-7015; (43)LM-7015
3	3	LIBERACE AT THE PIANO	Libertace	Col(78)C-908; (43)CL-6217
2	4	WITH A SONG IN MY HEART	J. Froman	Cap(78)DDN-309; (43)DL-309
4	5	LOVELY TO LOOK AT	Original Cast	MGM(78)MGM-150; (43)IE-150
—	4	FOUR ACES	Four Aces	Dec(78)A-917; (43)DL-5429
7	7	BIG BAND BASH	B. May	Cap(78)DCN-329; (43)LC-329
8	8	SOUTH PACIFIC	Mary Martin-Elio Pinza	Col(78)AM-480; (43)ML-4100
5	9	WISH YOU WERE HERE	Original Cast	V(78)OC-1007; (43)LC-1007
9	9	RING AND BELL	Original Cast	Dec(78)DA-474; (43)DL-9008

Best Selling 45 R.P.M.

Last Week	This Week	Title	Artist	Label
1	1	I'M IN THE MOOD FOR LOVE (4)	E. Fisher	V(78)P-358; (45)WP-358
3	2	WITH A SONG IN MY HEART (4)	J. Froman	Cap(78)DDN-309; (45)KDF-309
1	3	LIBERACE AT THE PIANO (4)	Libertace	Col(78)C-908; (45)KDF-908
7	4	LOVELY TO LOOK AT (4)	Original Cast	MGM(78)MGM-150; (45)KDF-150
5	5	MERRY WIDOW (4)	Original Cast	MGM(78)MGM-157; (45)KDF-157
4	6	BIG BAND BASH (3)	B. May	Cap(78)DCN-329; (45)KDF-329
—	6	BECAUSE YOU'RE MINE (4)	M. Lanza	V(45)DM-7015
—	6	TOP POPS VOL. II (2)	P. Clark	V(45)PP-3099
5	9	EDDIE FISHER SINGS (4)	E. Fisher	V(78)P-3025; (45)WP-3025
—	10	FOUR ACES (4)	Four Aces	Dec(78)A-917; (45)P-917

Classical Reviews

FELIX MENDELSSOHN: REFORMATION SYMPHONY NO. 5 IN G MAJOR OP. 107; LEGEND OF THE FAIR WELLS; CONCERTO D'ESTIVALE. The Vienna State Opera Orchestra; Felix Prohaska, Cond. (12-17)

Vanguard (33) VRS 423
Sleeper record buyers with a taste for the Brethren violin and piano sonatas could do a set course (then add this set to their collection). The readings are accurate and thoughtful, if not particularly inspired, with the performers turning in sound interpretations. Walter Schneiderman and Erich Berg collaborate on The A Major, with Helms Airoldi and Celina Chailles-Richer working together in the B Major. Performance-wise, the former is the better. Brethren has tried to list on the G Major as "Sonata No. 5" on the disk label. It's the second in the series, as the liner correctly notes.

BEETHOVEN: VIOLIN AND PIANO SO. NATAS IN A MAJOR, IN G MAJOR (12-17)

Reminon (33) 199-95
Sleeper record buyers with a taste for the Brethren violin and piano sonatas could do a set course (then add this set to their collection). The readings are accurate and thoughtful, if not particularly inspired, with the performers turning in sound interpretations. Walter Schneiderman and Erich Berg collaborate on The A Major, with Helms Airoldi and Celina Chailles-Richer working together in the B Major. Performance-wise, the former is the better. Brethren has tried to list on the G Major as "Sonata No. 5" on the disk label. It's the second in the series, as the liner correctly notes.

THE CAROLERS: SCOTTISH AND IRISH SONGS (12-17)

MGM (33) E 375
The five members of the a cappella group—organ, two tenors, baritone and bass baritone—bring charm and warmth to their readings of these traditional items. Their singing has the kind of simple appeal that has immediate impact on listeners. Of the 10 Scotch songs, "Loch Lomond," "Auld Lang Syne" and "White Gown, Sweet Afton" are personal favorites. But there are others in the set of near equal appeal. In the Irish collection (one song), "Believe Me If All Those Endearing Young Charms" and "The Last Rose of Summer" are the best known. Only drawback to an otherwise well-planned disc is the lack of individual labels for the songs. It's well impossible to pick out a desired tune without much needless drooping.

JOE HANSEN: THE STRANGER FROM THE SEA (12-17)

Tempo (33) TT 2218
Hansen is heard here in eight songs of Irish, Scotch, English and American origin. While most have the sea as their inspiration, the most famous, "John Peel," is strictly land-based. Hansen accompanies himself on an accordion, a 25-bar instrument, that adds a quasi-flavor to his readings. Main interest is in the material, since Hansen's vocal gifts are not exceptional. A good set for speakers of off-track material.

STRONG WORDS?

JUDGE FOR YOURSELF

FABULOUS*

**THE MOST PROMISING
NEW SHOW BUSINESS
PERSONALITY OF
THE DECADE!**

** (Read the critics reviews!)*

John Arcesi



Hit Record...

**'WILD
HONEY'**

Record No. 2206

New Record Release...

**'I'm Alone Because
I Love You' and
'I Promise You'**

Record No. 2270

currently appearing

THUNDERBIRD

HOTEL - Las Vegas

**Act written, directed
and staged by RAY GILBERT**

**Music conducted and arranged
by LLOYD SHAFFER**



RECORD PROMOTION:
Bob Stern, West Coast
Jerry Simon, East Coast

PERSONAL MANAGEMENT:
Bert Richman
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MANAGEMENT:
General Artists Corporation

PUBLIC RELATIONS
Leo Guild & Associates

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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 Oct. 29, 30 and 31

Records listed here in numerical order are played over the greatest number of records. List is based on replies from weekly survey among disk jockeys throughout the country.

Table with columns: POSITION, Weeks Last This to Date/Week/Week, Record Title, Artist, and Record Label/Code.

VOX JOX

By GENE PLOTNIK

Gimmix (Uncle) Ken Blevins of WTTM, Port Huron, Mich., recommends cross plugging of other platter shows on the station. Uncle Ken does it on his "Ken's Korner" and "Rhythm Ranch" shows.

YESTERYEARS' TOPS

- The nation's top tunes on records as reported in The Billboard... NOVEMBER 7, 1942... NOVEMBER 8, 1947

Plugs and Slugs

Joe Ryan, WALL, Middletown, N. Y., is sure that "Outside of Heaven" will be number one in less than six weeks. Chester Kline, WWIN, Baltimore, thinks that if Tom Arden can keep singing as she does on her new "Sweet Forgiveness," she should soon be in the hit lists.

Chatter

Roger Clark, WNOR, Norfolk, Va., recently presented a special two-hour Silver Jubilee Ellington Program featuring transcriptions and collectors items, as a salute to one of the all-time greats.

Best Selling Sheet Music

Based on reports received Oct. 29, 30 and 31

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music sellers.

Table with columns: POSITION, Weeks Last This to Date/Week/Week, Record Title, Artist, and Record Label/Code.

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 Jean G. Peatman's Audience Coverage Index.

Table with columns: Record Title, Artist, and Record Label/Code.

Top 10 in Television

Table with columns: Record Title, Artist, and Record Label/Code.

England's Top Twenty

Table with columns: POSITION, Weeks Last This to Date/Week/Week, Record Title, Artist, and Record Label/Code.

RCA VICTOR'S

POP DRIVE!

The following merchandise has been "picked for potential"—based on immediate and sharp reaction from record buyers, deejays, dealers and coin-operators across the country. These are your Best Bets . . . top of the chart merchandise!

**PLAY 'EM!
PUSH 'EM!
PROMOTE 'EM!**

Listed numerically, position does not indicate sales performance.

ORDER BLANK
45 78

POP SINGLES

- 10/49-3914 **BECAUSE YOU'RE MINE • THE SONG ANGELS SING** Mario Lanza
- 20/47-4830 **WISH YOU WERE HERE • THE HAND OF FATE** Eddie Fisher
- 20/47-4926 **BLUES IN ADVANCE • BELLA MUSICA** Dinah Shore
- 20/47-4953 **LADY OF SPAIN • OUTSIDE OF HEAVEN** Eddie Fisher
- 20/47-4959 **TO KNOW YOU IS TO LOVE YOU • MY LADY LOVES TO DANCE** Perry Como
- 20/47-4992 **KEEP IT A SECRET • HI LILLI, HI LO** Dinah Shore
- 20/47-4997 **FANDANGO • BLUE VIOLINS** Hugo Winterhalter
- 20/47-5008 **SLEEPY TIME GAL • DANCE OF DESTINY** Tony Marlin
- 20/47-5017 **SHOULDER TO WEEP ON • WHY DON'T YOU BELIEVE ME** . . . June Valli
- 20/47-5022 **I'D DO IT AGAIN • I DON'T CARE** Damita Jo
- 20/47-5038 **CHRISTMAS DAY • THAT'S WHAT CHRISTMAS MEANS TO ME** . . . Eddie Fisher
- 20/47-5041 **GREYHOUND • STAIRWAY TO THE STARS** Buddy Morrow

COUNTRY • WESTERN

- 20/47-4909 **I WENT TO YOUR WEDDING • THE BOOGIE**
WOOGIE FLYING CLOUD Hank Snow
- 20/47-4954 **OLDER AND BOLDER • I'D TRADE ALL OF MY TOMORROWS** . . . Eddy Arnold
- 20/47-5009 **THE CRAZY WALTZ • TENNESSEE TANGO** Pee Wee King
- 20/47-5034 **A FOOL SUCH AS I • THE GAL WHO INVENTED KISSIN'** Hank Snow
- 20/47-5040 **DON'T LET THE STARS GET IN YOUR EYES • THE**
ONLY ONE I EVER LOVED I LOST Johnnie & Jack

RHYTHM AND BLUES

- 20/47-4835 **I WENT TO YOUR WEDDING • WAIT** Damita Jo
- 20/47-5004 **WE'RE GONNA ROCK THIS JOINT • I'M THE BIGGEST FOOL** . . . Jackson Bros.' Orch.
- 20/47-5005 **YOU BELONG TO ME • WANNA GO HOME** Benny Carter

ALBUMS

- P-EPB-LPM-3058 (78-45-33 1/3) **I'M IN THE MOOD FOR LOVE** Eddie Fisher
- P-EPB-LPM-3065 (78-45-33 1/3) **CHRISTMAS WITH EDDIE FISHER** Eddie Fisher



R E C O R D S

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Your Nearest Distributor

NEW RELEASES

A GREAT HANK WILLIAMS SONG WITH A TERRIFIC RENDITION BY



TINY HILL

AND HIS ORCHESTRA

"MOVE IT ON OVER"

And A Great Old Hill Revival

"FIVE FOOT TWO, EYES OF BLUE"

MERCURY 70029-70029X45

A REAL WINNER!

LOLA AMECHE

"DON'T LET THE STARS GET IN YOUR EYES"

AND

"ROCK THE JOINT"

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MAGNIFICENT!

XAVIER CUGAT

HIS ORCHESTRA AND CHORAL

"MARIA MY OWN"

AND

"MY SHAWL"

MERCURY 70024-70024X45



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

NEW YORK

1. 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. GLOW WORM—Mills Brothers—Decca
5. BECAUSE YOU'RE MINE—M. Lanza—Victor
6. JAMBALAYA—J. Stafford—Columbia
7. TAKES TWO TO TANGO—P. Bailey—Coral
8. WHY DON'T YOU BELIEVE ME—J. James—MGM
9. HIGH NOON—F. Laine—Columbia
10. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London

CHICAGO

1. WHY DON'T YOU BELIEVE ME—J. James—MGM
2. TAKES TWO TO TANGO—P. Bailey—Coral
3. TRYING—Hilltoppers—Dot
4. GLOW WORM—Mills Brothers—Decca
5. YOU BELONG TO ME—J. Stafford—Columbia
6. I WENT TO YOUR WEDDING—P. Page—Mercury
7. BECAUSE YOU'RE MINE—M. Lanza—Victor
8. YOURS—V. Lynn—London
9. JAMBALAYA—J. Stafford—Columbia
10. IT'S IN THE BOOK—J. Standley—Capitol

LOS ANGELES

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. JAMBALAYA—J. Stafford—Columbia
5. YOU BELONG TO ME—P. Page—Mercury
6. HOLD ME, THRILL ME, KISS ME—K. Chandler—Coral
7. HIGH NOON—F. Laine—Columbia
8. TAKES TWO TO TANGO—P. Bailey—Coral
9. LADY OF SPAIN—L. Paul—Capitol
10. YOURS—V. Lynn—London

PHILADELPHIA

1. WHY DON'T YOU BELIEVE ME—J. James—MGM
2. YOU BELONG TO ME—J. Stafford—Columbia
3. GLOW WORM—Mills Brothers—Decca
4. JAMBALAYA—J. Stafford—Columbia
5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
6. TRYING—Hilltoppers—Dot
7. I WENT TO YOUR WEDDING—P. Page—Mercury
8. TAKES TWO TO TANGO—P. Bailey—Coral
9. MEET MR. CALLAGHAN—L. Paul—Capitol
10. KEEP IT A SECRET—J. Stafford—Columbia

DETROIT

1. GLOW WORM—Mills Brothers—Decca
2. IT'S IN THE BOOK—J. Standley—Capitol
3. YOU BELONG TO ME—J. Stafford—Columbia
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. HEART AND SOUL—Four Aces—Decca
6. I—D. Cornell—Coral
7. WHY DON'T YOU BELIEVE ME—J. James—MGM
8. DANCE OF DESTINY—T. Martin—Victor
9. TAKES TWO TO TANGO—P. Bailey—Coral
10. JAMBALAYA—J. Stafford—Columbia

BOSTON

1. WHY DON'T YOU BELIEVE ME—J. James—MGM
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. YOU BELONG TO ME—J. Stafford—Columbia
4. JAMBALAYA—J. Stafford—Columbia
5. GLOW WORM—Mills Brothers—Decca
6. BECAUSE YOU'RE MINE—M. Lanza—Victor
7. YOURS—V. Lynn—London
8. HIGH NOON—T. Ritter—Capitol
9. I—D. Cornell—Coral
10. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor

PITTSBURGH

1. HEART AND SOUL—Four Aces—Decca
2. IT'S IN THE BOOK—J. Standley—Capitol
3. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
4. GLOW WORM—Mills Brothers—Decca
5. WHY DON'T YOU BELIEVE ME—J. James—MGM
6. YOU BELONG TO ME—J. Stafford—Columbia
7. TRYING—Hilltoppers—Dot
8. TAKES TWO TO TANGO—P. Bailey—Coral
9. BECAUSE YOU'RE MINE—M. Lanza—Victor
10. YOURS—V. Lynn—London

ST. LOUIS

1. IT'S IN THE BOOK—J. Standley—Capitol
2. GLOW WORM—Mills Brothers—Decca
3. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
4. JAMBALAYA—J. Stafford—Columbia
5. I—D. Cornell—Coral
6. TRYING—Hilltoppers—Dot
7. YOURS—V. Lynn—London
8. YOU BELONG TO ME—J. Stafford—Columbia
9. WHY DON'T YOU BELIEVE ME—J. James—MGM
10. LADY OF SPAIN—L. Paul—Capitol

DENVER

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. JAMBALAYA—J. Stafford—Columbia
3. YOU BELONG TO ME—J. Stafford—Columbia
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. IT'S IN THE BOOK—J. Standley—Capitol
6. MEET MR. CALLAGHAN—L. Paul—Capitol

WASHINGTON, D. C.

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. GLOW WORM—Mills Brothers—Decca
4. JAMBALAYA—J. Stafford—Columbia
5. MEET MR. CALLAGHAN—L. Paul—Capitol
6. IT'S IN THE BOOK—J. Standley—Capitol
7. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor
8. YOURS—V. Lynn—London
9. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
10. I D. Cornell—Coral

SEATTLE

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. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. YOU BELONG TO ME—D. Martin—Capitol
6. YOU BELONG TO ME—J. Stafford—Columbia
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. MEET MR. CALLAGHAN—L. Paul—Capitol
9. MOONLIGHT ON THE GANGES—Sauter-Finegan—Victor
10. TAKES TWO TO TANGO—P. Bailey—Coral

NEW ORLEANS

1. TRYING—Hilltoppers—Dot
2. JAMBALAYA—J. Stafford—Columbia
3. YOU BELONG TO ME—J. Stafford—Columbia
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. BECAUSE YOU'RE MINE—M. Lanza—Victor
6. GLOW WORM—Mills Brothers—Decca
7. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor
8. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
9. TAKES TWO TO TANGO—P. Bailey—Coral
10. LADY OF SPAIN—L. Paul—Capitol

ATLANTA

1. IT'S IN THE BOOK—J. Standley—Capitol
2. YOU BELONG TO ME—J. Stafford—Columbia
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
5. JAMBALAYA—J. Stafford—Columbia
6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
7. GLOW WORM—Mills Brothers—Decca
8. TRYING—Hilltoppers—Dot
9. BECAUSE YOU'RE MINE—M. Lanza—Victor
10. MEET MR. CALLAGHAN—L. Paul—Capitol

DALLAS-F. 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—P. Page—Mercury
5. YOU WIN AGAIN—T. Edwards—MGM
6. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
7. DANCE OF DESTINY—T. Martin—Victor
8. RIVER RIVER—P. Lee—Decca

CINCINNATI

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. GLOW WORM—Mills Brothers—Decca
4. IT'S IN THE BOOK—J. Standley—Capitol
5. JAMBALAYA—J. Stafford—Columbia
6. HALF AS MUCH—R. Clooney—Columbia
7. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
8. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor
9. MEET MR. CALLAGHAN—L. Paul—Capitol
10. LADY OF SPAIN—L. Paul—Capitol

Sign Bjorling for So. African Tour

STOCKHOLM, Denmark, Nov. 1. — Jussi Bjorling, former Met tenor, who sang at the Concert House on Sunday (26), has been signed for a one-month tour of South Africa at what is said to be the highest salary ever offered a singer in that land.

Giuseppe Di Stefano, also a Met alumnus, gives a concert at the Concert House on Sunday (2).

MIKE PETTISON QUARTET
On 20th CENTURY
"I'LL ALWAYS LOVE YOU SOME"
AND
"MY HEART IS BREAKING"
TC 5006

Mfd. by GOTHAM RECORD CORP.



DEAR DISC JOCKEY: We hope you've received the DURANTE and BERT PARKS records by now. They're fine Christmas fare for your adult listeners as well as the children. We also have for you two special transcriptions: (1) Durante introducing his record in a hilarious one-minute monologue, and (2) Mitch Miller quizzing quizzer Bert Parks re Christmas Mule Train. If any of these haven't reached you, write Dept. DJ, Golden Records, 630 Fifth Avenue, New York 20—and we'll shoot them out to you.

Jimmy Durante's

new *Rudolph* heads the spectacular new line of **BIG GOLDEN RECORDS** for children

Dear Record Dealer:

Parents and even step-uncles from coast to coast are buying armfuls of the new Big Golden Records to put under Christmas trees. These 10-inch unbreakables (made by Simon and Schuster, Publishers, who do the famous Big Golden Books and Little Golden Books—the fastest selling line of kids' books in America) are directed by Mitch Miller—and they are as musically on the beam as Mitch's pop hits. They feature such star material as (1) Jimmy Durante's *RUDOLPH THE RED-NOSED REINDEER* (the only new version of this sure-seller) with Jimmy singing *SANTA CLAUS IS COMING TO TOWN*, on the other side, (2) Bert Parks singing *CHRISTMAS MULE TRAIN*—backed with the new Alec Wilder *NIGHT BEFORE CHRISTMAS*, and (3) Frank Loesser's 3 top hits for the Samuel Goldwyn film *HANS CHRISTIAN ANDERSEN* on one record.

If you haven't a full assortment of Big Golden Records for the Christmas trade, here's an order form for you—and a list of distributors.

- Golden Record Distributors**
- CALIFORNIA RECORD DISTRIBUTORS**
2062 Pico Blvd.
Los Angeles, Cal.
 - UNITED MUSIC SALES CORP.**
400 Sixth Street
San Francisco, Cal.
 - H. G. RECORD DISTRIBUTORS**
2132 N. W. Glisan St.
Portland, Oregon
 - ARTIST RECORD DIST.**
3231 Western Avenue
Seattle, Wash.
 - MUSIC SERVICE CO.**
204 Fourth St. S.
Great Falls, Mont.
 - PAN-AMERICAN RECORD SUPPLY CO.**
2061 Champa Street
Denver 2, Colorado
 - LIEBERMAN MUSIC COMPANY**
237 Plymouth Avenue
Minneapolis, Minn.
 - BRASON ASSOCIATES**
943-47 W. George St.
Chicago 14, Ill.
 - COSMATIC RECORD DISTRIBUTORS**
278 Halsey St.
Newark, New Jersey
 - GRAMAPHONE ENTERPRISES**
1225 Dragon St.
Dallas, Texas
 - Branch Offices:*
1006 Leland Avenue
Houston, Texas
604 Barrone Street
New Orleans, La.
1021 Northwest 5th St.
Oklahoma City, Okla.
 - ROBERTS RECORD DIST. CO.**
12518 20 Pine St.
St. Louis, Mo.
 - Branch Office:*
1613 Main St.
Kansas City, Mo.
 - LEONARD SMITH INC.**
406 N. Pearl St.
Albany, N. Y.
 - LESCO DISTRIBUTORS**
17 S. 21st St.
Philadelphia 3, Pa.
 - MUTUAL DISTRIBUTORS**
1259 Tremont St.
Boston, Mass.
 - CORAL RECORDS**
705 Tenth Avenue
New York City
 - SCHWARTZ BROTHERS**
1091 22th Street N. E.
Washington 17, D. C.

If there's no distributor handy to you, send your order to Robert L. Bernstein, General Sales Manager, SIMON AND SCHUSTER, 630 Fifth Avenue, New York 20, N. Y.

Use this form to order Big Golden Records, 98c each
INCLUDING FEDERAL EXCISE TAX.

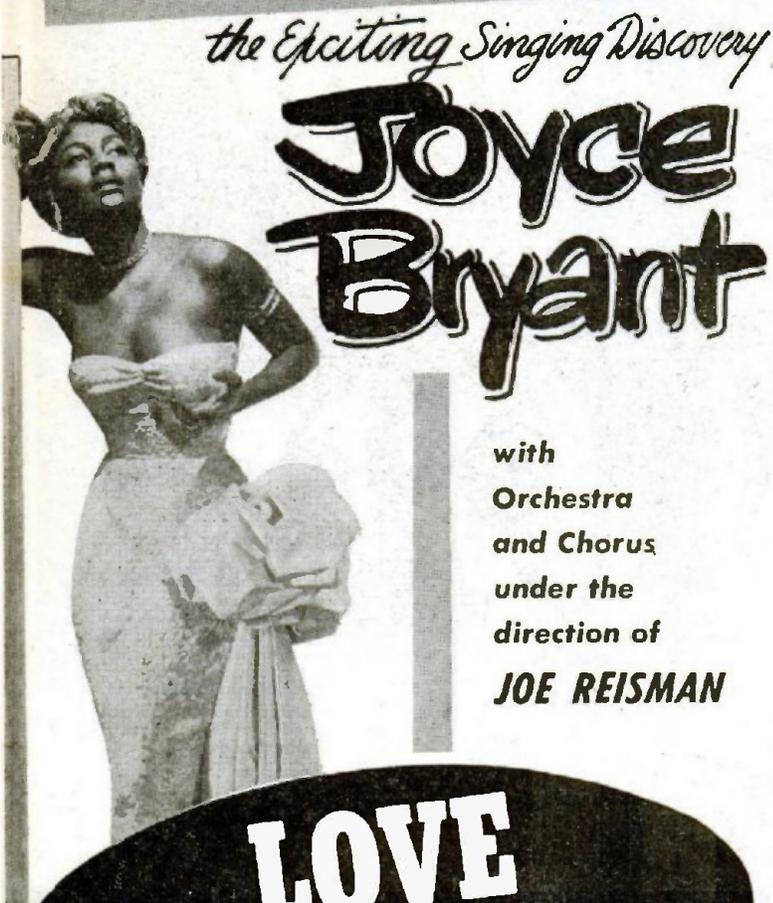
- **JIMMY DURANTE**
sings Rudolph The Red-Nosed Reindeer & Santa Claus is Coming to Town
- **BERT PARKS**
sings Christmas Mule Train & Night Before Christmas
- **HANS CHRISTIAN ANDERSEN**
3 hits from the new movie
- **JIMMY DURANTE's I Like People & Yankee Doodle Bunny**
- **WALT DISNEY'S SNOW WHITE**
- **WALT DISNEY'S ROBIN HOOD**
- **WALT DISNEY'S PETER PAN**
- **Poky Little Puppy & Willie the Whistling Giraffe**
- **Mr. Shortleeve's Super Market & Popo the Puppet**
- **Little Boy with a Big Horn & Whon I Grow Up**
- **Timbuctoo to Kalamazoo & The Choo Choo Train**
- **Squeaky the Telephone**
- **My Dolly & Smoky the Bear**
- **Treasury of Christmas Songs**
- **Bill Baird's Whistling Wizard**
- **Frosty the Snowman & Rudolph**

FREE: REVOLVING COUNTER DISPLAY RACK. It displays 24 titles. Free with 75 assorted.

Dealer _____
Address _____
City _____ Zone _____ State _____

Mail to your distributor, or to Robert L. Bernstein, SIMON AND SCHUSTER, 630 Fifth Avenue, New York 20.

1 YEAR AGO OKEH BROUGHT YOU JOHNNIE RAY! NOW OKEH PRESENTS A SENSATIONAL NEW STAR...



the Exciting Singing Discovery

JOYCE Bryant

with
**Orchestra
and Chorus
under the
direction of
JOE REISMAN**

LOVE FOR SALE

A SHOULDER TO WEEP ON

78 rpm 6927 ★
45 rpm 4-6927

Okeh a product of Columbia Records, Inc.
Trade Mark Columbia Records, Inc. © D.
© Reg. U.S. Pat. Off. Master Reg. Model

THE BILLBOARD Music Popularity Charts

For Readings 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 Oct. 29, 30 and 31

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 at times listed here will be found in the Honor Roll of Juke Music Popularity Chart, Part I.

POSITION	Weeks	Last	This	to date/Week	Title	Artist	Label
11	1	1.	1.	I WENT TO YOUR WEDDING. P. Page Mercury(78)4899; (45)5899X45—BMI			
13	2	2.	2.	YOU BELONG TO ME J. Stafford Col(78)19811; (45)6-3981—BMI			
5	3	3.	3.	GLOW WORM Mille Brothers Decca(78)28384; (45)P-28384—BMI			
11	4	4.	4.	JAMBALAYA J. Stafford Col(78)19833; (45)6-3983—BMI			
9	6	5.	1.	YOU BELONG TO ME P. Page Mercury(78)5899; (45)5899X45—BMI			
5	7	6.	6.	LADY OF SPAIN E. Fisher-H. Winterhalter V(78)20-4953; (45)P-4953—ASCAP			
14	5	7.	7.	WISH YOU WERE HERE E. Fisher-H. Winterhalter V(78)20-4830; (45)P-4830—ASCAP			
3	9	8.	8.	WHY DON'T YOU BELIEVE ME? J. James MGM(78)11333; (45)K-11333—ASCAP (R. Clooney P. Faith Ork. Columbia 39631; J. Valli. Victor 20-5017)			
6	14	9.	9.	COMES A-LONG A-LOVE K. Starr Cap(78)2213; (45)F-2213—ASCAP			
9	8	10.	10.	MEET MR. CALLAGHAN L. Paul Cap(78)2193; (45)F-2193—ASCAP			
11	10	11.	11.	TRYING Milltoppers Dot(78)15018; (45)M-15018—ASCAP			
5	12	11.	11.	OUTSIDE OF HEAVEN E. Fisher-H. Winterhalter V(78)20-4953; (45)P-4953—ASCAP (M. Whiting. Capitol 2217; Fred Waring Ork. Decca 28449)			
24	10	13.	13.	HALF AS MUCH R. Clooney Col(78)39710; (45)M-39710—BMI			
11	16	14.	14.	WALKIN' TO MISSOURI S. Kaye Col(78)39769; (45)M-39769—ASCAP (Russ Morgan Ork. Decca 28351; K. Griffin. Columbia 39857)			
3	17	14.	14.	YOURS V. Lynn London(78)1261; (45)M-1261—ASCAP (L. Baxter. Capitol 2274)			
11	13	14.	14.	HIGH NOON F. Laine Col(78)19770; (45)M-19770—ASCAP (T. Ritter. Capitol 2120; B. Keith. King 15194; L. Raza. London 1232; B. Hayes. MGM 11266; F. Waring Ork. Decca 28449)			
1	—	16.	16.	HEART AND SOUL Four Aces Decca(78)28390; (45)P-28390—ASCAP (M. Jackson Quartet. Hi-Lo 1405)			
8	17	18.	18.	BECAUSE YOU'RE MINE M. Lanza V(78)10-3914; (45)60-3914—ASCAP			
1	—	18.	18.	TAKES TWO TO TANGO P. Bailey Coral(78)60817; (45)P-60817—ASCAP (R. Matric Ork. Mercury 5903; F. Warren. MGM 11334; J. Gayle-L. Raster Ork. Capitol 2222; L. Armstrong. Decca 28394)			
12	15	20.	20.	INDIAN LOVE CALL Slim Whitman Imperial(78)8158; (45)M-8158—ASCAP (R. Merrill-R. Peters. Victor 10-3786; L. Armstrong-G. Jenkins Ork. Decca 38076)			
3	21	21.	21.	SETTIN' TNE WOODS ON FIRE J. Stafford-F. Laine Col(78)39867; (45)M-39867—BMI (F. Warren. MGM 11334; M. Shiner-G. Martin Ork. Decca 28424; P. Wagoner. Victor 20-4996; H. Williams. MGM 11318)			
8	23	21.	21.	TAKE ME IN YOUR ARMS AND HOLD ME L. Paul-M. Ford Cap(78)2193; (45)F-2193—BMI (D. Day-P. Faith Ork. Columbia 39786)			
4	19	23.	23.	BECAUSE YOU'RE MINE Nat (King) Cole Cap(78)2212; (45)F-2212—ASCAP			
4	21	23.	23.	BIM BAM BABY F. Sinatra Col(78)39819; (45)M-39819—ASCAP (J. Gayle. Capitol 2200; B. Sireci. Jub 6006)			
5	27	23.	23.	YOU BELONG TO ME D. Martin Cap(78)2165; (45)F-2165—BMI			
3	27	26.	26.	YOU'LL NEVER GET AWAY D. Cornell Coral(78)60829; (45)P-60829—ASCAP (The Holidays. King 15200; V. Monroe Ork. Victor 20-4942; Pausette Sisters-L. Clinton Ork. Columbia 39873)			
8	22	27.	27.	I LAUGHED AT LOVE S. Gale V(78)20-4789; (45)P-4789—ASCAP (L. Armstrong. Decca 28394; B. Farrell. MGM 11343; R. Allen. Victor 20-4987)			
1	—	27.	27.	MY FAVORITE SONG Ames Brothers Coral(78)60846; (45)P-60846—ASCAP (G. Gibbs. Mercury 5912; L. A. Carol. Victor 20-4985; E. McGrief. Jubilee 6019; C. Lord. MGM 11350; G. MacKenzie. Capitol 2256; E. Fitzgerald. Decca 28433; M. Caruso. Decca 1001; J. Garber. Capitol 2264)			
4	23	29.	29.	THREE LETTERS K. Starr Cap(78)2213; (45)F-2213—BMI (R. Brown. Atlantic 978)			
1	—	29.	29.	I D. Cornell Coral(78)60860; (45)P-60860—ASCAP (V. Monroe Ork. Victor 20-5030)			
1	—	29.	29.	SQUEEZE ME Four Aces Decca(78)28390; (45)P-28390—BMI (S. Evans-C. Gray Singers. Cadillac 120)			
1	—	29.	29.	IT'S IN THE BOOK J. Steadley Cap(78)2249; (45)F-2249—BMI			



JOE "FINGERS" CARR

"Headin' for Home"

flipside

"Rattlesnake Rag"



Record No. 2257



He's the absolute master of Honky-Tonk 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).

FOLK TALENT AND TUNES

Communications is now The Billboard's new format of folk music.

By JOHNNY SIPP

Artists' Activities

Lefty Frizzell and his new band guested at Cliffie Stone's Home-town Jamboree, Legion Stadium, El Monte, Calif., October 25 and the Columbia ace broke his own house record there, pulling 8,528 at \$1.50 (inc. tax). Steve Stebbins.

(Continued on page 49)



(Before You Know It) CHRISTMAS WILL BE HERE



BY ELTON BRITT and the Beaver Valley Sweethearts

RCA VICTOR 38-4160



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 by categories. Each category is assigned a maximum number of points within which each new record is rated.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song (rather, 15); Interpretation (15); Arrangement (15); Name value (15); record quality (surface, etc.); music publisher's art performance potential; 10; exploitation (record-promotion firm 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.

LEFTY FRIZZELL

I'm An Old, Old Man ... 81 COLUMBIA 21034 - Frizzell gives old-timers who still feel they can cut the mustard some moral support. It's set to a bouncy rhythm with a lot of fiddlin' to help it along. It's a good side that should rack up healthy sales.

You're Just Mine ... 79 A real weeper is sold in heartiest fashion by Frizzell. His nasal sizzle adds to the emotion.

JOHNNIE AND JACK

Don't Let the Stars Get in Your Eyes ... 79 V 20-5840 - Another fine waiker of this tune by headline talents. The many fans of the duo will want this version that it looks that the nation on this tune will be split up in a number of ways.

The Only One I Ever Loved ... 78 The boss bounce along with a clo-harmony resulting of a weeper. It's a good side.

(Continued on page 49)

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 Folk (Country & Western) Records

Based on reports received Oct. 29, 30 and 31

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

Table with 12 rows of record titles, artists, and chart positions. Includes records like 'Jambalaya' by Hank Williams, 'Indian Love Call' by Slim Whitman, and 'Older and Bolder' by E. Arnold.

Most Played Juke Box Folk (Country & Western) Records

Based on reports received Oct. 29, 30 and 31

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 patrons request Country and Western records.

Table with 10 rows of record titles, artists, and chart positions. Includes records like 'Jambalaya' by Hank Williams, 'Back Street Affair' by W. Pierce, and 'Indian Love Call' by Slim Whitman.

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received Oct. 29, 30 and 31

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

Table with 10 rows of record titles, artists, and chart positions. Includes records like 'Jambalaya' by Hank Williams, 'Back Street Affair' by W. Pierce, and 'Don't Let the Stars Get in Your Eyes' by S. McDonald.

America's Favorite FOLK Artist



SLIM WHITMAN

THE ORIGINAL

"KEEP IT A SECRET"

published by Shapiro-Bernstein & Co.

b/w

"MY HEART IS BROKEN IN THREE"

published by Valley Hill Music Co.

8169 • 45-8169

Imperial Records logo and address: 6425 Hollywood Blvd. Hollywood 28, Calif.

Heading for a NEW High



Curly Daulton



**A CRUSHED
RED ROSE**

(AND A FADED BLUE RIBBON)



and

**I DIDN'T
MEAN
TO BE
MEAN**

EXCLUSIVE
MANAGEMENT:
RAY J. SHAFER

Eddy County Barn Dance
Carlsbad, New Mexico
P. O. Box 464 * Phone 52743



78 rpm 21032 * 45 rpm 4-21032



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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

Climbing to the TOP!
CHECK YOUR STOCK

5095—VIOLA WATKINS
"Beally Real"
"Paint a Sky for Me"

5092—THE ORIOLES
"See Saw Ride"
"Don't Cry, Baby"

5093—LITTLE SYLVIA
"I Went to Your Wedding"
"Drive, Daddy, Drive"

5094—BUDDY LUCAS
"You Belong to Me"
"Big Boy"

6010—EDNA McGRIFF
"My Baby's Comin' Home"
"My Favorite Song"

Just Released and catching on!
5098—THE BAY-O-VACS
"Start Lovin' Me"

5099—EDNA McGRIFF & SOMMY TEL
"Pick-A-Dilly"
"Good"

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

Going Great!

"STANDING AROUND CRYING"

by
MUDDY WATERS

Cham No. 1526

CHESS 750 E. 49th Street
Chicago 15, Illinois

Going Great!
"EVERYBODY WANTS ME BUT YOU"
and
"DON'T TALK ABOUT LOVE"
by **BIFF COLLIE**
Specialty records
854 S. Wacker Blvd., Hollywood 46, Calif.

Their 5th
Straight Smash!

THE CLOVERS
"HEY MISS FANNIE"
Atlantic RANK 977
RECORDING CORP.
414 WEST 11th STREET NEW YORK 14, N. Y.

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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 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 (alliterative, 15); interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation record—promotion firm 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.

VARETTA DILLARD
Them There Eyes 82
SAVOY 859—Varetta Dillard socks over the lyrics to this lively oldie, projecting the tune with a lot of spirit and excitement. Piece is a show-case for the thrush on her night club dates. A strong disk.
You Are Gee... 75
Material on this side is not up to the other but the singer sells it warmly.

BROWLEY GUY
Blues Train 80
STATES 107—An exclaiming blues item, with a solid beat is handed a strong reading from the singer over attractive backing by the Shockerax. Waxing is a potent one, and should catch like a hot iron.
You Ain't Gonna Worry Me... 73
Guy and the vocal group turn in another good side, due more to their performance than to the material.

CHANCE Records
LITTLE WALTER
"Just Keep Lovin' Her"
and
"That's All Right"
Chance 1116—45-1116
Another Hit!
"YESTERDAY"
and
"SO THERE"
FOUR SHADES OF RHYTHM
Chance 1126—45-1126
151 E. 47th St. Chicago, Illinois
Phone: KENwood 6-4813

IT'S NEW! IT'S HOT! IT'S DIFFERENT!
Savoy #867
"RIVER BOAT"
by Mickey Baker
SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

LITTLE SYLVIA
A Million Tears 80
JUBILEE 5106—The thrush has a lovely item here in this attractive new weeper ballad. Tune is pretty and the thrush backs it a good rendition, helped by smooth ork backing. Tune could stir action if expained and could possibly move out pop-wise.
I Found Somebody to Love... 73
Cute little hand-clapper is sold with some spurs by Little Sylvia, and may partner some plays.

BILLY WRIGHT
Gals' Down Show 80
SAVOY 870—Southern blues singer Billy Wright sells this down home blues in strong style with good support from the rhythm group. His stand-out vocal should help this one get a lot of spins. It's his best in a long time.
If I Didn't Love You... 73
A rhumba blues with an interesting beat and a solid performance from the combo, receives an effective reading from Wright. A good side.

COUNTRY PAUL
Sidewalk Boogie 77
KING 4573—Cleveland boogie guitar settings by the warbler, and some informal comments during the tune by Paul makes this a good item for the Southern States.
Mother, Dear Mother... 75
Country Paul hands this down-home blues a very effective vocal as he explains to his mother that he has lived a hard life. Sentimental blues may do well in the market.

LAZY SLIM JIM
Square 77
SAVOY 868—A good Southern blues is sung with sincerity by Lazy Jim as he backs himself in fine style on the guitar. This platter could stir some action in the Southern market.
Shedright Blues... 73
Some comment.

LYNN HOPE ORK
Move It 77
ALADDIN 3155—The Hope group attacks this with a verve and makes it move all the way in an instrumental reading that is given a lot of punch by Hope's sax. Organ adds background excitement.
Don't Worry 'Bout Me... 69
The old favorite is presented in interesting fashion by the ork. Vocal, however, lacks spirit.

H-BOMB FERGUSON-VARETTA DILLARD
Tender Love 77
SAVOY 865—A solid blues item receives a powerful reading from Ferguson with the aid of a few cold words from Varetta Dillard, with the ork furnishing strong backing. H-Bomb's vocal should help this disk catch fast.

Give It Up... 69
The warbler asks his woman to give up whiskey while the ork-men chant the chorus behind him. A slight effort.

TONY HOLLINS
Wine-O-Youman 76
DECCA 4818—Hollins sells this Southern blues effort with a lot of feeling, backing himself brightly on the guitar, with some good piano surprises him. Lyrics are good and platter could pick up some love in the Southern belt.
Crawlin' King Snake... 69
Another down home blues, but not up to the other side, either vocally or melodically.

BENNY CARTER ORK
You Belong to Me... 76
20-905—A nice take of the nation's top tune features a plaintive sax job by Carter. Ork is full behind him. It's a good disk.
Wanna Go Home... 68
There's a lot of mood in this moody tune, Carter has a good sax solo and there's melancholy due too. The side seems better designed for the pop market than the field for which intended.

(Continued on page 69)

Best Selling Retail Rhythm & Blues Records

Based on reports received Oct. 29, 30 and 31

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

POSITION
Weeks Last | This | To date | Weeks | Weeks

14	1	MY SONG	J. Ace	Duke 102—BMI
9	2	YOU KNOW I LOVE YOU	B. B. King	RPM 36—BMI
7	3	JUKE	Little Walter	Checker 75—BMI
6	4	FIVE LONG YEARS	E. Boyd	Job 1007—BMI
5	5	GOODBYE, BABY	Little Caesar	Hollywood 33—BMI
24	6	LAWDY, MISS CLAWDY	Lloyd Price	Specialty 478—BMI
3	7	OOOH, OOOH, OOOH	Lloyd Price	Specialty 440—BMI
3	8	RESTLESS HEART	Lloyd Price	Specialty 440—BMI
3	9	ROCK ME ALL NIGHT LONG	Ravens	Mercury 78-291; (45)291X-45—BMI
1	—	HEY, MISS FANNIE	Clovers	Atlantic 977—BMI

Most Played Juke Box Rhythm & Blues Records

Based on reports received Oct. 29, 30 and 31

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

POSITION
Weeks Last | This | To date | Weeks | Weeks

5	2	FIVE LONG YEARS	E. Boyd	Job 1007—BMI
10	1	JUKE	Little Walter	Checker 75—BMI
4	4	YOU KNOW I LOVE YOU	B. B. King	RPM 36—BMI
4	4	ROCK ME ALL NIGHT LONG	Ravens	Mercury 78-291; (45)291X-45—BMI
8	2	MY SONG	J. Ace	Duke 102—BMI
6	5	I'M GONNA PLAY THE HONKY TONK	M. Adams	Peacock 158—BMI
3	8	PORT OF RICO	I. Joquef	Mercury 78-9001; (45)9001X-45
4	10	OOOH, OOOH, OOOH	Lloyd Price	Specialty 440—BMI
1	—	HEY, MISS FANNIE	Clovers	Atlantic 977—BMI
4	—	LET'S CALL IT A DAY	S. Thompson	King 78-4541; (45)45-45-43—BMI

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Amos Milburn will play a string of one-nighters thru California starting November 27, and winding up January 3. Milburn's waxing of "Greyhound" has inspired some pop versions of the Rudy Tooms song. One features Ella Mae Morse on Capitol, and the other stars the Buddy Morrow ork, with Frank Lester on RCA Victor. . . . Lynn Hope opens at Sportore's Club, Youngstown, O., November 17. . . . Savoy Records is bringing out a new series of LP platters, six in all, titled "The Birth of Boogie" featuring top posters like Mill Jackson and Fats Domino.

Duke Ellington is now at the Paramount Theater, New York. The Duke is celebrating his 25th

anniversary in Philadelphia, but remain in town until November 24 at the Glen Hotel. . . . Hot Lips Page opens at the Apollo Theater, New York, November 7.

The Dominoes, Federal Records artists, bought up their contract with Universal Attractions this week. Ben Bart, agency exec, arranged the release. . . . Lloyd Price, of Specialty Records, started at the Apollo Theater in New York, October 31, for a week. He plays a week at the Howard Theater in Washington, and another at the Royal in Baltimore, after the Apollo stint. . . . Marie Adams, Peacock Records thrush, starts a string of club dates in Northern California this month, including engagements in Oakland and San Francisco. . . . Johnny Ace opens at the Orchard Room, Kansas City, Mo., next week, and then starts at the Club Alabam, Los Angeles, November 18.

R&B Records to Watch

In the opinion of the Billboard's music staff the following record has the best sales and performance potential among the rhythm and blues records received this week:

BLUES TRAIN
Browley Guy. . . . States 107

anniversary in show business this month. . . . The Ravens, who have a hot disk in their Mercury waxing of "Rock Me All Night Long," are also on the bill with the Duke.

Herb Gordy, Philadelphia bassist-arranger turned jazz concert promoter in the city, has Billie Holiday in the lead for his second concert bash at the Met, November 16, using a Sunday night date, with charity auspices making it possible. . . . Michelle is set to return to his Hammond organ to Philadelphia, this time to Club Bill & Lou. . . . The Topnotes close out Monday (3) at Lou's Mora-

Mahalia Jackson flew to Europe Wednesday (22), instead of sailing on the S. S. United States Friday (17), as originally planned. The thrush caught the virus and missed her sailing. Bess Berman, Apollo Records prexy, sailed as planned. The gospel singer will tour Europe under the auspices of the Hit Clubs of France, and will visit Lyons, Bordeaux, Scandinavia, Holland, Belgium and England. . . . Ruth Brown's new contract with Atlantic Records is reported to call for a minimum of \$100,000 on record royalties over a five-year period. The thrush is now appearing at the Earle Theater, Philadelphia, with Frankie Laine.

FOLK TALENT AND TUNES

Continued from page 46

of Americana, who booked the date, closed the box office at 7:10 p.m., and after the TV show broke a half hour early, reopened the ducat window. Frizzell did 4,300 in his last stay there early this year. Frizzell did 1,682 October 26 at the Bostonia Ballroom, San Diego. The Frizzell troupe now includes Lou Miller, new Columbia artist who once had his own band in the Baton Rouge, La., area; Ernie Harvey, steel; Tawne Hall, guitar; Luna York, bass and comedy; Tommy Perkins, drums; Jack Youngblood, fiddle, and Billy Frizzell, vocals and guitar. Frizzell and Stebbins are talking a deal whereby Frizzell may work dates for Americana for the next year. Frizzell would book his own dates direct and Americana would fill

George, the Columbia thruster, is now repping Robbins Music in Nashville. . . . Hank Williams married Billie Jones, a Shreveport non-pro, in New Orleans October 19. . . . Murray Nash, of Acuff-Rose, reports that Dale Potter cut sides for Victor recently. Potter is a fiddler at WSM, Nashville.

Billy Wilson, the Gotham country singer, reports that the Sleepy Hollow Gang is still featured for a half hour daily over WFIL, Philadelphia. He reports that the Gang would like to take their Hayloft Hoedown shows on TV in Philadelphia. Wilson has been signed by the Forest Hills, N. Y., School of Music to teach country guitar picking. . . . Lindy Rose is now working in the Hollywood area. . . . Lou Chudd, of Imperial Records, has signed Johnny Tyler, the ex-Victor Texas singer. . . . Roy Rogers and Dale Evans returned to their Encino, Calif., home October 28. New addition to the household is Little Doe Rogers, five-month-old child they adopted recently. They lost a daughter, Robin, August 24.

Shorzy Warren reports that he has bought a nitery in Seacaucus, N. J., which he is calling the Copa Club. He will use big names, having Elton Britt and Rosalie Allen set for the opening. Warren is currently touring Canada and Maek Sullivan's band is working the club until his return.

George Lee Marks, the country promoter now at KAND, Corsicana, Tex., reports he has taken over College Inn Skateland, Corsicana, where he'll stage jamborees and dances. He used Hank Thompson November 3. . . . Dona Reynolds (Lariat) is now working at WBMD, Baltimore. . . . Jerry Osburn, who doubles five instruments, is the new member of the Rhythm Riders, WLS, Chicago.

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:

- SOMEBODY LOVES ME
Ernest Tubbs.....Decca 29448
- KEEP IT A SECRET
Bim Whitman.....Imperial B159
- WILDLIGHT
Red Foley.....Decca 29420

in dates in the 11 Western States and thru the South and Southwest.

Tex Ritter has returned from his successful location stay with a rodeo-type show at Harringay Arena, London, and reports that the English music fans go for standard ballads and real folk music over contemporary hit and Western tunes. Ritter, in addition to his long stay at the Arena, did two Sunday concerts, Stoke-On-Trent, Midlands, September 28, and Leicester, October 5, with variety packages. He is set for three New England dates November 4-6. . . . Bill Morgan, brother of

Country & Western (Folk) Record Reviews

Continued from page 45

RED FOLEY

Don't Let the Stars Get in Your Eyes .80
DECCA 28460—Foley is at his relaxed best on this run-thru. Backing is more on the pop side than country. Lush violins highlight a samba beat set up by the rhythm section. Could pick up some loot in both markets.
Sally .78
The warbler comes thru with a crackerjack singing effort. It's a very melodic tune and Foley makes it sound easy. Backing is again on the pop side.

MARTY ROBBINS

I'll Go On Alone .78
COLUMBIA 21022—"Take me as I am," is the theme of this fine rural ditty penned by Robbins. He reads it warmly and the side shapes as a likely entry for the market.
You've Broken My Heart .78
Routine country ballad is delivered to a gentle bounce by the chanter.

MERE & RABE

I Couldn't Stand to Hear
You Say "I Do" .74
TENNESSEE 841—Rebe and Rabe, similar in style to other country duos, turn in some strong duet work on this bright-tempered country weeper. The boys are good and the material is better-than-average. Should catch spins, as well as rural juke juke.
My Empty Arms .73
Another effective side by the duo on a spirited weeper. A good disk.

AL BRITT

One Little Teardrop Too Late .76
MGM 11363—Britt has a good voice and he handles his material nicely. It's a good disk.
Wishing Kiss .75
More pleasant warbling by Britt, this time on the hopeful side. Sincer has a relaxed style and projects warmly.

NEAL BURRIS

Poison Kisses .75
COLUMBIA 21026 — Burris sings about unreturned love with a great deal of feeling. Pleasant instrumentation helps move it along.
Honey Baby Blues .74
The young artist uses voice breaks effectively as he delivers this bouncy item.

SONNY JAMES

Cool, Cold and Colder .74
CAPITOL 2229—Chanter turns in a neatly phrased run-rib of the appealing rural item. Could earn some regional attention.
That's Me Without You .73
James awards the country weeper a

sympathetic rendition. His pleading style comes across effectively on this okay platter.

MARTIN & BROWN

Caravan .74
REPUBLIC 7015 — The harmonica duo takes a strong grip on the Edington classic, reading it with the accent on a solid, brisk beat. Good wax for deejay programming.
I'm Confessin' .73
Here, Martin and Brown blow a sweet rendition of the melodious evergreen. Again, the beat is compelling. Electric guitars provide body to both readings.

LEE BONDS

I Just Got Your Heartbreaking Letter .73
REPUBLIC 7087—Bonds is effective on this sad weeper, giving it an appropriately doleful reading.
How About a Date .69
Lively novelty is warbled in okay style by Bonds, with a muted trumpet featured in the oak backing.

ARTHUR (GUITAR BOOGIE) SMITH

Five String Banjo Boogie .78
MGM 11361—Some fine banjo picking by Smith with the aid of the Cracker-Jacks.
Guitar Jamboree .69
Smith switches to the guitar for some fast licks while the Cracker-Jacks provide strumming support.

HUCKLE BERRY

Driftwood .68
MGM 11362—Material is interesting and Berry projects it with fervor. Electric guitar helps spark it along.
Life Is a Heartache .65
Berry projects this one in spiritless fashion.

SMOKEY ROGERS

Case .66
WESTERN CARAVAN 901—Mountain item is warbled with feeling by Rogers. An okay wax effort.
Blaze .62
Rural jump opus is taken for a bouncy ride by Rogers and the band.

ALLEN FLATT

I'm Lonely Tonight for You .65
REPUBLIC 7009 — Chanter has an okay country ditty here and he reads it easily for a pleasant effort.
I've Lost You .58
Yet, despite by Flatt of one of his own musical weepers may do okay in the more sparsely-settled areas.



THEY DO IT AGAIN

The Sensational Singing group that gave you

"THAT'S WHAT YOU'RE DOING TO ME" and "HAVE MERCY, BABY" on FEDERAL RECORDS

BILLY WARD

and his

DOMINOES

POPULAR

"I'M LONELY"

B/W

"YOURS FOREVER"

Federal No. 12106 and 45x12106

A Note of Thanks from BILLY WARD
composer of "SIXTY MINUTE MAN", "HAVE MERCY BABY", among many others—wishes to thank the Nation's Operators, B's and Dealers for making possible the sale of millions of records to date. The above new releases, also Billy Ward favorites, promise to surpass all previous ones.

RHYTHM BLUES

"NO ROOM"

B/W

"I'D BE SATISFIED"

Federal No. 12105 and 45x12105

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:

I'D BE SATISFIED
Billy Ward-Five Dominoes...Federal 12105

The Dominoes do not record under any other name and are under exclusive recording contract with

WARD-MARKS MUSIC PUB. CO.

37 West 57th Street New York, N. Y.
Suite 800 — PL 3-6825



Distrib by KING RECORDS, INC.

COLUMBIA COUNTER-POINTS



The Pitch
From Mitch

We've got a new batch of goodies this week, and some more stirring up that you'll hear about later. Meanwhile, let's see what's on tap at the moment. First, there's a new duet by Jo Stafford and Frankie Laine, with the top side a wonderful Christmas song. Most Christmas music is strictly for listening—this is a record they'll BUY. The flip is a Josef Marais item—yes, another—called "Chow, Willy," that tells about a guy who comes home hoping to find his girl waiting for him. Seems the girl didn't miss him, so he goes away. This, you've got to admit, is a switch, and it makes a great vehicle for Frankie and Jo.

Paul Weston's new one features our latest discovery in a pair of fine ballads. The boy is named Charles Nelson, and he's going places fast. Only eighteen, he's on the Edgar Bergen show, he's been tapped for movies, and Paul is giving him his first break on wax. You'll like him, and so will the customers.

Who ever heard of a novelty taking three months to break? That's what happened with Sammy Kaye's "Walkin' to Missouri." It started slow, then began to build, and now it's mushrooming every day into one of our very biggest items. In the meantime, Sammy has come along with two first-rate Christmas songs we're releasing this week, and if the Swing and Sway style ever sounded better, I'd like to hear about it.

We've got two versions of "Jump Back Honey"—one by Hadda Brooks on Okeh (she wrote it), and one by Jimmy Dorsey that really tears the joint apart. This you've got to hear. Jimmy backs it with a fine song featuring more of Sandy Evans' singing. And to round out the release, Liberace has a new single. This boy plays a potent piano, and knows how to sell a song vocally as well. He's especially big on the west coast, practically mayor of Los Angeles, and this will carry him even farther. That's the list for this week; wait till you hear what's coming next!

Mitch

Watch it!
FRANK SINATRA

THE BIRTH OF THE BLUES
WHY TRY TO CHANGE ME NOW
39882 • 4-39882

Folk Music

- GENE AUTRY**
STORY BOOK OF LOVE
I'VE LIVED A LIFETIME FOR YOU
21035 • 4-21035
- BILLY WALKER**
THE ONE YOU HURT
I HAD A DREAM
21037 • 4-21037
- JOHNNY BOND**
OUR LOVE ISN'T LEGAL
BACK STREET AFFAIR
21041 • 4-21041
- JACK RHODES**
MAMA LOVES PAPA
THROWING MY LIFE AWAY
21036 • 4-21036

New Pop Releases

- JO STAFFORD and FRANKIE LAINE**
CHRISTMAS ROSES
CHOW, WILLY
39893 • 4-39893
- SWING AND SWAY with SAMMY KAYE**
SANTA, SANTA, SANTA CLAUS
ALL AROUND THE CHRISTMAS TREE
39894 • 4-39894
- PAUL WESTON with CHARLES NELSON**
THE THINGS I MIGHT HAVE BEEN
THE COMMANDMENTS OF LOVE
39897 • 4-39897
- JIMMY DORSEY**
JUMP BACK HONEY
LOVE CAME OUT OF THE NIGHT
39896 • 4-39896
- LIBERACE**
I MISS YOU SO
I DON'T CARE
39895 • 4-39895

Okeh Releases

- HADDA BROOKS**
JUMP BACK HONEY
SOMEWHERE IN THAT DIRECTION
6924 • 4-6924
- JOYCE BRYANT**
LOVE FOR SALE
A SHOULDER TO CRY ON
6927 • 4-6927



Seen the reviews? Get busy with this one right now!

Billboard says: Columbia's Concert No. 2 LP Answers Fan Prayers

BENNY GOODMAN 1937-38 JAZZ CONCERT NO. 2

- Side 1: Let's Dance • Ridin' High • Nice Work If You Can Get It • Vibraphone Blues • The Sheik of Araby • Packin' • Sunny Disposition • Nagasaki • St. Louis Blues
- Side 2: Sugar Foot Stomp • Moonglow • I'm a Ding Dong Daddy • I Hadn't Anyone Till You • Always • Down South Camp Meetin' • Sweet Lullaby • Sometimes I'm Happy • Roll 'Em
- Side 3: King Porter Stomp • Have You Met Miss Jones • Shine • Minnie the Moocher's Wedding Day • Runnin' Wild • You Turned the Tables on Me • At the Darktown Strutters' Ball • My Gal Gal • Bugle Call Rag
- Side 4: Clarinet Marmalade • Time on My Hands • Stardust • Benny Sent Me • Everybody Loves My Baby • Josephine • Killer Diller • Someday Sweetheart • Caravan • Goodbye

"Lp" records Set SL-180 (two 12-inch records)★ Volume I—ML 4590 ★ Volume II—ML 4591

Best Sellers

Based on actual sales reports for week ending November 1

- | | | |
|---|--|--|
| JO STAFFORD
KEEP IT A SECRET
ONCE TO EVERY
HEART
39891 • 4-39891 | JO STAFFORD
YOU BELONG TO ME
PRETTY BOY
39811 • 4-39811 | JIMMY BOYD
I SAW MOMMY
KISSING SANTA
CLAUS
THUMBELINA
39871 |
| ROSEMARY CLOONEY
HALF AS MUCH
POOR WHIP-POOR-
WILL
39710 • 4-39710 | FRANKIE LAINE
HIGH NOON
ROCK OF GIBRALTAR
39770 • 4-39770 | ROSEMARY CLOONEY
BOTCH-A-ME
ON THE FIRST WARM
DAY
39767 • 4-39767 |
| JO STAFFORD
JAMBALAYA
EARLY AUTUMN
39838 • 4-39838 | GUY MITCHELL and
MINDY CARSON
THAT'S A-WHY
TRAIN OF LOVE
39879 • 4-39879 | PERCY FAITH
FUNNY FELLOW
AMORADA
39874 • 4-39874 |
| SAMMY KAYE
WALKIN' TO MISSOURI
ONE FOR THE
WONDER
39769 • 4-39769 | RAY PRICE
DON'T LET THE STARS
GET IN YOUR EYES
I LOST THE ONLY LOVE
I KNEW
21025 • 4-21025 | |

COLUMBIA RECORDS

HITTING the BULLSEYE

Herb Kenny

with the Rockets



"I DON'T CARE"

(AS LONG AS YOU CARE FOR ME)

and

"CALLING YOU"

Agent:

NAT DEBIN

Lew & Leslie Grade, Ltd.
250 West 57th Street
New York 19, New York

Orch. Directed by
FRED NORMAN

M-G-M 11360 78 K11360 45

M-G-M RECORDS

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Personal Mgr.:

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New York City

YES! MGM MEANS MIGHTY GOOD MUSIC



The First Lady Of Song

PATTI PAGE

Sings The New Hit Ballad

"WHY DON'T YOU BELIEVE ME"*

AND AN EXCITING NEW SONG

"CONQUEST"

MERCURY 70025 • 70025X45

*RECORDED DURING THE CEREMONY



MERCURY RECORDS, CHICAGO, ILL. * MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

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POPULAR

- EDDIE HOWARD**
It's Worth Any Price You Pay 89
MERCURY 70015—This is a wonderful matching of artist to material. It's a lovely sentimental tune with Howard giving it a hefty start with his warm and sensitive pipes. Chorus and oek add lush support. This has the earmarks of being a big disk for the singer.
- Kentucky Babe** 81
This side is filled with nostalgia. Howard gives the evergreen a free and easy reading. Chorus helps build it. It's a lovely job by all hands which Mercury should put in the singer's next album so it won't be lost.
- JO STAFFORD-PAUL WESTON ORK**
Keep It a Secret 87
COLUMBIA 3691 — Jo Stafford should have another winner here, on top of "You Belong to Me" and "Jambalaya." The tune was penned by the writer of "I Went to Your Wedding," and the thrush sells it powerfully, lending warmth and feeling to the strong lyric and melodic tune. The Paul Weston oek backs her in style. This could be a real coin-grabber.
- Once to Every Heart** 80
The thrush does a lovely job on this most attractive new ballad, reading it parsimously and with a lot of heart, while the Weston oek furnishes attractive backing. Deejays will hand this a lot of airtime.
- MILLS BROTHERS-SY OLIVER ORK**
Someone Loved Someone 83
DECCA 28478—The Mills Brothers, riding high with "Glow Worm," have another potent item here, that could also come thru. Tune is pretty, with good lyrics and the boys hand it a standout performance, backed solidly by the Sy Oliver oek. This one should garner a lot of plays on the boxes.
- A Shoulder to Weep On** 79
Another strong entry by the Mills Brothers on the tune now stirring up some action via Isaac Vail's RCA Victor waxing. If the tune becomes a hit this disk will cut some of the foot too.
- BUDDY MORROW ORK**
Greyhound 83
W 20504—This is an excellent take of the exciting r&b material introduced by Amos Milburn. The Morrow oek has shown fine understanding of r&b material in recent releases. The oek handles this one in a powerful way with a driving tempo and a heavy beat. Vocal by Frankie Lester is a vibrant one. This can't miss getting a lot of action.
- Stairway to the Stars** 77
Morrow switches back to the pop vein with a very danceable arrangement of the oldie. Vocal by Lester and the Four Stars adds spice to the oek's effort.
- EILEEN BARTON**
Don't Let the Stars
Get In Your Eyes 82
CORAL 60882—Happy new novelty, a big click in the c.w. field, receives a rock rendition from the effervescent thrush who sings it with infectious brightness, while the oek retains the melodic flavor of the Mexican-styled tune. This potent disk, with the proper push, could break thru quickly.
- Francisco Tango** 80
This new item looks like a strong one in the c.w. field and could also stir action in the pop division. The thrush sells it with excitement, projecting the lyrics forcefully over the strong oek arrangement. Both sides of this new disk can grab juke coin.
- GUY MITCHELL-MITCH MILLER ORK**
Why Should I Go Home 81
COLUMBIA 39886—Mitchell has a potent entry here, and he pours his heart into the poignant litty, selling it most effectively. Chorus and oek backing are good. Disk could be another big winner for the singer, both with the kids and on the boxes.
- Don't Rob**
Another Man's Castle 81
Story ballad, which was a big hit in the country field a few seasons ago, receives a big, sincere reading from Mitchell, helped stylistically by Mitch Miller's chorus and oek. Strong tone plus warbler's performance could help
- DINAH SHORE-FRANK DE VOL ORK**
V 20-4992—Dinah hands this appealing new ballad, penned by the writer of "I Went to Your Wedding," an effective performance, accenting the bluesy feeling of the tune. Oek backing is smooth. Ditty is set for a lot of action and this waxing will share in the loot if the song catches.
- H-Deli. H-Lo** 78
Bright, happy novelty from the upcoming movie "Lili," sung fittingly by Dinah, with the help of the oek and chorus. Side should grab lots of spins.
- JIMMY BOYD**
I Saw Mommy Kissing Santa Claus 79
COLUMBIA 36871 — Jimmie Boyd, label's kid singer, hands this cute Christmas novelty an effective vocal, over a fine arrangement featuring chorus and organ. Disk should hit both the pop and the kiddie markets, with the latter the strongest during the holiday season. A good wax entry.
- Thumbelina** 72
Boyd turns in an adequate reading of the new ditty from the forthcoming flick "Hans Christian Anderson." Side will be strongest in the kiddie field.
- GUY LOMBARDO ORK**
Merf Mister Callaghan 78
DECCA 28456—Lombardo leads his oek in a related reading of the hit instrumental that will please his many fans.
- Congratulations to You** 74
Ditty is a tuneful item which the oek, with Kenny Gardner's effective vocal, takes for a pleasant ride. Good for dancing.
- BILL SNYDER**
Twilight Glow 78
DECCA 28428—Here's one that deejays should hop on. The lovely melody is artfully played by Snyder. Except for one lush string section, the oek remains in the background. It's an ear-catching side.
- Don't Ray Goodbye** 78
Based on Schumann's "Concerto," this belongs in the category of "pleasant dinner" music. It tries for a symphonic effect but lacks the fullness. Nevertheless Snyder's keyboard work is always worth hearing.
- BYDIE GORME**
Tell Me More 78
CORAL 60878—Young thrush, in her disk debut, shows a warm style. String-filled oek with background chorus supports her ably. Tune is appealing, and disk could grab a lot of spins.
- Night of Heaven** 75
Old Neapolitan tune is set to a frenetic arrangement by the Monty Kelly oek, augmented with bongos and timbales. Miss Gorme gives out with a wild vocal in keeping with the mood of the oek. The deejays will spin this waxing.
- WOODY HERMAN**
I Cried for You 78
MQM 11357—Here's an off-beat item which might happen. Herman blows some mighty fine sax with a top-notch vocal on the evergreens. It was taped in New Orleans for kicks, and a spin will show that a lot of mood was captured.
- Livia's De Love** 64
Latin beat is nice but side fails to capture spirit of the flip.
- ZIGGY LANE**
Mad About The 77
JUBILEE 6032—Ziggy Lane and the Ray Charles Singers pull out all the stops and drive across a resonating reading of the ditty based on an old folk melody. Should do well on the coin boxes.
- I'm Crying for You** 73
Chanter hands the romantic ooper a strong reading in good backing.
- RUSTY DRAPER**
Blue Tears 77
MERCURY 70004—Tommy's ballad is given an all-out sales job by the chanter in a curious style mixture, a la Laine and Ray. Disk is an attention-getter and could earn spins.
- Angry** 74
Another "pretense" reading by Draper. This one has strong rhythm values and should do okay on the coin boxes.

(Continued on page 54)

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Eddy Howard

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REPRINT FROM

THE BILLBOARD, NOV. 7

The Billboard Picks

IT'S WORTH ANY PRICE YOU PAY... Eddy Howard Mercury 70015

The warbler is in fine fettle for this soft, melodic new ditty, handling it in a very persuasive interpretation.



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

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

Continued from page 52

POPULAR

LILY AN CAROL
Lily River... 77
CORAL 5074—This is a re-issue of the old Signature master, released now due to the action created by the Art Mooney cutting of the tune on MGM. Miss Carol sings it brightly, over a good orchestra arrangement by Ray Bloch. Disk should get spins.
Way Marie... 74
This side too is a re-issue and was a strong platter a few years ago. The chirp does a good job with the item, singing it both in English and Italian.
JIMMY DORSEY ORK
Yours... 77
DECCA 28457—The beautiful oldie "Outerme Mucho" is finely projected on this Dorsey re-issue. Bob Eberly takes the opening chorus to a relaxed beat, after which the Dorsey orchestra picks up the tempo leading into a take, in Spanish, by Helio O'Connell.
Always in My Heart... 76
Another re-issue on this side with Eberly and the orchestra performing easily. Good program was.
ALAN DEAN
Give Me Your Lips... 77
MGM 11365—Tune from the upcoming movie "April in Paris" is headed a persuasive warble by Alan Dean over a lovely arrangement by the orchestra.
Half Heart... 73
Another smooth vocal by Dean on a slight ballad, with the orchestra lending a little support.
BOBBY WAYNE
If I Didn't Lose You So... 77
MERCURY 70011—Wayne injects a good deal of expression in his reading of this tender ballad. It's pleasant music-making and the side should garner spins.
Last Night
I Heard Somebody Cry... 73
Pop rendition of the country ditty is warmly projected by Wayne. Deejays and juke can use.
SANDY SOLO-BOBBY BYRNE ORK
Close Your Dreamy Eyes... 76
BARRY 712—This is a lovely wailing. Solo's intimate style is full of warmth and the backing by the Byrne orchestra adds to the interest. Should rack up a lot of spins.
D'Wanna Hear
Sweet Music Tonight... 73
The pose picks up on this side for a bright piping job by the singer. Orchestra steps out with a biting backing.
TOMMY TUCKER ORK
Our Happiness... 76
MGM 11368 — Pop version of the country item doing very well via a Carl Smith wailing is given a cute ride by the Tucker forces. Easy has lots of charm and could create some interest.
A Shoulder to Weep On... 73
The Tucker orchestra and chorus is heard in a sympathetic reading of the romantic ballad, recently cut by the Mills Brothers. Steady, the slow beat makes for a good dance platter.
WOODY HERMAN ORK
Baby Clementine... 76
MARS 400—Dolly Houston turns in a good reading of "Baby Clementine," the familiar oldie dressed up with a new set of lyrics. The Third Herd shows off some bright ensemble work via an effective arrangement. Orchestra backing helps the thrush. Jocks should spin this platter.
Ferdido... 76
Collectors will go for this driving instrumental rendition of the wild oldie, as played here by the Herman Herd. The orchestra gives it a solid ride that builds thrum and ends up with a sock riff finale. A good disk.
HERNICE PARKS
So-So... 76
SBOER 78-7006—Miss Parks injects plenty of appeal in the multi-dub wailing of a pretty, new tune. Thrush may have a strong one here.
Cool Saturday Night... 73
Bluesy ditty is sung in compelling fashion by the songstress. Should attract spins.
HERB KENNY
Calling You... 75
MGM 11360—The singer's interpretation is on the tender side. The Rockers support him effectively with one of the group's echoing Kenny's phrases in some spots.
I Don't Care... 74
Kenney's reading is show-cased nicely by the humming Rockers and the orchestra under Fred Norman. It has some of the Ink Spots flavor in the presentation.
MEL BLANC
I Tell My Troubles to Joe... 75
CAPITOL 2281—Joe is the bartender who provides a willing ear for domestic troubles. Ditty is changed in a mournful rasp by the Nestle-

voiced Blanc. Side contains some quiet humor, which should be appreciated by a good many juke patrons.
The Minus Wouldn't Approve... 78
Another piece of special material, this about a time you wish an eye for the gait. Blanc turns in a good performance.
RAY CURA
Yours... 78
MERCURY 70021—Cura is heard in an agreeable warble of the ditty now riding high via a Vera Lynn wailing. He's given big chorus support for a side that could attract some of the business.
How Am I to Know... 73
The romantic ballad is warmly charmed by Cura in expressive backing by a string orchestra. Some spin action is in order.
DAVID ROSE ORK
Magic Music Box... 75
MGM 30669—The well-known Rose touch, featuring pizzicato strings and a sweeping orchestra performance is applied to this new Rose-eposed opus. Performance is fine, tune is attractive. Deejays will spin.
Flava... 78
Same comment.
ERROLL GARNER
Summertime... 74
COLUMBIA 39888—Garner turns in a jazzy, fast-tempo version of the Gershwin favorite, featuring some good, bluesy piano effects with help from John Simmons on bass and Shadow Wilson on drums. Garner fans will enjoy the disk, others may wonder about the melody.
What's New... 72
Same comment.
BARBARA RUCK-DEBBIE REYNOLDS
No Deposit No Return... 74
MGM 11364—The movie starlets, the Misses Ruck and Reynolds, do a cute job in this attractive novelty, singing it in country style, just enough out of tune to make it appealing. Backing has a strong beat, and side could grab spins.
Over the Rainbow... 60
The sats try to make a country item out of the fine oldie, but it doesn't come off at all.
RUDDY DE FRANCO ORK
Mamasita... 74
MGM 11358 — A heavily-arranged opus is presented with Eastern flavor by the De Franco Orchestra with the leader showing to advantage on the clarinet. Good jockey programming fare.
Street Scene... 72
Same as flip side.
TERRY PHILLIPS ORK
Chapel of St. Clair... 74
KING 15207—An imaginative opus about the goal of true love is performed with feeling and expressive taste by the orchestra and chorus. An interesting side.
High on a Mountain... 69
Here, the chorus and orchestra hang another inspirational item. Effort is not as successful as the melody, however.
JIMMY PALMER ORK
Secrets... 73
MERCURY 70013 — Romantic ditty built around a theme from Tchaikovsky's fiddle concerto is warbled easily by Ronnie Neubert. A pleasant effort.
Yearning... 71
Gang sing of the opus in staccato style above a sharp beat, alternating with brass takes of the melody makes for an okay dance platter.
LORRY RAINE
The Web of Sorrow... 72
UNIVERSAL 4016 — Miss Raine reads this slow ballad very sensitively. Orchestra under Herman Cibaheoff sets an interesting backing, emphasizes a subdued Latin beat.
I'm Madly in Love With You... 68
Another warm rendition by the thrush. Orchestra again is on the lush but subdued side.
LEE MONTE TUTONES
Bananae... 70
MGM 11359—Western tune is given a pleasant vocal spin by the group with pleasant accordion support.
The Little Striver
Around Your Finger... 66
The Monte Tutones play and vocalize pleasantly about the age-old members booster.
BOB MILLAR
How Many Tearsdrops... 62
HAMILTON 78-100—Backing is too economical for the character of the song, which would have much more impact if given a stronger staging. Millar does a nice job.
Time and Time Again... 59
Chatter has a pleasant tune to work on here and he performs ably. Arrangement, tho, is on the weak side. A fair effort by the new label.
(Continued on page 62)

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**BRAZOS VALLEY
BOYS**



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"You're Walkin' On My Heart"

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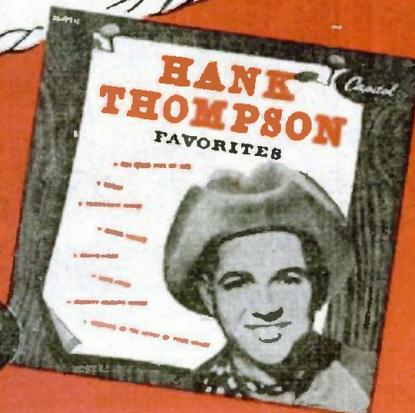
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MGM 11351
78 rpm
K11351 45 rpm

JONI JAMES
SINGS
WHY DON'T YOU BELIEVE ME
PURPLE SHADES
MGM 11333 (78)
K 11333 (45)

ART MOONEY
and his "LADY RIVER" Orchestra
LAZY RIVER
HONESTLY
MGM 11347 (78)
K 11347 (45)

TOMMY EDWARDS
SINGS
YOU WIN AGAIN *B/W*
SINNER OR SAINT
MGM 11326 (78) - K 11326 (45)



VOTED TOPS

BILLY ECKSTINE
BECAUSE YOU'RE MINE
EARLY AUTUMN
M-G-M 11351
K11351

ALAN DEAN
LUNA ROSSA
I'LL FORGET YOU
M-G-M 11269
K11269

FRAN WARREN
I WORRY 'BOUT YOU
ANYWHERE I WANDER
M-G-M 11352
K11352

FRANK PETTY TRIO
ST. LOUIS BLUES
CONGRATULATE ME
M-G-M 11305
K11305

CINDY LORD
MY FAVORITE SONG
MY BABY'S COMING HOME
M-G-M 11350
K11350

ACQUAVIVA & ORCH.
BEYOND THE NEXT HILL
TILLIE'S TANGO
M-G-M 30614
K30614

THE FOUR HORSEMEN
MEMORIES
BY THE WATERS OF THE
MINNETONKA
M-G-M 11345
K11345

THE DE MARCO SISTERS
I'M NEVER SATISFIED
AT THE CLOSE OF A LONG,
LONG DAY
M-G-M 11346
K11346

HANK WILLIAMS
JAMBALAYA
WINDOW SHOPPING
M-G-M 11283
K11283

GEORGE SHEARING QUINTET
WHEN THE LIGHTS ARE LOW
LULLABY OF BIRDLAND
M-G-M 11354
K11354

Introducing
TONY ALAMO
IF I HAD WINGS
AFTER YOUR LOVE
M-G-M 11353
K11353

MONTE HALE
JET PLANE BLUES
DREAM COWBOY
M-G-M 11349
K11349

THE FURNESS BROTHERS
PAUL REVERE
I'M IN THE MOOD FOR LOVE
M-G-M 11356

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.

GREYHOUND Buddy Morrow Ork. RCA Victor 20-5842
The Morrow Ork. still on the A & B lists. Leads off a wild performance of the exciting rhythm ditty, sparked by a solid reading of the tune by Frankie Lester.

WHY DON'T YOU BELIEVE ME? Patti Page Mercury 70025
Patti Page comes thru with a good cover record on the fast-climbing ditty started by Jess James on MGM. The Ball ork lends smooth backing.

• 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 some disk jockeys think tomorrow's hits will be:

1. BIRTH OF THE BLUES Frank Sinatra Columbia 39892
2. LADY OF SPAIN Les Paul Capitol 2265
3. KEEP IT A SECRET Jo Stafford-Paul Weston Ork. Columbia 39691
4. MY BABY'S COMING HOME Les Paul-Mary Ford Capitol 2265
5. THE CHERRIES Doris Day-Percy Faith Ork. Columbia 39881

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

1. I'M NEVER SATISFIED Nat Cole Capitol 2212
2. BLUE VIOLINS Hugo Winckler Ork. Victor 20-4997
3. MY BABY'S COMING HOME Les Paul-Mary Ford Capitol 2265
4. KEEP IT A SECRET Jo Stafford-Paul Weston Ork. Columbia 39691
5. LAZY RIVER Art Mooney Ork. MGM 11347

• 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 some operators think tomorrow's hits will be:

1. LADY OF SPAIN Les Paul Capitol 2265
2. PIECE-A-PUDDIN' Frankie Laine-Jo Stafford Columbia 39667
3. SLEEPY TIME GAL Tony Martin Victor 20-5006

• 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. DEEP BLUES Red Foley Decca 28420
2. I HEARD A JUKE BOX PLAYING Kitty Wells Decca 28432
3. I'M A LONE WOLF Hawkshaw Hawkins King 1134
4. I'D TRADE ALL OF MY TOMORROWS Eddy Arnold Victor 20-4954
5. A WEDDING RING AGO Kitty Wells Decca 28432

... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!!

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**'GEE BUT I'M
LONESOME'**

COLUMBIA 39814



b/w **DON'T SAY
LOVE HAS
ENDED**

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Materiale protetto da c

HE KNEW!

Here's Why Song Hits Don't Last

NEW YORK, Nov. 1.—There is always open season on answers to the question, "Why does the average popular tune have so short a period of popularity?" More than 30 years ago, long before the disk jockey and the multiplicity of records released, Thomas A. Edison answered it in these words:

"I believe the mechanism of the inner ear may have something to do with it. The so-called 'Rods of Corti' are located there—approximately 3,000 small stiff rods, massed together like the hairs on a brush. Each hair is supposed to be tuned to a definite note in the musical scale. When the note is sounded, the hair vibrates, transmitting the sound thru the nerves to the brain. The too constant operation of any group of these hairs undoubtedly leads to irritation—possibly to an actual swelling at the base of the hairs. It is the theory of many scientists that this may be one of the underlying causes for the rapid way we tire of popular hits, with their endless pounding on simple sets of chords."

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NEW IN THE BILLBOARD NEXT WEEK

THIS WEEK'S BEST BUYS

Operators, dealers and radio-TV stations who use **THIS WEEK'S BEST BUYS** will be working together to stock, program and promote the same scientifically selected records at the same time. Scattered, uncoordinated trial-and-error buying and promoting of new releases will be eliminated for those who depend on **THIS WEEK'S BEST BUYS**.

See **THIS WEEK'S BEST BUYS** in next week's **Billboard**.

A Revolutionary New Record Buying Guide for RECORD DEALERS, JUKE BOX OPERATORS, DISK JOCKEYS.

HALLOWEEN IS GHOSTLEY DAY

NEW YORK, Nov. 1.—A group of teen-agers who dub themselves "the gruesomest gals in the Bronx" have a theater fan club which they call Spooks, Inc. Every year at Halloween they take a vote on their favorite stage personality. Faye Emerson and Helen Hayes have been honored in the past.

This year Spooks elected Alite Ghostley, a star singer in the "New Faces" revue and RCA Victor album, "as the most bewitching personality of the year." (Ed note: Dare we add for her spirited performance?)

Flagstad S.R.O. In Copenhagen

COPENHAGEN, Nov. 1.—Kirsten Flagstad's concert at the Odd Fellows' Palace on Friday (17) was a sellout, and her appearance there as soloist with Copenhagen's Philharmonic orchestra on Wednesday (22) drew near-capacity.

Carl Brisson, with pianist Walter Badker and Teddy Pederson's orchestra, drew sellouts at the 4,000-plus capacity K. B. Hall for his concerts on Tuesday (21) and Wednesday (22). John Riley, American singer, gives a concert at the Odd Fellows' Palace on Friday (31).

New Scale Seen For Demo Disks

NEW YORK, Nov. 1.—As a result of the investigation of the operations of recording studios by Local 802, American Federation of Musicians, there will probably be created a special scale of wages for demonstration records. Local 802's probe indicated extensive production of disks by music publishers, cleffers and artists—so much so that a considerable amount of employment falls to 802 men. Heretofore, the AFM has failed to recognize demonstration records as apart from regular commercial disks. Result has been that the union, when asked, insisted upon regular scale of \$41.25 for a three-hour session with double for the leader. This has been largely evaded.

When the probe is completed, 802 will present its findings to AFM Chief James C. Petrillo, with recommendations that certain changes be made in the new AFM-diskers pact. This pact expires in one year, altho negotiations get underway long before December 31, 1953.

Other recommendations, it is known at this point, will call for the licensing of independent studios and agreements with studios calling for limitations on illegal dubbing.

Columbia Plots

Continued from page 30

ager out of Chicago, and Robert Pombo will be division manager handling the Louisville and Charlotte, N. C., area. Danny Stephens, at present East Coast promotion manager will become the Cleveland district manager. Other executives who will become district managers next month are Tom Cade, Dallas; Jack Devany, Los Angeles; C. Gallagher, Detroit, and T. Wilson, Kansas City, Mo. The forthcoming changes in the positions of the firm's sales execs have been contemplated for the past month. The diskery believes that with these shifts it will be able to make even greater strides in expanding its present volume of business, which is, as of September 30, more than 10 per cent above the first nine months of 1951 in all fields, including pop, classical and hillbilly.

MPHC Sues

Continued from page 31

was correct as drawn up, and that MPHC called him six months later and wanted to adjust the royalty payment to 2 cents per tune. He declined to do this. Gabor also said that the law firm for MPHC has served him with papers on the suit, Thursday (30). Yesterday, the firm called and requested that he return the summons on the basis that the firm bringing suit was incorrectly named as T. B. Harms instead of Witmark.

Decca Will Not

Continued from page 30

Mercury Records, which announced last week that it would release 20 EP albums by November 1. Capitol Records is understood to be prepping a move into the EP field after the first of the year.

FINLAND MUSIC PRIZE SET UP

HELSINKI, Finland, Nov. 1.—An annual music prize, along the lines of the Nobel Prize award, has been announced by the Vihuri Foundation, headed by Finland's shipping magnate, Antti Vihuri. The prize will be known as the Jean Sibelius Music Prize, in honor of Finland's renowned composer.

The annual prize will be awarded during Finland's Music Week and will amount to 7,500,000 Finnish marks, which is about \$33,350 at present rate of exchange.

Chevy Dealers in Det. Hire Monroe

DETROIT, Nov. 1.—The Vaughn Monroe orchestra has been booked for a special show for the Chevrolet Dealers of America, to be held December 13, at the Agricultural Building, Michigan State Fair grounds. Booking was thru the Delbridge & Gorrell agency.

The event, held in connection with the introduction of new car models, is scheduled to include a dinner, with the Detroit Symphony orchestra, 90 strong, booked to play during the dinner hour, alternating with Monroe.

Morris Buys Tune

Continued from page 30

versions of "Don't Let the Stars Get in Your Eyes."

Morris' determination to pitch into the outlane field follows the increased interest other big pop publishers have recently shown in the heretofore relatively specialized music fields. Howie Richmond opened Melody Trails in Nashville several months ago. More recently the Big Three has entered the outlane field via Pine Ridge Music. The quantity of country tunes that have blossomed into pop hits in the past year has sparked this move.

In other moves to specialty areas, both Shapiro-Bernstein and Morris have recently begun strong activity in the rhythm and blues field.

Other recent action by Morris Music on the hillbilly front includes the setting of a number of country platters of Morris pop standards with major e.w. labels. The first, an Ernest Tubbs Decca waxing of "Somebody Loves Me" hit the market this week.

'High Noon'

Continued from page 30

been getting specialized treatment. On the Jack Benny program, for instance, the take-off ran for 14 minutes.

The above line-up of plugs highlights the sustained special uses activity. It is interesting to note that the Big Three, when it started to work on the tune prior to the release of the Stanley Kramer film, was uncertain as to how to proceed. The tune seemed to call for special treatment. For instance, it was obviously not a dance piece, a fact which killed one avenue of exploitation. Secondly, it was apparently not suitable for a female vocalist (despite the fact that London Records cut such a disk). Thirdly, there was confusion as to whether it should be regarded as pop, hillbilly or folk. Fourthly, the tune was specialized in that its lyric told the story of the screenplay. With the latter point in mind, the Big Three inaugurated its disk jockey campaign by sending librettos to deejays—quite a departure in pop tune plugging.

Savoy to Issue

Continued from page 30

one called "The Birth of Bop" with Charlie Parker, Stan Getz, Milt Jackson, J. J. Johnson, Fats Navarro and others, and a tenor sax album featuring the work of Ike Quebec, Don Byas, Ben Webster, Charlie Ventura and Morris Lane.

Savoy will also issue another set in the "Golden Era of Jazz" platters, and an LP platter, "Jam Sessions." The diskery now has over 50 LP's on the market, mainly in the jazz idiom.

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I'VE GROWN SO USED TO IT'S NO SIN TO LOVE YOU
1186 and 45-1186

HAWKSHAW HAWKINS
I HOPE YOU'RE CRYING TOO I'M A LONE WOLF
1134 and 45-1134

Rhythm/Blues

EARL BOSTIC
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4570 and 45-4570

CONNY THOMPSON
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4527 and 45-4527
LET'S CALL IT A DAY BLUES WAMBO
4541 and 45-4541

THE SWALLOWS
BEHIDE YOU YOU LEFT ME
4525 and 45-4525

TODD RHODES
ROCKET 69 POSSESSED
4528 and 45-4528
TRYING SNUFF DIPPER
4556 and 45-4556

LUCKY MILLINDER
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12066 and 45-12066

THE ROYALS
MOONRISE FIFTH STREET BLUES
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LITTLE ESTHER
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Music as Written

TWO SIGNED BY PHILLY AGENCY . . .

Jolly Joyce Agency, with offices in Philadelphia and New York, is keeping the interest in Western attractions alive out of season by promoting two new names for the agency's stable. Coming under the Joyce banner this week are Slim Whitman and Freddie Chapman. Whitman, linked with Imperial Records, attracted wide attention to his spinning of "Indian Love Call," and Joyce is spotting him for a limited number of dates between November 28 and December 3.

RANCH HOUSE USES RECORD NAMES . . .

The Ranch House Club in Providence has switched to using record names exclusively as top attractions, after a most successful engagement with Al Martino. George Mansour, head of the club, has skidded Alan Dean into the Ranch House for a week, starting November 6; Georgia Gibbs, on November 13, and Mel Torme, on November 20, are also skidded.

DISK ALBUM COVERS SHOWN IN BOOK . . .

The latest issue of "Modern Publicity," a reference work published here and in England, reproduces 18 disk album covers among its illustrations of fine "packaging" art work. Of those reproduced, 13 are from Decca, four from RCA Victor and one from Columbia.

BIG 3 LAUNCHES PINE RIDGE FIRM . . .

The Big Three has launched a new firm, Pine Ridge Music, which will be devoted to country material. Bill Morgan, brother of Columbia Records' country warbler, George Morgan, will be the Nashville representative for the new firm.

New York

Publisher Herb Marks is serving on jury duty. . . King's a.d.r. topper, Dewey Bergman, is back from a three-day recording session in Chicago. He is currently negotiating with Noro Morales for some Latin sides. . . Al Martino makes his first appearance in

Boston on Monday (3), opening for a week at Blinstrub's. Following that, he starts a three-week one-nighter tour. . . Julian Aberbach, of Hill and Range, left for California Friday (31). His brother, Jean, returns from a European junket next week. . . Jerry Newman, of Esoteric Records, is back after a six-month European tour covering Paris, Spain, Belgium and North Africa. . . Nat (King) Cole opens for two weeks at La Vie En Rose on December 5. . . Billy May's ork swings into the Southwest for two weeks beginning Monday (3). The band then heads into the Midwest for a continuation of one-nighters running up to Christmas. Alvin Stoller is May's new drummer. . . Nellie Lutcher is skedded for Boston's Storyville European tour covering Paris, London, New York, and then goes to the Kovacs Club in Washington for a week beginning November 24. . . New Victor warbler, Joe Costa opens Sunday (2) for a two-week stay at Club Laurier a Lowell, Mass. . . Publisher Ralph S. Peer left for the Coast this week. . . Ralph Berson, of Peter Pan Records, back from a six-week cross-country jaunt. . . Dance artist Rita Hule opens for a week at the London Terrace New London, Conn., on Monday (3). . . Joe Tausk, general manager for the Parade label, on a distributor trip. . . Bob McCluskey, hillbilly and r.&b. sales manager for RCA Victor, back from a month's tour of the South. . . Helene O'Keefe, secretary for Victor's Steve Sholes, leaves for a Key West vacation in another week. . . MGM sent models dressed in shorts out into a local snow flurry plugging Billy Eckstine's "Everything I Have Is Yours," which label is reviving in connection with new movie of same name.

The Gale Agency parted Rose Murphy to a long-termer last week. . . The General Artists Corporation signed 11-year-old trumpet player, Frankie Avalon, to a booking contract Thursday (30). The youngster was on the Jack's Gleason TV seg Saturday (25). . . Georgia Gibbs plays the Latin Casino, Philadelphia, November 6-12. . . Vaughn Monroe's ork will be at the Meadowbrook, Cedar Grove, N. J., November 8 and 9. . . Singer Frankie Vayo waxed for Rainbow Records last week. Dick Hocey conducted the ork. . . Shorty Warren and his ork are off on a club tour thru Canada this week. The band opens at the Concord Club, Toronto, November 3. Warren recently bought the Copa Club in Secaucus, N. J. . . Josh White and his youngsters, Josh Jr. and Beverly, will play the Apollo Theater here for a week, starting November 7. . . Jilla Webb, MGM canary, is now appearing at the Blue Mirror, Baltimore. . . Dick Link, Capitol Records' disk, was thrown a birthday clambake at the Elk's Club in Scranton, Pa. last week by execs at the Capitol plant in that city, and by Dave Fiegleman and Frank Stout.

Cincinnati
Vic Damone, on a three-day pass from Fort Sam Houston, Tex., where he has been stationed since returning from an 18-month Army tour of duty overseas, lured 4,000 for his appearance at Cincinnati Gardens Wednesday (29) with the Boys Town (Neb.) Choir for the benefit of the Friars' Boys' Club here. Father Ulmar Kuhn, club's executive director, arranged the date with Damone. Tickets were scaled from \$1 to \$2. . . Haven Gillespie, former Cincinnati and crier of over 50 hit tunes, has penned what is considered to be the top song, "Kiss," in Marilyn Monroe's pic, "Niagara." Jimmy Durante recently recorded "Santa Claus Is Coming to Town," one of Gillespie's more popular efforts.

Philadelphia
The organology of Eddie Sheppard returns musical entertainment to the Forge Room at Chancellor Hall. . . Pianist-maestro Billy James has turned to music publishing in setting up the Bill James Music Corporation. . . Grimes Music Publishers here have acquired the copyright to "There's Love in a Gypsy's Heart," which was introduced on Prelude platters by Bernie Kree and the Hi-Liners. . . Organist Ilt Myers returned to the Peran Room of the Penn Sheraton hotel, this time with a trio featuring guitarists Don Rinaldo and Johnny Bais.

Earle T. Crooker, veteran songwriter whose lyrical efforts run from "Happy" in the 1920's thru a collaboration on a number for

"WALKIN' MY BABY"
"YOU INTRIGUE ME"
"THAT'S WHAT A SONG CAN DO"
"SINNER OR SAINT"
"WILD GRAPES" and NOW!



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the "Brigadoon" musical, has joined the faculty of Drexel Institute of Technology here. Also an actor and director in both radio and movies, Crooker will coach dramatics at the local college.

Still another label is added to the local scene with the setting up of Arcade Records. Geared to the western styling, the preem platter introduces the singing of Jimmy Collett on "Four Alarm Boogie."

Hollywood

Art Frew, veteran booker, is no longer with McConkey Artists here. Yuna Sumac and her hubby-accompanist, Moises Vivanco, are mulling a longer international tour early next spring which would take in the Scandinavian countries, Egypt and Israel. The Vivancos have bought a home here. Les Paul and Mary Ford sold their home and will center their activities out of their New Jersey home.

Beasley Smith, the veteran song-smith and musical director of WSM, Nashville, was in last week promoting the Randy Smith puberty, which he and Randy Wood, the Gallatin, Tenn., disk dealer and manufacturer, operate. Modern Records is moving to 901 Westborn, Los Angeles, until December 1 when it moves into larger quarters at 257 North Robertson Boulevard.

Roger Pardu, salesman with Music Sales, Memphis, has left to form his own h.b. diskery, Champion Records. Vido Musso has inked with MCA. The Westward Ho Hotel, Phoenix, Ariz., is opening a new dining room at the end of November which will use a jazz unit and a small hotel crew. Larry Barner's (he's the MCA exec) dad died last week. Tom Allison, son of Jack Allison, comptroller of Modern and RPM labels, is getting offers from many major colleges off his end play for Santa Monica Junior College.

Dottie Dunbar, who with her hubby, Bob, founded Dunbar Distributors of Dallas, Houston and New Orleans, has retired from the disk business. The Dunbars sold out to Everett DeColyer last year. Bob Dunbar remains general manager of the distributor net. The firm opened an Oklahoma City branch recently. Gus and Jean McGlothin, song duo, inked with Modern. Beep Robertis has left the music business. He had served as slack for Capitol Records and more recently as co-partner with Hinton Bradbury in his own office. Bradbury is continuing the office. Charley Algeri, the personal manager, has inked April Stevens. last with Gabbe, Lutz & Heller. Chuck Suber, for the past six years with GAC, both in New York and currently in Chicago, becomes ad manager of "Down Beat" November 14. Suber is the son of Sam Suber, Local 802 prexy.

San Antonio

Tex Beneko and his orchestra have been booked to appear November 8 at the University of Texas, Austin, Tex., for a dance. Admission has been set at \$1.50 per person.

Hartford

Be Be Shopp and her "Miss America" trio were held over at Wright's Steak House. Clarence Fisher's orchestra is providing dance music in the Copper Room of the Hotel Elton, Waterbury, Conn.

VARIETY CLUB HONORS COMO

WASHINGTON, Nov. 1.—Perry Como has been selected by the Variety Club of Washington, Tent No. 11, as the "personality of the year in show business" for 1952. Previous recipients of the award were Joe E. Brown, in 1951; Arthur Godfrey, 1950, and Al Jolson, 1949.

A plaque will be presented to Como at the Variety Club's 17th annual dinner dance at the Statler Hotel November 22, which climaxes the club's annual welfare awards drive. The plaque reads: "Variety Club of Washington personality of the year award—this scroll for the year 1952 is presented to Perry Como by Variety Club Tent No. 11 in recognition of his outstanding contribution to the world of entertainment."

Dwight Fiske Suit Names 3 Companies

NEW YORK, Nov. 1.—In his suit against Gala Records and others, Dwight Fiske has moved that the defendants be punished for contempt because they have continued to sell his records despite an injunction of some time ago by New York Supreme Court Justice Morris Gold.

Fiske is suing on the claim that his recording contract was automatically terminated when the defendants stopped paying royalty money due him. He charges that Gala has not paid royalties on recordings of his double-entendre material since 1948. Other defendants are Ben Lane, Gala prexy; Bard Record Company and George Bard, and Sonart Music Company.

Crowds Jam 24 Halls For Aussie Eisteddfod

SYDNEY, Australia, Nov. 1.—The annual City of Sydney Eisteddfod has just been held here, and no less than 18,000 competitors faced the judges in 24 halls and theaters throuth the metropolitan area. The event closed by a concert in the Sydney Town Hall, when the finalists in the Operatic aria contest were heard by an audience of over 3,000.

Championships for instruments were also included in the program. The permanent staff of three will now commence the work of preparing for the 1953 Eisteddfod in addition to completing the winding up of the 1952 event which has been one of outstanding success.

'Recording' Gimmick For Ford's Nights Too

NEW YORK, Nov. 1.—"Recording Session," Art Ford's Sunday afternoon radio show on WNEW, produced in co-operation with the major recording companies, will also be aired over Ford's all-night disk program.

The double-play move was made in response to listener requests and to accommodate record dealers, who report that the series has stepped up sales on platters featured on the program. The format reproduces recording sessions, which results in hit disks.

U. S. Firms Buy Canadian Tunes

TORONTO, Nov. 1.—Harold Moon, Broadcast Music, Inc., top in Canada, continues to sign up American companies for Canadian-authored tunes.

Recently, he reports, "I Was Wrong," written by Howard Manning and Lou Snider, has been taken up by the H. and H. Publishing Corporation. The tune is on wax for King by Danny Sulton in his first session for that company, and is set for early release.

Pere International has taken U. S. rights to "Blue Jeans and Cowboy Boots," written by Billie Rodgers of Victoria, B. C. The tune has already been waxed in Canada by Fred Usher and the Hometowners on Aragon.

Chevy Chase Debuts

CHICAGO, Nov. 1.—New ballroom operation bows here November 7, when the Chevy Chase opens to a Friday and Saturday booking policy with Lee Bennett and his orchestra. Ballroom is located in Wheeling, Ill., northwestern suburb, and is same spot known years ago as the Bon Air Country Club. Bill Vidar, former booker for McConkey and Mutual offices, is manager. C. M. McGrath heads the club which also housed the Chevy Chase Straw Hat Theater this summer.

Admission for opening week is set at \$1, Fridays, and \$1.25, Saturdays plus tax. Plans call for adding more nights weekly to the schedule if attendance warrants.

Embryo UHF

Continued from page 5

reported 191,089 TV sets were produced, the highest output for a single week since early 1951. At the same time, factory inventories fell to year's new low of 195,000 from the preceding week's 222,088. At the present rate, RTMA expects TV production this year to total 6,000,000 rather than the previously predicted 5,000,000.

Caught Short

Most manufacturers were caught short on UHF receiver equipment and converters when Portland Ore. KPTV went on the air last month. As CBS-Columbia's sales manager, R. D. Payne, said, "We've been using any kind of converter we can get our hands on. The station went on the air 90 to 120 days too early for the industry." Altho the manufacturers pledged that they would be ready with sets when UHF cropped up next, the supply-and-demand situation is still out of hand. Altho most manufacturers are building complete internally-converted UHF sets at the factories, distributors and dealers anticipate a much bigger demand for converter equipment which can be installed in regular sets by local dealers.

The shortage of regular sets is nation-wide, but distributors in Eastern states are feeling the initial effect more, because the Western and Midwestern distributors grabbed off a large share of available receivers for new markets first.

All New York City distributors report they are behind in deliveries, with RCA's outlet, Bruno, New York, noting that the shortage is particularly acute in the metropolitan area.



"FINE EVERGREEN" COOL WATER (American) — Bing Crosby and the Andrews Sisters (Dec.) team up on an outstanding disk. **Billboard** reports: "the fine evergreen is given a most persuasive performance . . . tune and beat are haunting . . . could easily step out."

BILLBOARD "PICK" WATER CAN'T QUENCH THE FIRE OF LOVE (Goday) — Helen O'Connell and Giselle MacKenzie (Cap.) earn **Billboard's** praises and a "PICK" for "the loudest, funniest novelty effort in many a moon . . . a rollicking platter." Chosen "BEST BET" by **Variety**.

"EXCELLENT" GEE, BUT I'M LONESOME (Acuff - Rose) — Another Johnnie Ray (Col.) winner. Rated "excellent" by **Billboard**. "The torchy ballad comes thru strongly." Named a "BEST BET" and most likely will click.

"SLEEPER OF THE WEEK" TILL I WALTZ AGAIN WITH YOU (Village) — Teresa Brewer (Coral) fires a bombshell with her "new voice" and a romantic ballad. Picked as "Sleeper of the Week" and "something that should rock wax circles." **Billboard** rates it 81 (excellent). "A catchy tune handled in grand style."

"BIC-BALLAD" BE FAIR (Weiss & Barry) [non-exclusive BMJ] . . . Don Cornell (Coral) and Billy Eckstine (MGM) battle for honors here. **Billboard** says: "pretentious ballad is given the best Cornell treatment." **Variety** reports: "Eckstine has a big ballad."

LOOMS STRONG JUMP BACK HONEY (Rush) — Trade predictions are strong for this ditty. Ella Mae Morse (Cap.) rates "excellent" from **Billboard**. Sonny Gale and Vaughn Monroe (Vic.) carry **Variety's** praises. Tune is well covered by Dorothy Collins-Snoopy Lanson (Dec.), Jimmy Dorsey (Col.) and Hadda Brooks (Col.).

"BULLSEYE" TENNESSEE TANGO (Ridgeway) — Pee Wee King and Redd Stewart (Vic.) introduce another "Bullseye of the Week" folk entry. Eileen Barton's (Coral) version rates **FIVE STARS** from **Downbeat**, while **Variety** calls the Molly Bee (Cap.) platter a "natural."

"OKAY" COME TO THE MARDI GRAS (Peer) — Timely release of Billy Eckstine's (MGM) new interpretation of this earlier smash earns favor. **Variety** says "okay." **Billboard** rates it better than good.

"FIVE STARS" DON'T LET THE STARS GET IN YOUR EYES (4-Star) — **Down Beat** awards Eileen Barton (Coral) "Five Stars" for her colorful reading. Giselle MacKenzie (Cap.) turns out "a cute bouncer with enjoyable lyrics and a fine melody." "Excellent," reports **Billboard**. "Deejays can use."

"DISCLICK" CASUALLY (Garlock-Scherer) — Mel Torme (Cap.) waxes a most creditable item which **Billboard** terms "a nice side . . . the dreamy, romantic ditty is warbled easily by Torme." **Variety** calls it a "disclick."

ANTHONY SPECIAL BUNNY HOP (Anthony) — Ray Anthony (Cap.) is sweeping the country on his one-nighters with this lively dance-tune. Dance schools everywhere are attempting to popularize the "Bunny Hop." Time may be ripe, too.

NEW in The Billboard next week . . .

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"CASUALLY"

MEL TORME

CAPITOL 2263

Hocus-Focus

By HILL SACHS

LEE RICHARDS, of spook show fame and formerly with the Harry Blackstone unit, has settled with his new bride in Easton, Pa., where he plans to work as a salesman and present his magic thru Eastern Pennsylvania on the side. On a recent jaunt to New York, Lee visited with Jack Baker (Dr. Silkin), who has been presenting his horror attractions in that sector in recent months. . . . Trebor

has moved his stock of nifties into the New Lapointe Hotel, St. Jerome, Que. . . . The Amazing Mr. Ballantines appeared at the Forum, Montreal, Monday night (27) with the Dean Martin-Jerry Lewis show, hopping from there to Maple Leaf Gardens, Toronto, for Wednesday night (29). The Great Morton, hypnotist, after seven weeks at the Royal Alexandra Theater, Toronto, opened Friday (30) on the vaude bill at the Seville Theater, Montreal. . . . The Pathfinder, in its issue coming up, is featuring the life story of Lieut. Lee Allen Ester, Safety First Magician of the Kentucky State Police. The monthly boasts a circulation of 1,500,000. . . . Helen Bower, film critic of The Detroit Free Press, is plugging for a world premiere of Paramount's flicker, "Houdini," to be held at Colon, Mich., home of Percy Abbott, in tribute to the "Magic Capital of the World." Co. Herman Barker, formerly of Columbus, O., and now of Elyria, in that State, plans to hit the road soon with a new magic unit. According to Barker, he'll wend his way south thru the Carolinas, winding up in Jacksonville, Fla.

For his outstanding work during the past year as Dean of Douglass Senate, Delta Theta Phi, Al Sharpe, magic pro and new operator of Joe Berg's former magic shop in Chicago, has been elected to preside as chairman of the Inter-Senate Council, Delta Theta Phi, for the Greater Chicago area. The Inter-Senate Council consists of delegates from seven senates of the law fraternity, including senates from Northwestern University and the University of Illinois.

THE AMAZING MAURICE (Morris Cohen) was recently gifted with a trip to Puerto Rico by the Heller brothers, operators of Dinner Key Terrace, Miami, in appreciation of the good job turned in by Maurice on a seven-week stand at that spot. As a promotion stunt on TV appearance, Maurice is giving away, in tie-up with merchants, a book of simple magic stunts especially compiled for the kiddie trade. The giveaway has proved highly effective, Maurice reports. . . . Prince Samara (Terry Brady), veteran mentalist-magician, is mending from an extended illness at his home, 1827 Conant Avenue, Berkeley, Idaho, and plans to hit the road soon again. He recently celebrated his 64th birthday. . . . Bob Nelson, of the Nelson Enterprises, Columbus, O., came in for another smash bit of publicity recently when The Columbus (O.) Dispatch, in its Sunday magazine section, carried Bob, reading a crystal ball, in colors on its front cover. The mag also carried two pages inside with a story and seven photos showing Bob and his secretary, Betty Michaels, running thru a day's routine at Nelson's Columbus magic emporium. . . . Herbert German, who combined magic with a safety lecture for youngsters during his many years with the Detroit Police Department, is now presenting the same routine under sponsorship of the Automobile Club of Michigan. . . . Elroy Almaguer has organized and is giving instructions to 20 San Antonio youngsters who have labeled themselves Junior Magicians Anonymous. Almaguer was at a loss to explain the "anonymous" in the club's name. The boys just liked the name, he stated.

Radio City, N. Y.

Continued from page 15

ence, however, gave them a fine send-off.

"Italian Medley"

The middle production, labeled "Italian Medley," started with a cut-out backdrop of a gutter which opened to show a Venetian scene, with a canal, gondola and costumed cast gathered on marble steps. Robert Marshall, bary, did an outstanding song-selling job on "You're Breaking My Heart," "Sorrento" and other songs originating in Italy or variations of Italian numbers. The group of mixed voices did a great backing and ensemble singing job on such spirited tunes like "Funiculi-Funicula." The tamborine and small dance brought into the production helped make it a major standout.

Jay Marshall

Jay Marshall working in one, followed with his deliberately underplayed chatter, using his paper prop and hand-glove dummy for slight titlers that grew to scattered winks as he chattered along in his typical disarming fashion.

The finale, titled "Del Caribe," had a Latin jungle setting, using staged steps for plus sight values. The production began slowly to the infectious percussion of Ramirez Peralta and built up via stepped-up Latin beats to a thrilling ear-and-eye spectacle. The Rockettes, using variations of Latin steps, did their customary caterpillar stepping as the tempo picked up. As the pace dwindled and the beat became softer, a big yellow moon came up over the jungle scene, casting shimmering rays over the blue ocean background. It was an exciting production, winning a deservedly top hand. Bill Smith.

Terrace Room

Continued from page 15

token dance work in keeping with the phrases of her song, and does a number or two, sans mike, directly at each ringside table.

Material includes French, Spanish, Italian and English numbers, a few familiar, more Continental rarities, authoritatively presented. She uses ballads, lyrics and rhythm numbers effectively. There is an apparently separate percussive background for much of her work. In her second American appearance, Amru Sanil looks like a real bet for classy class spots.

Johanne Bachemin, nice-appearing, strangely Johnnie Ray-ish mood tapster, has a nice balance of songs, acts work and showmanship in his dance style. Opening with a brief baritone introduction, he turns to the piano to do a spectacular classic bit, following with a dramatic vocal to his own accompaniment. Returning for a well-received Pat Rooney style routine, he followed with a neat sit-down tap while "resting."

Steve Kisley's orchestra (eight men), a long-time favorite here, cut the show and the dance sets as well. Kisley's violin took the spotlight to excellent hands for several numbers, ranging from novelties to the intricacies of "Piddle Fiddle."

Haviland F. Reves.

Ciro's, Hwd.

Continued from page 15

usual, is tops, and it's this part of his act that grabs the big hands. veteran, Shore and a writer should assemble an authentic history of the old nifties and their stars. He did a couple of minutes of this and it was fine.

The business hasn't found a good white, male harmony team since the Ames Brothers, and the Four Lads look like the next team to hit the top. Boys are inexperienced, but the nucleus for a fine act is there. All youngsters and full of pep, they can handle most any type tune, but right now their forte is up-tempo stuff. Kids all have great solo voices, but, as yet, they are not getting the blend that makes for greatness. The tall, thin boy sings too loud, while all have a habit of weaving around the mike with the result that the sound isn't clear. Their diction, too, on some songs is bad. Tune selection is good, but it would be well to throw in a couple of top pops. Johnny Sipple.

Burlesque Bits

By UNO

Nadine (Barbanell), the Golden-haired Venus, has adopted a new routine. She is still thrilled over an unusual experience which happened during her week at the Alvin, Minneapolis, and which she claims added more pounds to her weight. In the mail every day came an envelope enclosing a dollar bill but with no note. Mid-week came a package containing an old tintype photo together with another greenback, this one a C-note, from the same person. Until she receives a clue to the sender, Nadine will hold her strangely acquired wealth in escrow. . . . Billy Ainslee and LaVoda are parents of a boy, Michael Toowey, born 7 lbs. 14 oz., October 14, in Willard, O. . . . Sammy Price, Freddy Lewis and Betty Jo Morgan recently doubled in their own unit at the Casino, Boston, and in another at the Howard, Boston, as a replacement for Lou Ascol who was forced to undergo an operation for hemorrhoids. . . . Imogene Lee (Jean Carter), while playing the Hudson, Union City, N. J., enjoyed a reunion with sister, Marion Carter. Miss Carter recently returned from Bermuda, where she filled a three weeks' engagement as a concert violinist and accordionist with the International Harvesters org and is due to return to Chicago for club dates. . . . The Star, Portland, Ore., reopened last week under the management of Walter Hale. The initial cast comprised Lady Godiva (Frances DuBois) and her horse, Candy Renee, Melba Toesi, Donna Ray, George (Beelzebub) Lewis, Ginger Swinton, Tuffy St. Clair and Charles Roarke. . . . Sid Nadell and Debra Dana are playing a repeat at the Roxy, Montreal, for four weeks starting November 7. Other principals are Marion Wakefield, Danny Jacobs, Eddie Lloyd, Harry White and Ruth Swank.

Jessica Rogers, during her week in Baltimore, played hostess at a stork shower for sister Linda Housman, who quit nitery dates because of a baby due in January. Attending were the entire personnel of the local 2 o'Clock Club. . . . A suit was filed October 23 by the Adams Newark Theater Company, Inc., of Chicago, headed by Harold Minsky, in Supreme Court of Newark, N. J., to force Safety Director Keenan to issue a permit

for burly in the Adams Theater. In his rejection of the permit application on September 24 Keenan said he did not deem it to be best interests to grant the application. The legal action was referred to the city law department, which has 20 days to answer. Minsky's group has a lease on the Adams running to 1967. . . . DeLilah Wilde is in her 16th week at the Gayety Club, Chicago. . . . Sally Lane and her monkey, with her revue, "Paris After Dark," finished the fair season at Beaumont, Tex., October 10, with the Amusement Company of America racking up top grosses on all 10 weeks of dates. She opened at the Riato, Chicago, October 30. . . . Gilda, Spanish exotic, closed at the 500 Club, Atlantic City, last week to open at the C. & R. Club, Philadelphia. . . . Jerry Paulus, new house singer at the Hudson, Union City, Comes from long stays in theaters and niteries and is a graduate of the University of Minnesota, Minneapolis. His wife, Jay Carroll, doubles in the Morokoff line-up and in strip specialties. . . . Janette and Lucille, two of last summer's chorines at the Globe, Atlantic City, have been elevated to principal status for the winter circuit. . . . Jack Hayes closed in Seattle, to move into the Liberty, Stockton, Calif., for Harold Greenlin's stock.

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NEWS NUGGETS

Martin-Lewis Sells Out In Advance at Syracuse

SYRACUSE, Nov. 1.—The Martin and Lewis show, playing the Onondaga Memorial Auditorium here Friday (31) was a sell-out by Wednesday (29), according to Art Deutch, representing the local promoters. The building seats 7,700. The show closes its current tour Saturday (1) at Newark, N. J.

CANADIAN TRADE EXPO BECOMES ANNUAL...

TORONTO — Canadian International Trade Show will be an annual, it was announced last week. Heretofore, the show has been on a year-to-year basis. It's staged at the Canadian National Exhibition Coliseum. Government sponsors the show. Has sold 57,000 square feet for next year's edition.

"DUKE OF PADUCAH" BIG IN LOUISVILLE...

LOUISVILLE — Whitey Ford,

Rodeo Finishes Strong; Tops 1951 by 20%

NEW YORK, Nov. 1.—The 1952 World Championship Rodeo, which ended its 26-day run at Madison Square Garden Sunday (19), topped 1951 in both paid attendance and gross, according to Ned Irish, executive vice-president for the event.

Irish said that the not total attendance record was set, three matinee marks were established each of the three Sundays, when more than 15,000 paid jammed the Garden at each performance.

While week-end crowds were strong and well ahead of 1951, Monday thru Thursday attendances were just fair, and on about a par with last year. The event started out fairly slow, but gathered momentum as it progressed, with the last week particularly strong.

Rogers Attracts 15,248 in Cincy

CINCINNATI, Nov. 1.—With ducats scaled from \$1.50 to \$2.50, Roy Rogers and wife, Dale Evans, and their horses, Trigger and Trigger Jr., attracted a whopping crowd of 15,248 for their performance at Cincinnati Garden Friday (24). Garden bosses announced a 5,523 attendance in the afternoon, and 9,725 at night.

Both shows were late in getting started, with the night performance running nearly an hour behind schedule, causing the juve trade to fret and adults to fume. While business was considered excellent, show itself proved disappointing. Consensus was that the performance offered by Roy and Dale and a supporting line-up of just so-so acts wasn't strong enough to warrant a \$2.50 top.

PROMOTERS

Get on our Mailing List Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions at arenas and auditoriums. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible partners. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

"The Duke of Paducah," scored two turnaways at the 3,000-seat Memorial Auditorium here and turned away an additional 700 persons Sunday (26), according to W. F. Buckrop Sr., of the sponsoring organization. In the show were Tom (Cactus) Brooks, Bernie Smith and Matt Waford.

VANCOUVER FESTIVAL SINGER WIN CROWDS...

VANCOUVER, B. C. — Annual Canadian Folk Festival filled the Georgia Auditorium here for five performances ending Saturday (25). Jeanette MacDonald had a big advance sale for her appearance Tuesday (28).

MACDONALD ADVANCE STRONG IN PORTLAND...

PORTLAND, Ore. — Jeanette MacDonald drew a sellout at Public Auditorium here Saturday (20) to gross a reported \$5,800, according to the Elison-White Bureau here.

CIRCUS, MINSTREL SHOW ON ATLANTA SCHEDULE...

ATLANTA — A circus sponsored by the Shrine for a week and a one-night stand by the "Silas Green from New Orleans" show are highlights of attractions booked by the Municipal Auditorium here for November. The circus opens November 8, and the Silas Green minstrel show is set for November 27.

CULTURAL SHOWS BOOK ST. LOUIS AUD TIME...

ST. LOUIS — Entertainment surprises here will have two events in Kiel Auditorium's Opera House this month. "Dance of Ball," with native dancers, is scheduled for November 14-15, and a ballet is set for November 26-27. Opera and symphony associates have booked events on 18 days during the month.

Denver, Omaha Dates Booked By Wirtz Icer

CHICAGO, Nov. 1.—Dates for seven stands in addition to the current St. Louis run have been announced by Arthur Wirtz's "Hollywood Ice Revue." New on the list is Denver, where the show will play November 14-23. Back in the route after several years is Omaha, the November 5-12 stand.

Other dates, standard Wirtz stops, are Milwaukee, November 27 thru December 7; Chicago, December 25-January 11; New York, January 15-February 4; Detroit, February 6-March 1, and Cincinnati, March 3-11.

The Icer closed its Indianapolis run October 26 and opened at St. Louis Tuesday (28) for an engagement which extends thru November 2.

Icer Cancels Detroit Date

DETROIT, Nov. 1.—George Tyson's "Holiday on Ice" has canceled its scheduled appearance December 1-7 at Masonic Temple Auditorium here following an announcement that the "Sonja Henie Ice Revue" will play the State Fair Coliseum here November 12-30.

C. W. Van Lopik, manager of the Masonic Temple, said advance sales for the New York City Opera Company have been better. The opera company opens a six-day run Tuesday (4). Van Lopik said that five days reserved by the Icer have been reserved by an automobile company for a dealers' showing.

Remodeling of an area adjacent to the stage of the temple is being completed and the space will be put into use next week. It will be used mostly for backstage storage.

Canton Solves Sound Problem; Rogers Clicks

CANTON, O., Nov. 1.—Acoustical problems at the new Memorial Auditorium here have been solved, building officials declared. A \$22,000 project to erase the bugaboo included treatment of back wall and ceiling, installation of 15 pencil microphones on the stage and use of a four-way speaker for arena events.

Roy Rogers' personal appearance in the building (21) drew 4,200 for the matinee and 5,022 paid admission at night to set a new high night attendance mark for the structure. The show included Rogers, Dale Evans, Pat Brady, The Whipperwill, and Jack Hayes' band as well as Rogers' horse and dog. Added for this date were the Black Brothers, LaBrac and Bernice. Al Dault, Stan Kramer and Company and the Knight Sisters.

Flower shows ending Sunday (28) drew 19,000 in four days. Earlier, a food show drew 30,000 in five days. Acoustics were good in each case, it was reported and at a private concert by the Canton Operatic Association, staged as a test, the acoustics passed approval of city officials.

Building's next project will be a portable ramp for use with stage, arena and ring events. The platform floor sections are being designed for use also as tables and display stages.

Mills Brothers, Woody Herman and Dinah Washington come in for November 7. A week's run of "Holiday on Ice" starts November 15. The First Drama Quartette is booked for December 6 and the Harlem Globetrotters for December 17.

Madison Square Garden Shows Loss for Summer

NEW YORK, Nov. 1.—The Madison Square Garden Corporation showed a net loss of \$107,270 for June, July and August, about \$7,000 more than it lost for the same quarter in 1951.

However, the nine months ending May 31 showed a net profit of \$77,270, which puts the Garden \$470,000 ahead of the game for the 12-month period ending August 31, in 1951. The profit for the nine-month period ending May 31 was \$593,992.

Dramatic & Musical Routes

- Ballet Theater (Royal Alexandra Toronto) Biggest Show: 75 (Coliseum, Univ. of Neb.), Lincoln, Neb. at World House, Univ. of Wis., Madison, Wis. (Auditorium) Milwaukee 8; UMKC Radio (Theaters) 10
- Bell, Book & Candle (Music Hall) Houston, Tex. 8-9; (Orpheum) New Orleans 8
- Big Top (Orpheum) Chicago, Ill. 8
- Call Me Madam (Orpheum) Chicago, Ill. 8
- Country Girl (Paramount) Omaha, Neb. 11
- Dr. Jekyll and Mr. Hyde (Majestic) Boston, Mass. 11
- Gornell, Katharine (Theaters) Buffalo, N. Y. (Auditorium) Rochester 7-8
- Patricia (Orpheum) Los Angeles 7-8
- Four Poster (Blackstone) Chicago, Ill. 8
- Green, Jess (Cultural) San Francisco 8
- Good Night, Ladies (Majestic) Boston, Mass. 11
- Gurs and Dolls (Orpheum) Chicago, Ill. 8
- Gigi (Harris) Chicago, Ill. 8
- I Am a Camera (Coco) Cincinnati 8
- Jane (Her Majesty) Memphis 7-8
- Maid of the Ocean (Orpheum) Philadelphia 8
- Mr. Roberts (Cass) Detroit, Mich. 8
- Orpheum (Playhouse) Winnipeg, Can. 8
- Plunkett's Stage Show (Stonewall, Tex.) 3-5; Post 8-9
- Print Your Wagon (Hanna) Cleveland, Ill. 7-8; (Shubert) New Haven, Conn. 8-9
- Skinner, Corneil (Orpheum) New York, N. Y. 8-9; (Memorial) Aud. 8
- St. Louis (Auditorium) Memphis 7-8
- Stranger in Paradise (Orpheum) Chicago, Ill. 8
- Strike The Ford (Orpheum) Chicago, Ill. 8
- Suspect (The Ford) Baltimore, Md. 8
- The Plymouth (Orpheum) Boston, Mass. 11
- Seven Year Itch (Wilbur) Boston, Mass. 11
- Stage It (Orpheum) Chicago, Ill. 8
- South Pacific (Auditorium) Buffalo, N. Y. 8
- Time Out for Omelet (Playhouse) Wilmington, Del. 8-9
- Two in Company (Shubert) Detroit, Mich. 8
- Two Growl in Brooklyn (Shubert) Washington 8

Ice Shows

- Beals, Sonja, Ice Show (Madison) Grand Rapids, Mich. 11
- Armsby (Washington) 11
- Henrywood Ice Revue (Orpheum) Omaha 8-11
- Denver 14-23
- Ice Castles of 1952 (Memorial Auditorium) Chicago 11-12
- Buffalo 1-3; (Maple Leaf Gardens) Toronto 10-11
- Ice Palaces of 1951 (Cincinnati) Cincinnati 11-16
- Skating Qualifies Owen & Johnson (Edwards) Chicago 11-16; (Memorial Coliseum) Fort Wayne, Ind. 11-16

ONTARIO ASSN. ELECTS ALLSOPP

30 Arena Managers Attend Meet At Oakville; Amend Constitution

By TOM PARKINSON

OAKVILLE, Ont., Nov. 1.—Wesley Allsopp, manager of the Barrie Arena and a charter member of the Ontario Arenas Association, was elected president of the OAA at the organization's monthly meeting here Sunday (19). He succeeds Claude Tice, of the Belleville Arena.

Other officers are Harry McLeod of Simcoe, vice-president, and James B. McCormick of Kingston, secretary-treasurer. Directors are Ray Milron of Cornwall, Larry O'Brien of Oakville, James Webb of Bracebridge, H. M. (Bob) Crosby of Kitchener, Howard Radford of Guelph and Ted Steadman of Owen Sound.

Tice presided at a business session at which the constitution was changed to provide for an additional director and to provide for meetings every second month instead of monthly.

Additional Director The additional executive director will allow representation of all sections of the province on the board and would facilitate district meetings. The new meeting schedule will not go into effect until 1953. The group will meet at Coburg in November.

Members compared notes on variations in interpretation of hydro-electric rates by local power commissions in the province.

In another discussion, they stressed that in certain hockey playoffs a 10 per cent cut to the hockey association is to come from the hockey team's share of

the gate and that no part of it should come from the arena's share.

Harold Barnett of Sault Ste. Marie described the ice planners in use on major ice shows and suggested member arenas determine whether the machines would be advisable additions to arena equipment. The machine is mounted on a Jeep and performs both the planing and resurfacing operations.

O'Brien Host

Larry O'Brien, manager of the Oakville Arena, was host for the meeting. Some of the members arrived Saturday for an evening party. On Sunday the group attended a dinner in Oakville and returned to the arena for the afternoon session.

Those attending included:

- Tice; Allsopp; McCormick; Barnett; George Hipel of Preston; the Rev. John Beu and Fred Turner of Oakville; Jack Churchill and Wes Chapman of New Toronto; Lloyd Ginger, Howard Radford and R. Patrick of Guelph; Gordon Gies of Kitchener; John Cheney, Oakville; Ross Workman, Toronto; Ted Lambert, Burlington; Clarence Mook, Millerton; Jim Webb, Bracebridge; W. Pallut and John Dunn of Dixie; John Skoocky, Thorold; John Cavanagh, Scarborough; M. Billings, Ingersoll; H. Everett and Willard Dahmer of Welland; Ross Drew, Coburg; Vince Cote, Lindsay; Larry O'Brien, Oakville and Tom Crowe, Charles Bower and H. Hepburn of Toronto.

New Gotham Coliseum Construction Plan Set

NEW YORK, Nov. 1.—This city may soon have its long delayed \$20,000,000 Coliseum, according to an announcement made here last week by Robert Moses, chairman of the Triborough Bridge and Tunnel Authority, the designated building group. Plans have progressed to the point where condemnation proceedings are expected to be completed in about two months. The structure is expected to be ready late in 1954.

A grant of \$8,000,000 is being sought from the Housing and Home Financing Agency to expedite the acquisition and clearing of the site stretching from West 58th Street to West 60th Street and the relocation of 400 families now living in the area bounded by Columbus Avenue and Columbus Circle.

Construction plans call for an elliptical-shaped structure which would be the equivalent of a building 10 stories high, with two floors below ground for parking space. It would have a seating capacity of about 25,000.

Coliseum Eliminated

The Coliseum, containing 200,000 square feet, would seat about 7,000 more than Madison Square Garden, and be banked by wide concourses on three levels. More and better exhibit space would be made available thru elimination of columns which mar the Garden's 40,000 square feet and 180,000 square feet contained on the six floors of Grand Central Palace. Authority engineers say the structure "will surpass anything in the country."

Altho the Madison Square Gar-

den Corporation and the Metropolitan Opera Company were both included for important roles in former plans, they now appear to be divorced completely from the project.

Officials of the New York Convention and Visitors Bureau hailed the report. In its last annual report it was claimed that the city lost \$130,000,000 because of the lack of facilities for the staging of big shows and exhibitions.

Royal W. Ryan, executive vice-president of the bureau, said that at least 65 major conventions might now be persuaded to meet in New York. John Reed Kilpatrick, president of Madison Square Garden and a bureau director, also expressed pleasure that adequate facilities for big events would soon be available.

Athletic events will not be presented in the new Coliseum.

Allotments Okayed By NPA for Auds

WASHINGTON, Nov. 1.—The National Production Authority last week authorized allotments of controlled materials for construction of 13 entertainment projects totaling \$2,397,115.

Included among the projects to receive allotments during late 1952 and the first half of 1953 were three auditoriums, to be built at a total cost of \$2,105,900; three theaters, \$51,865; and seven outdoor theaters, \$239,260.

Club Supports Arena

GRANDE PRAIRIE, Alta., Nov. 1.—Approximately \$4,500 raised by the Grande Prairie Kinsmen club during the past year has gone into finishing work in the Grande Prairie Memorial Arena. In the past four years the club has raised close to \$40,000 for the arena.

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Fred Waring

Continued from page 13

series, penned by Frank Warren and Alex Miller, are keeping up the pace set for the televiewettes last season.

Bob Wright as the wolf, Joanne Wheatley as the mother and Leonard Kronendank as the woodsman were all sharply etched characterizations. Natalie Trundy was a little weak in the voice department but made up for it via personality traits that projected nicely. The Sam Love sets and the Nadine Gas choreography were tasteful and eloquent.

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Michigan Ops Prep Speed Derby Nights

DETROIT, Nov. 1.— Plans for the second season of speed derby events to be held at a group of Michigan rinks under Roller Skating Rink Operators' Association

Parents Direct Club Operation At Stockton

STOCKTON, Calif., Nov. 1.— Stockton Skating Club's first public party held October 16 under parent management was a big success, according to Paul J. Gilbert, manager-pro at the Rollatorium which serves as club headquarters. Purpose of the monthly party is to raise funds for the club and increase its membership. The party also served to honor parents who took over management of the club at a September meeting at which John Allman was elected president; Mrs. T. Hazlett, secretary; Mrs. Audrey Allman, treasurer; Holford Thorns, vice-president, and NI Orsi, publicity director.

Already plans have been made by the club to hold a series of rummage and cake sales to raise funds for club use. The club also has set up a host-hostess committee whose members will take turns working at the rink on week-ends. Their function will be to greet the public entering the rink, explain its various features and facilities, introduce newcomers to club members, and generally make people feel at home. Parents are insisting on more social activity of club members and de-emphasis of competitive spirit among members. Dates of the club's new skating show, "Far Away Places," are November 23-24. Some 80 skaters will take part in the 2½-hour show which will have a foreign country theme. Five major chorus numbers will be featured in the show which is being directed by Gilbert.

sanction were completed at a recent meeting of rink executives that included Mr. and Mrs. Newton Clark, Imperial Rink, Ypsilanti; Fred A. Martin and Earl N. King, Arena Gardens, Detroit; Harry Collins, Collins Rink, Inlay City; Joe Hakim, Fairview Gardens, Detroit; Bill Skelly and Gerald Bacon, Arcadia, Detroit; Jesse E. Bell, Arena Gardens, Detroit, and Ed Martin, Rolladium, Pontiac.

A schedule of 23 speed derby nights to be shared between the rinks, with skaters and spectators traveling to the rinks on the nights scheduled, was laid out. An integrated system of scoring and control will be possible by assigning a block of skaters' numbers for each rink, so that the number will automatically designate the rink.

Scoring for the derby events this year will be on a point system, with certificates for place winners. First, second and third places score 30, 20, and 10 points, respectively. Trophies and medals will be presented to leading skaters in the separate divisions at the end of the season.

Entry fee of 32 cents will be charged each skater for each of the scheduled events, to go in part for the season's awards. Parents of skaters will be admitted on scheduled nights for the same fee.

More intensive promotion of the event is planned this year, with a special cut-rate ticket to be used to bring in fans, for distribution by every team participating. The contesting speed team that sells the most tickets will receive an incentive in the form of a special trophy. Tickets are sold by the skaters at 20 cents each, and the fan in turn exchanges the ticket and pays 22 cents at the rink on the night of the event, which includes admission and skating privileges. All money from the ticket sales goes to the rink holding the particular event.

Negro Skating Clubs Set in Philly, Chester

PHILADELPHIA, Nov. 1.— Sepia Skating Club, a roller rink in Southwest Philadelphia, opened Tuesday (28). Operating nightly, the rink directs its patronage promotion at the growing Negro community. The rink, which will operate on a membership card basis, as do virtually all rinks in the city, has 16,000 square feet of skating space.

A similar skating club idea was introduced recently in nearby Chester, Pa., for the Negro community in that city. Called the Ebony Roller Skating Club, it meets and skates on Monday and Wednesday evenings at the Sixth and Penn Streets Rink from 7:45 to 11. Mike Jordan, professional, conducts classes from 8:45 to 7:45 on club nights for new skaters. Organ music is provided for the skating sessions with provisions also made for skate rental to holders of Ebony membership cards.

Resume 2-in-1 Nights at AOW Bayonne Spot

BAYONNE, N. J., Nov. 1.— A mounting number of requests for two-in-one nights at Boulevard Arena has prompted America on Wheels officials to reinstate the feature at the rink. The popular feature will be held on Friday nights, offering roller skating from 7:30 to 10:30 and dancing to the music of a local orchestra until midnight, giving patrons an extra hour of entertainment. Prices will be unchanged.

Roadshow Rep

THE London Theater Company, composed of English players, which last year filled a winter engagement at St. John's, Newfoundland, has returned to that town for a five-week stand. Talent and director, Leslie Yeo, leading line-up includes Leslie Yeo, leading lady; Oliver Gordon, John Woodnutt, David Morzel, Charles Mardel, Anthony Newlands, Richard Easthams, Jacqueline Lacey, Avis Lennard, Roma Haycock and Ruth Perkins. George Paddon-Foster is scenic artist. Following completion of their run in St. John's, the troupe is slated to tour the largest centers in Nova Scotia, New Brunswick, Prince Edward Island, Quebec and Ontario. Several weeks are projected for Halifax, N. S., with week stands scheduled for Sydney, N. S., and St. John and Moncton, N. B. Ernest DeMayer is promoting hobby shows in Central Vermont. D. B. Meyer is clinching some dates around Ashland, Ind., after spending the summer in Fort Wayne, Ind., where he bossed a paper crew. He'll work his puppet show, his old stand-by, this winter.

J. J. CASWELL, with headquarters in Binghamton, N. Y., wants to know if any of the old-time Buddy Players are still active. . . . Emile LaFrance is trying out some New England cities where there is a strong French-speaking population with the idea of building up a circuit of towns for his solo protean show. . . . Jimmy N. Gale, manager of Empire Players, dramatic show, enters Mayo Bros. Clinic, Rochester, Minn., for treatment of cancer November 15. His show returns to the road in about two weeks, he says. . . . Nat C. Crothers is promoting hobby shows around Rome, N. Y. . . . G. G. Gregory, after a fair summer with a platform show he's trying out the school show idea in that area.

Gregory does several novelty acts and has some small animals. . . . Gillon's Spook Show, a playing small towns in New England under auspices. . . . One of this corner's readers wants to know if Bert Briscole is still active. . . . Jack Driscoll, an old-timer in the business, is promoting amateur productions in Alexandria, La. He's been successful in the past with this type of promotion.

MERTON CRAIG comes thru with the following from Rochester, Vt. in answer to a query lodged in this corner recently by George L. Varney, of Bangor, Me., concerning the Craig Bros. Show: "I'm still in show business in a small way, playing New England spots with 16mm. pix and vaude acts. It's mostly a one-night-stand deal, with a feature that will draw family trade. Arthur Craig died four years ago and I never had a canvas show after our fire in 1942 near Cortland, N. Y., when we lost all our equipment. Just about that time all the real performers who could do an act were quitting the road. I gave up the idea of a live show and went into pictures. The old-time performer who could go on a show and change every night are in the minority now. Yet when I started in 1907 with Murdock Bros. Tent Show we had personnel which doubled in the band and went on stage to do novelty acts and song and dance numbers. Varney also asked about the DeRue Brothers. Billy died a few years ago in New York and Bobby, from last reports, is teaching school bands in New Jersey. Luther B. Askin, of Murdock Bros., and Gentry, of Circus, is teaching bands in Lowell, N. Y. Most of the McNally Show personnel is in the picture business. Art McNally and I were on the same show in 1912. He was and still is a good comedian." (Continued on page 82)

Drivin' 'Round the Drive-Ins

THE Danbury, Conn., Drive-In Theater, managed by Jack O'Sullivan has been trying occasional Dollar-a-Carload Nights. The theater is operated by Lockwood & Gordon Theaters. . . . Rogers Corner Drive-In Theater, between Winsted and New Hartford, Conn., is running its main feature first Mondays thru Thursdays and its main feature last Fridays and Saturdays. . . . Pic. Bert Amadeo, brother of Paul W. Amadeo, general manager of the Pike Drive-In Theater, Newington, Conn., has been discharged from the Army, following service in Korea. The younger Amadeo has an impressive record as an Army newspaper cartoonist while in the Far East. . . . Plans to open the new Bowl Outdoor Theater Corporation's drive-in theater in West Haven, Conn., have been postponed, pending hearing by the Connecticut State Supreme Court of an appeal taken by Fishman Theater Circuit, New Haven, from a decision of State Police Commissioner Edward J. Hickey in approving a license for the theater project. The Fishman Circuit there, charged that Hickey's approval was arbitrary and represented abuse of discretion. Seymour Levine is president of Bowl Outdoor Theater Corporation.

to a report made public by the Reading Ministerial Association, which sponsored the services. The association indicated that plans have been developed to repeat the services next year throughout the outdoor theater season.

THE recent annual convention of the Maritime Motion Picture Exhibitors Association at St. John, N. B., gave special attention to a request from operators of drive-in theaters. It involved placing the association on record as opposing the establishment of open-air film theaters within 15 miles of established drive-in theaters. Speaking for the motion were J. M. and Mitchell Franklin, of St. John, who head up the Franklin & Herschorn theater interests, which operate drive-ins near St. John, Halifax and Sydney, N. S. Also favoring the motion was A. J. Burnett, Springhill, N. B. Operators of drive-in theaters complained against the sponsoring of open-air film shows in public parks in cities and towns of the Atlantic provinces by civic governments. Fredericton, N. B., was singled out for special attention by Burnett. It was contended that when objections were made by the drive-in operators, proponents of the outdoor film programs made a number of incorrect claims, including the one that "civic sponsored programs are responsible for people becoming patrons of established film theaters. . . . At a drive-in on the New Brunswick-Maine border which draws from both sides of the boundary, L. Weber places tin pads on speaker posts. Instructions from the screen advise patrons to place refuse of all kinds in the pads.

C. L. LANCE announced last week that construction has been started on a new drive-in theater in Canadian, Tex. He recently purchased the Palace Theater there. He plans to open the drive-in in the spring. . . . A passing truck demolished the ticket office of the Mission Drive-In Theater in San Antonio, minutes before ticket sellers would have entered to go to work. Fred Mayer, purchasing agent for State-wide Drive-In Theaters, estimated damage at \$3,000. Part of the truck, which apparently was moving slowly, caught a projecting wing of the building. . . . Religious services held on a series of Sunday nights last month at the Reading Drive-In, Reading, Pa., preceding the regular picture program, were a success, according

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Tom Packs to Handle Booking of Cisco Kid

Unit Heads Boston Garden Rodeo, Tops '51 Attraction by One-Third

BOSTON, Nov. 1.—Booking of the Cisco Kid and Pancho (Duncan Renaldo and Leo Carillo), who now are headlining a rodeo at Boston Garden, will be handled by Tom Packs, St. Louis circus impresario, it was confirmed this week by Art Morse, Chicago attorney and spokesman for the Cisco-Pancho package. Morse said Packs will handle "all rodeo and 'Wild West' bookings for him next spring and summer. He explained that the Packs organization was set up to handle the work, while Morse's office was not.

Packs, owner of the Tom Packs Circus, this summer bought the Cisco-Pancho show for the St. Louis firemen's show which he produces annually, but Morse said the deal was separate from the booking arrangement. In addition, the Packs organization loaned some personnel, including C. W. (Bud) Hoerber, to handle a Canadian trek by the Western package recently.

Neither Packs nor Morse would confirm it, but it was believed possible that Packs would buy into the Cisco-Pancho show later.

Boston Up 30%

Meanwhile, the headliners were drawing full houses at the Boston Garden. Les Stout, of the Garden, said the stars, together with Everett Colburn's rodeo, were a "good 30 per cent" ahead of last year's Garden rodeo. Morse's contribution to the show includes Cisco Kid, Pancho, two stunt men and three additional performers. They present a stage coach hold-up scene as a feature of the straight rodeo. Usually on summer dates the company is larger and presents a full program itself.

The run opened October 22 and extends thru Sunday (2). No Monday shows are given and the difference is made up with an ex-

Chi Indoor Kiddieland Opens Strong

CHICAGO, Nov. 1.—Boys World Kiddieland, after a big opening week-end business Saturday and Sunday (25-28 hyped by free ride coupons, settled down this week to normal operation. The new kiddieland, located in a shuttered motion picture theater here, opened better than expected, according to Tommy Sacco, who manages the amusement center.

Reaction to weather conditions was similar to that of outdoor establishments. Sub-freezing weather early this week cut sharply into attendance but when the mercury climbed about mid-week, business bounced back.

Also most of the opening week-end business was of the free coupon variety, an estimated 80 per cent of the parents also dug into their pockets to buy from six to 10 ride tickets. Concessions were exceptionally busy and the run on the eat stands cleaned them out of food on several instances. Profits, if any, will probably be derived from the concessions, Sacco said.

Biggest obstacle encountered during the first week was a lack of parking on the nearby streets of the Devon and Western avenues shopping area. No solution for this has been figured thus far.

While Sacco looks to the Christmas holiday throngs as a means of helping business, they are meanwhile continuing to promote the spot by various means. Latest gimmick is passing out of 20,000 cut-rate tickets to schools for the use of children under 12. One of these tickets and a nickel is good for one ride.

Sacco also purchased a Crosley automobile, had it rebuilt into a fire engine which tours the neighborhood streets with ballyhoo.

tra show on Saturday mornings. Three shows on Saturday (26) grossed \$42,000, Morris said. Saturday (1) shows were sold out in advance, he added.

In an effort to overcome the weakness of usual Sunday night closers, the final performance here Sunday (2) will start at 5 p.m. Thus, Morse said, the show would be all out and over early enough for school children to attend. He also said that both the regular matinee and early night show for Sunday (2) were sold out in advance. Tuesday, Wednesday and Thursday business, Morse stated, has been good but short of the full mark.

Cisco Kid and Pancho are scheduled, he said, to play Indianapolis in January and Miami in February.

Sweeney-White Top '51 Biz By 5 Per Cent

CHICAGO, Nov. 1.—National Speedways, Inc., operated a record 59 auto race meets during the '52 season and wound up 5 per cent ahead of last year business-wise. At Sweeney, who, with Gaylord White, heads up the organization, announced here this week.

The increase was registered in spite of a heavier percentage of rainouts this summer and a decrease in attendance at most of the fairs played by the Sweeney-White organization.

Lost to weather was one early season still date at Jacksonville, Ill., and one race at the Jackson, Miss., fair. The organization also dropped a big day at the Canadian Lakehead Exhibition, Fort William, Ont., but played a rain date to fair crowds there a couple of days later.

Drawing Power

Best indication of the drawing power of the speed events came at the Missouri State Fair, Sedalia, after a tornado hit the fair on Thursday. Two days later, National Speedways pulled a good Saturday crowd and the next day, Sunday, grosses topped the comparative day in '51 by \$3,000.

Final speed events of the year were at the Louisiana State Fair, Shreveport, which drew a fair crowd on opening Saturday and a capacity grandstand the following day.

Following the finale, Sweeney and White hosted their drivers, newspapermen and radio reps at their annual banquet in a Shreveport nitery. Some 65 persons were on hand and following supper, trophies were awarded and bonus checks passed out to the 10 top-ranking drivers. Jimmy Campbell, Bates City, Mo., took top honors in the big car division followed closely by Bobby Grim, Indianapolis.

Bonus Arrangement

Other pilots sharing in the bonus arrangement in the order of their point standings were Bill Holland, Reading, Pa.; Bob Slater, Kansas City, Mo.; Phil Moses, St. Louis; Mack McHenry, Wichita, Kan.; Fritz Tegmeier, Elgin, Ill., and Jimmy Wegeschider, St. Louis.

Sweeney returned to Chicago this week after a short vacation with White in Excelsior Springs, Mo., where the two huddled on plans for next season.

Awalt Awar'd Bonuses

SAN ANTONIO, Nov. 1.—Awalt & Awalt, who have the concessions at Municipal Auditorium here, did heavy business the recent Shrine Circus, according to Tommy Stevens. Business was far ahead of last year in all departments and the Awalts awarded bonuses to their employees following the engagement.

SHARES BILLING

Orange Bowl To Salute Major Celes

MIAMI, Nov. 1.—Ten major festivals and celebrations will share top billing in the upcoming 19th annual Orange Bowl Festival, it was disclosed by Sam H. McCormick, Orange Bowl Committee president.

They'll be depicted on "Where America Plays" theme floats in the New Year's Eve King Orange Jamboree parade and in a repeat performance along with the half-time extravaganza of the New Year's Day grid classic, the night of January 2 in the Orange Bowl.

Suntanned Dixie glamor girls will simulate the various festival beauties not excepting the Rose Bowl Queen, Miss America, Maid of Cotton, Queen of Snows and others. Floats and theatrical costumes created especially for the Miami event will be supplied by the Orange Bowl Committee. They will not be sponsored by the expositions they will publicize, with the exception of the 1953 Orange Bowl Queen's float which will climax the theme section.

The floats will be by Vaughn Dispers, Miami, costume by Van Horn & Son, Philadelphia.

Other Celes

Other celebrations to receive the Orange Bowl Festival treatment on wheels will include Pasadena's Tournament of Roses, complete with a South Florida variety of Rose Bowl Queen; St. Paul Winter Carnival and Queen of Snows; and Havana Carnival, rumba and all; Minneapolis Aqueduct, surrounded by a fleet of tiny sail boats skimming Biscayne Boulevard pavement waves via outriggers; Philadelphia New Year's Day Mummers parade, with bacchanteous Dixie fens replacing shivering males in the original Quaker City production; Atlantic City's Miss America Pageant, with a Florida replacement; Tampa Gasparilla Pirate Festival, New Orleans Mardi Gras and Memphis Cotton Carnival.

Based on zooming annual attendance, a half-million spectators are figured to see the New Year's Eve cavalcade of charm. Another 50,000 will see the repeat showing the night of January 2 in the Orange Bowl.

Festival Sellout

The parade and festival grand finale have sold out in advance the last three years. The world debut of mobile fireworks will permit some 20,000 more persons to see the festival climax than in other years. The perambulating pyrotechnics will be touched off by Art Briese of Theophile-Duffield, Chicago, who's torched the rockets at many of the carnivals in the Miami celebration.

For the fourth straight year, Duke Jordan is directing publicity for the Orange Bowl Committee. Back with him for the third year is Bill McGekintosh.

NO GATE STIMULANT

Politicos No Boon To Outdoor Segs

NEW YORK, Nov. 1.—In this Presidential year, with politicians a dime a dozen, including the big ones, and the vote-seekers anxious to make before any group representing more than a gathering of in-laws, outdoor show business and its audiences, running well into the millions, could have done without them.

Literally dozens of events, particularly fairs, were graced by the appearances of nearly as many assorted "politicos" representing all legislative levels from municipal to national. Ribbon cutters, beauty contest judges and preserve samplers made themselves available more readily than ever before.

Their reward was mention in the program, advance and post mortem publicity usually engineered by the fair, and for free, and the opportunity to rub shoulders with their constituents. In addition, the more fortunate got the opportunity to voice their political philosophies and to solicit votes in speeches made in front of grandstands—usually to audiences that had paid for their seats and often to the detriment of timing of the program.

Crowd Reaction Nil

The interest in the public figures attending outdoor events seemed casual at best. The fact that this is a Presidential year, and political feeling admittedly is running high, has not, however, seemed to make little difference, as crowds seldom approximated more than the turnouts usually garnered on the regular "politicians days" featured each year by some fairs.

It may be that patrons at fairs attend the annuals for reasons other than those attracting thousands to other events with mass appeal. It may well be that they have a homey, personal interest in the cows and chickens, carrots

Button Men Reap Harvest In Campaign

NEW YORK, Nov. 1.—The politicians and their backers gave the dealers in campaign novelties record business this year. Buttons were, as usual, the big item. Eisenhower's backers bought slightly more than did Stevens.

Charlie Shear, who heads up the company bearing his name, said that his firm sold over 100,000 buttons to break all records. Charlie Schatt, Schatter Novelty Company, called the sale of campaign buttons "the biggest since Roosevelt." The sale of buttons started slowly, but when the two major candidates got rolling, the manufacturers couldn't keep up with the demand. Sol Pritt, Pritt Novelty Company, reported that the campaigners did not want the small, ornamental buttons. Big, enormous buttons were in demand, and the sales of these were terrific.

Portland, Ore., Expo Plant Taken Over by Air Force

PORTLAND, Ore., Nov. 1.—The 42-year-old Pacific International Livestock Exposition went out of business this week. The United States Air Force leased its 11-acre plant for a warehouse at an annual rent of about \$140,000. Holding of future expositions depends on a proposal for construction by the city of Portland of a war memorial community center and park in North Portland, near site of the former expositions.

T. B. Wilcox, chairman of the board for Pacific International, said an attempt would be made to preserve continuity of the show by holding a junior livestock show somewhere next year but that no full-scale exposition could be held until a new plant was built. The Portland city council is considering a proposal whereby

the city would take title to the exposition building, using the revenues for financing the new community center. Pacific International stockholders have approved the plan.

Even tho the city acted with unusual speed, construction of any community center would remain distant. Aside from winning public approval for any plan, the project envisions co-operation from other sports enterprises such as the Pacific Coast League baseball club, basketball, ice shows, and convention interests.

The Pacific International has been a constantly growing enterprise since its inauguration, the 1952 attendance of 129,869 bringing \$158,281 thru the wickets. This nearly doubled the money gate of last year and was a record, except for 1948.

and peas, the shows and rides and the breath-taking grandeur of the night grandstand show. It may well be that they think that the politicians should be interested in the same things at the same time, and save their expostulating for the American Legion halls, city hall steps and radio and television.

Big or small, the results seemed to be pretty much the same. Neither his own Illinois State Fair at Springfield, the Michigan State Fair, Detroit, or the Eastern States Exposition at Springfield, Mass., needed new fences after the appearances of Adlai Stevenson. While everyone seemed to like Ike, there apparently was some reservation as to time and place.

Some Partiality

The lesser lights, and there seemed to be more around the cattle barns, midway and grandstands this year than ever before, made no more impact despite their local origin. Depending upon the political alliances of those in control of the crowd-gathering events, gags minimizing the efforts of rival forces were spotted liberally in show presentations. At some Dixie events, for instance, a "Hoover Wagon," a broken down vehicle simulating the conveyances used by migrants during the depression, was paraded before packed grandstands as a sort of warning of what might happen should the opposition take over the rule of the land.

At some Yankee annuals, it was like all the way and patrons needed

(Continued on page 53)

May Lift Ban On Amusement Construction

WASHINGTON, Nov. 1.—The National Production Authority is weighing a recommendation made this week by the Construction Industry Advisory Committee that relaxation of construction regulations scheduled for May 1, 1953, be advanced to January 1 in view of the rapidly easing steel supply situation. This would, in effect, lift the ban on recreational construction as well as increase amounts of controlled materials for commercial and other construction.

Recreational, entertainment and amusement construction projects will each be entitled to five tons of carbon steel (not to include more than two tons of structural shapes), 500 pounds of copper and copper-base alloys, and 300 pounds of aluminum per quarter, on a self-authorized basis, when the construction regulations have been relaxed. Foreign and used steel will also be permitted for recreational construction.

Will Hatch Dies In Nashville

NASHVILLE, Nov. 1.—Will T. Hatch, owner of the 73-year-old Hatch Show Print firm here and widely known among outdoor show people, died October 28 of heart trouble. Hatch had suffered a stroke in 1943 and had several heart attacks since then. Since July of this year he had been confined to his home because of his condition.

The firm was founded by Hatch's father, Charles R. Hatch, and uncle, Herbert H. Hatch, as C.R.&H.H. Hatch in 1879. While still a boy Will Hatch began learning the poster printing trade in the plant, and took over active management of the firm upon his father's death.

The firm will continue to be operated by Hatch's son, Will T. Jr., and a nephew, Charles T. Shelton. Services were held October 29 at the Marshall, Donnelly & Combs Funeral Home, Nashville, and burial took place in that city.

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Acts at the Macon, Ga., Moose Club Halloween doings Friday (31), included Gladys Gillem and her cats; Wilfred Mas Trio, jugglers; Kirk Adams, dogs and ponies; Capt. Eddie Knipshied, high pole, and Uncle Hiram, clown.

Jack Little and Jean Radius, aerialists in the Three Milo high pole act, were married October 22 at Canton, Mo., during the fair at the latter town. The groom's parents, Mr. and Mrs. C. T. Little, who are concessionaires on the Gladstone Exposition Shows, which provided the fair's midway, were on hand for the ceremonies.

Otto Gestons, head man in the Gretona high wire act, scribbles from Rochester, Ind., that they have wound up their outdoor season and the girls are back at school. When the act played Denver this year, Shirley was again honored by being made official mascot of the shrine. Not to be outdone, Gloria was named sweetheart of the Leyden-Chiles-Wickersham past of the American Legion. The act is scheduled to leave for Los Angeles in November where Shirley has been offered a screen test by Darryl Zanuck.

The Colleano family juggling act, will be in the line-up of the "Super Circus" TV program in Chicago, Sunday (9) along with Pedro and Durand, hand balancing; Malikova, solo high wire, and Bob Hammond's bird act. Inked for the following Sunday by Vic Brown are Billie and Gene Lambert, acro-balancing; Rich Roy, trapeze and hangman's nose; Droguetta, hat tossing, and Rulon's dogs. Doctor Conrad, lecture turn, will be the Side Show attraction November 8.

Marcus-St. Leon Troupe, juggling, teeterboard and trampoline group, report they will join the Circo Atayde in Mexico City for a six-week stint during the Christmas holidays. The act has several indoor dates before reporting to the Mexican capital. Milo Jones, top man in the Three Milos high act, headed for St. George, Utah, after closing his annual season at Louisiana fairs.

Jeffreys, high act; Lancasters, dogs and balancing, and the Adamsons, perch, were featured free acts at the Elgin, Ill., businessmen's Halloween party Fri-

day (31). Talent was booked thru the Charles Zemanet Agency, Chicago. . . . George Rollo, long retired thrill performer, and now a Chicago resident, is working as a maintenance man for a Windy City refrigerator firm . . . Rudy Cardenas, juggler, who plays fairs for the Barnes office this season, recently played an engagement at the French Casino, New York city.

Included in the Cincinnati Firemen's variety show last week were the Phillips, jugglers, and the Velands, hand balancing trio. . . . Sam Howard, swim show impresario, cards from Miami that he is enjoying the warm Southern climate after a stretch of cool nights at Northern fairs. Howard will head north next month to attend the Chicago outdoor meetings.

Snake King and his family, Brownsville, Tex., were guests of Judy and Albert Spitzer, of Spiller's Seals, during the Harlingen, Tex., engagement of Polack Bros. Circus.

Doris and Vern Orton, of the Sensational Ortons, write that the Ancienne Beligues in Antwerp and Brusse, Belgium, where they recently completed engagements, are old-style music halls in which people eat and drink at long tables while the acts are on. Each spot has a 12-piece band that entertains and plays for the 10-act bills. Most of the people speak English and dress and act like Americans. Prices are high, the Ortons say, sometimes exceeding those in the U. S. The Ortons have left for an engagement in France.

Lorraine Dressen has set up a new agency, "Animal Talent Scouts," in New York to service TV sets in need of animal acts. An initial assignment had to do with securing a lion—a scarce commodity in the metropolitan zone.

Gladewater, Tex., Schedules Three '53 Outdoor Events

GLADEWATER, Tex., Nov. 1.—Dates for all three annual outdoor events at Gladewater have been established for next year as follows:

May 7 — 10th annual Gladewater Dairy Show with Claude Dailey, Gladewater, general chairman.

June 18-19 — 16th annual Gladewater Round-Up Rodeo (RCA show) with W. O. (Bud) Chambers, P. O. Box 224, Gladewater, president.

August 24-25 — 6th annual East Texas Quarter Horse Show & Races, with W. C. (Jelly) Holcombe, 222 Glover-Crim Building, Longview, Tex., president of the East Texas Quarter Horse Breeders Association in charge.

Both the rodeo, which runs four night shows only, and the quarter horse show, which runs two afternoons and nights, book professional specialty acts, according to Wm. T. (Tommy) Randolph, manager of the Gladewater Chamber of Commerce, which produces the dairy show and works extensively with the two other events.

Change Sarasota Pageant Dates

SARASOTA, Fla., Nov. 1.—Dates for the annual "Jra De Sots" Pageant have been changed from early March to the week of February 17. It was announced by the sponsoring Sarasota Junior Chamber of Commerce.

C. E. Pendley, a board member, said the dates were changed because no bands or floats could be made available for the Mardi

Kelly-Morris Weak In Alabama Stand

EAST BREWTON, Ala., Nov. 1.—Kelly-Morris called off its matinee here Friday (24) and had a half house at night. The show made a parade thru Brewton but it failed to arouse much attention. One of the cage trucks twisted a crankshaft and failed to arrive until time for the show to depart. A homecoming football game in the afternoon clipped chances for matinee business. Civitan Club sponsored the date.

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 Numbered, Numbered Balls, \$2.00
 3000 Jack Pot Sign Cards of 30 numbers, Per 100 \$1.50
 3000 Weight Cards, 3 1/2 x 7 1/2, White, Green, Red, Salmon, Yellow Per 100 \$1.00
 3000 Small, Thin "Broomie" Bingo Sheets, 3 colors, loose only, no punch, size 4 1/2 x 6 \$1.50
 Plastic Markers, Red or Green, round or square, 1/2 x 1/2 \$1.50
 Scalloped Edge, Green only, 1/2 x 1/2 \$1.00
 Smaller Size, 1/2 x 1/2 \$1.00
 Green Plastics, 1/2 x 1/2 \$1.00
 Adv. Display Posters, size 11 x 17 \$1.00
 Archival Ring Markers, 10 M for Rubber Covered Wire Case with Chain, Wood Ball Markers, Master Board, 3 piece layout for \$1.00
 Thin, Transparent Plastic Markers, Green, \$1.00, Per 100 \$1.00
 Featherweight Thin Bingo Sheets, size 4 1/2 x 6, 3 colors, loose, and tabbed, 1/2 x 1/2 round white H.R. \$1.00
 Markers, 3 sizes: 1/2 inch diam. 100 to 1000 larger size, 1/2 inch diam. 1000 to 10,000. Either size, 1/2 x 1/2 \$1.00
 Capital Bingo Blower, electric operated, complete with 75 calling numbers, Ping Pong Balls, weight 100 \$1.00
 Send for literature and price list. All above prices are transportation extra. Catalog and sample cards free. Personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
 125 S. Dearborn St. Chicago 5, Illinois

Advertisements in the Billboard Since 1909

ROLL OR TICKETS DAY & NIGHT SERVICE

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CASH WITH ORDER PRICES . . . 1000 \$10.00 . . . ADDITIONAL 100's AT SAME ORDER, \$2.50

Above prices for any working design. For each change of wording and color add \$3.75. For change of color only, add 75c. We can make up to even multiples of 1000 sets of a hand and color.

STOCK TICKETS WELDON, WILLIAMS & LICK

3 ROLL TICKETS \$1.00
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 ORDER AT 60c PER ROLL

PORT SMITH, ARKANSAS

Phone Belton 1-4600. See the Best Show Plans of Plans, Unpublished Plans, 7c and Small. Best in Quality. Remained from 1 year from your last Plan.

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32nd Annual OUTDOOR CONVENTION NUMBER featuring the CAVALCADE OF FAIRS SUPPLEMENT

NOV. 19
 NOV. 24
 NOV. 29

ADVERTISING DEADLINE
 MISPRINTED
 DATED

New York
 St. Louis
 Cincinnati
 Detroit
 Chicago
 Hollywood

Multiplex Faucet Co. Serving the Trade 47 Years

3 1/2% Profit on a 5% Sale! with a Multiplex

ROOT BEER BARREL

FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL. SIZES

Advertises Ice Cold Root Beer to attract a large volume of sales at an exceptionally large profit. Capture volume business and profits with Multiplex

Exclusive! Draws any size drink continuously without burning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.

Other Dispensers for COCA-COLA, ORANGE GRAPE, DR. PEPPER, GINGER-ALE, PEPSI-COLA, VEINERS and Root Beer for HIRE, RECHARBON, ROCHESTER, SUCKEY, BABY'S LYONS, CANADA DRY, TRIPLE AAA, MENLO, BOWEY, HUNTER, NESBITTS

Manufacturers **MULTIPLEX FAUCET CO.** 4325-B Duncan Ave. St. Louis 10, Mo.



The World's Greatest Amusement Rides
Bear the Name **ALLAN HERSHELL**

RIDDLE 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.
Marth Tonnawanda, N. Y.



The TLT-A-WHIRL Ride

"Best Buy in Rides Today"

- * Very Popular and Profitable
- * Good Looking
- * Well Built
- * Good Quality
- * Economical
- * Repeater!!

SELLNER MFG. CO.
Faribault, Minnesota



LOOK! PARKER DOES IT AGAIN

We have added another model to our famous Baby "C" Jumping Horse Carry-Us-Alls. Our new SUPERIOR 30 FOOT TEEN AGER MODEL is more elaborate, has more flash and more equipment. Ideal machine for road and Kiddie Lands. Time sales 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.

BUYING A NEW FLOSS MACHINE!

Then be sure you get the new WHIRLWIND, the only vibrationless Cotton Candy machine made. All floss machines are eliminated with the Whirlwind—there is no headache even close to it when it comes to production, ease of operation and freedom from breakdowns. You will buy the Whirlwind same day, so what not buy it first and save money. Remember—it is guaranteed to please you or you get your money back.

GOLD MEDAL PRODUCTS CO.
318 S. THIRD STREET CINCINNATI 2, OHIO

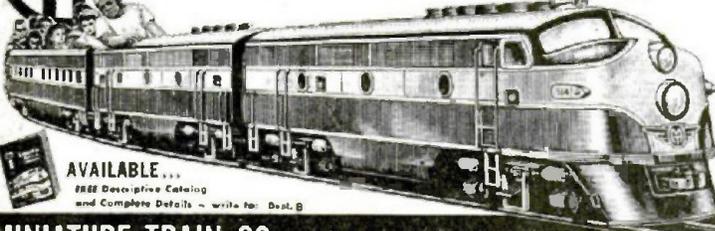


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MINIATURE TRAINS for EVERY LOCATION

any SIZE...any CAPACITY...any PRICE RANGE...

THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER



AVAILABLE...
FREE Description Catalog and Complete Details - write for Best B

MINIATURE TRAIN CO. RENSSELAER, INDIANA

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New York
St. Louis
Cincinnati
Detroit
Chicago
Hollywood

32nd Annual OUTDOOR CONVENTION NUMBER featuring the CAVALCADE OF FAIRS SUPPLEMENT

ADVERTISING DEADLINE **NOV. 19**
DISPATCHED **NOV. 24**
DATED **NOV. 29**



Out in the Open

J. C. Michaels, senior member of J. C. Michaels Attractions, Chicago and Kansas City, has returned from a trip on which he supervised shows he had booked for fairs in Texas, Louisiana and Arkansas. The 1952 season, a long one, marked the 42d year his offices have been serving fairs in the Midwest and Southwest. Many of the fairs he booked in his first year are still being served by the office.

Fred McGuinness, who served as assistant public relations director on Royal American Shows during its past several Canadian tours, has resigned as public relations officer for the National Employment to Service. McGuinness has moved to Regina, Sask., to work for the provincial government as executive director of golden jubilee committee to be set up for Saskatchewan's 50th anniversary in 1955.

A. W. Shackelford, president of the Lethbridge (Alta.) Exhibition Board, has been returned as mayor of that city, a post he previously held from 1943 to 1946.

Ben S. Allen, Posters, Inc., is vacationing in Hawaii after a busy season supplying paper to outdoor shows and events and a host of politicians. Ben flew to Honolulu from Los Angeles. He will be back in time to make the fair meetings.

Arthur E. Campfield, head of the New York canvas firm bearing his name, made a fast trip thru the South last week, visiting a number of shows. . . . Fred Pittera,

managing director of a new motor sports car show scheduled for Madison Square Garden, is in Europe lining up participants.

Boyle Woolfolk, top man in the Chicago booking agency bearing his name, left Chicago Wednesday (29) for a three-week combination vacation and business trip to California and Hawaii. He will spend several days in Los Angeles and then plans to fly to Honolulu for the vacation portion of the jaunt.

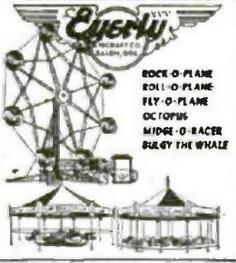
Gals Friday Nellie Vaughn of Thearle-Duffield Fireworks, Inc., Chicago, and Viola McLeod, of the Polack Circus office, are vacationing in the Bahamas and expected to be back at their desks Friday (7). . . . Jean Mandeloff, top man in Motor Speedways, Chicago auto race organization, is recuperating at his home following surgery.

C. Hadley Forbes, a director and past president of the Fredericton (N. B.) Exhibition, has been appointed vice-chairman of the New Brunswick Electric Power Commission. Forbes is also in the retail drug business.

Pat Purcell, of the National Association of Stock Car Auto Racing, is confined to his Daytona Beach, Fla., home with a leg ailment. . . . Ernie Grossman, of the Gus Sun Agency's Des Moines office, was a Chicago visitor last week, flying in from his Iowa headquarters for a day.

FAIR ASSN. MEETINGS

- Oregon Fairs Association, Multnomah Hotel, Portland, November 12-14. Leon Davis, Hillsboro, president.
- International Association of Fairs & Expositions, Hotel Sherman, 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.
- Minnesota Federation of County Fairs and the Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-8. Harold C. Pederson, 3531 22d Avenue, South, Minneapolis, secretary.
- Indiana Association of County & District Fairs, Hotel Severin, 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 260, Plymouth, secretary.
- Massachusetts Agricultural Fairs Association, Kimball Hotel, Springfield, January 13-14. Paul Gosson, Topsfield, 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.
- Ohio Fair Managers Association, Deshler-Wallick Hotel, Columbus, January 14-15. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.
- Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 15-16. Rollo E. Singleton, State Office Building, Jefferson City, secretary.
- Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.
- Virginia Association of Fairs, Richmond, January 18-20. C. B. Ralston, P. O. Box 482, Staunton, 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.
- Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 19-21.
- North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 22-23. Mrs. Clyde Kendall, P. O. Box 5127, 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. Lynn, 1 West State Street, Trenton, secretary.
- Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 28-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.
- Texas Association of Fairs & Expositions, Baker Hotel, Dallas, January 28-31. Ted Overby, Texas - Oklahoma Fair, Iowa Park, Tex., secretary.
- Arkansas Fair Managers Association (Continued on page 32)



CISPA

ROCK-O-PLANE
EQU-O-PLANE
FLY-O-PLANE
OC TOPUS
MIDY-O-RACE
BRIKE-O-WHEEL

NEW KIDDIE RIDES!

- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
- ROCKY RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

KING AMUSEMENT CO.
MT. CLEMENS, MICH.

KIDDIE BOAT RIDES
KIDDIE AIRPLANE RIDE
Trailer-Mounted AUTO RIDE
KIDDIE CHAIRPLANE
ADULT CHAIRPLANE
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SPRINGVILLE, NEW YORK

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Formerly With MAUS-STANDARD CHEVROLET CO. NOW PRESIDENT AND GENERAL MANAGER

YOUNG-BUNDY MOTORS, INC.
CHRYSLER-PLYMOUTH AGENCY

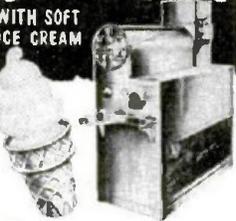
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"SPECIAL FINANCE PLAN FOR SHOWMEN"

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Phone - Bridge 5313

BIG PROFITS

WITH SOFT ICE CREAM



Sani-Serv DIRECT DRAW DAIRY FREEZER

WRITE FOR FREE INFORMATION

GENERAL EQUIPMENT SALES, INC.
902 S. WEST ST. - INDIANAPOLIS, IND.

ASTRO FORECASTS

All Readings Complete for 1953

On hand in these sizes: 2 1/2 x 3 inch 2 9/16 - 4 inch 4 1/2 inch. Write for prices.

Biggie Sheet, 8 1/2 x 14, 100, 75¢; Per M 60.00
Guld Fish Pamphlet, 100, 8¢; 100, 12¢

Biggie, Any Quantity, Each . . . 1.50

"WHAT IS WRITTEN IN THE STARS?"
Folding Booklet, 12¢. 50¢. Covers
include all 12 Analyses. Very well written.
100, 65¢; 500, 3.00; 1,000, 5.00

FORECAST AND ANALYSIS, 10-P. 10¢
Fancy Covers, 8¢ each 10¢
Samples of each of the above items for 25¢
No. 1 45-Page Assorted Color Covers . . . 50¢

NEW DREAM BOOK

150 Pages, 2 Sets Numbers, Clearing and
Policy, 120 Dreams Bound in Heavy
Gold Paper Covers. Good Quality
Paper, sample 25¢

NOW TO WIN AT ANY KIND OF SPECULATION, 25¢. Well bound, 25¢

PACK OF 75 HORRIBLE P. P. C. GAMES
Answers All Questions, Lucky Numbers, etc.
Stens Cards, Illustrated, Pack of 35 . . . 50¢
Grand Chart, 22 1/2 x 34, Sample 25¢ Per 10 \$7.50
MEXICAL TRICKS WITH THE Booklet of 21 p. 25¢
Shipments Made in Your Customers Under
our Label. No checks accepted. C.O.D. 15%
Deposit. Our name or ads do not appear
in any merchandise. Sample postpaid
please. Orders are P. P. Return.

SIMMONDS & CO.
528 E. Dearborn St. Chicago 5, Illinois
Send for Wholesale Prices

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ELECTRO-DITCH

THE TIRELESS PITCHER
for Steady Operation
and More Profit

LOW INVESTMENT; battery of 4 under \$2000 . . . HIGH PROFITS: 9 balls per minute for as many hours a day you wish . . . SAFE: vital factor in all amusement devices . . . LOW MAINTENANCE: fool-proof mechanism.

ELECTRO-PITCH CO., INC.
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ALL SIZES—ALL TYPES

Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

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Chicago's Big Tent House Since 1870

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"THE SHOWFOLKS' INSURANCE MAN"

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SPECIAL DISCOUNT

For the Month of November
Write Today

BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies,
P. O. Box 7653, Fair Park, Dallas, Texas

PROMOTERS

—Get on our Mailing List—
Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for audiences and events. We can refer inquiries from your territory to you.

—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

FOR CONCESSIONAIRES ONLY!!!

FLASHY! COLORFUL! TASTY! TID-BIT! WHOLESOME! PROFITABLE!

SEND A 2c POSTCARD! RECEIVE \$1.20 SAMPLE!
New Exclusive Money Maker for Concessionaires!

NOVEL DEEP FRY OPERATION
Two seconds' time—POP!—it's ready to sell.

ATTRACTS, FASCINATES THE CROWD!
Non-perishable! No waste! No loss!

A PROVEN REPEAT SELLER!

D. Silashki 23 E. Mapleleaf Ave. Akron 1, Ohio
The Big 4 Co. 1745 Front Street Cuyahoga Falls, O.
H. J. Kuhns 1425 Linden Street Allentown, Pa.

COMING EVENTS

Alabama
Robertsdale—Edwin Co. Fair, Nov. 3-8. James A. Brudix.

Arizona
Florence—Junior Rodeo & Parade, Nov. 23-29.

California
Corcoran—Corcoran Rodeo, Nov. 11. Los Angeles—Great Western Livestock Show, Nov. 22-27. E. W. Lane, 2120 S. Eastern Ave.
Oakdale—Celebration, Nov. 13.
San Francisco—Grand Nat'l Livestock Expo, Oct. 31-Nov. 8. Ely Wilson, Geneva Ave. & Rio Verde St.

Colorado
Denver—Food Fair in Coliseum, Nov. 7-8.

Florida
Plant City—Junior Agri. Fair, Nov. 30-32. William H. Harbour, Box 271.
Wausatcha—Am. Legion Rodeo Co. Cucumber Expo, Nov. 16-18. Earl Rumbly.

Georgia
Macon—Shrine Charity Circus, Macon Auditorium, Nov. 24-26. W. C. Naggen.

Illinois
Chicago—Nat'l Amusement Parks, Pools & Beaches Convention Trade Show, Nov. 20-Dec. 2. Paul M. Hurdsoy, 103 W. Wabash Ave.
Chicago—Nat'l Livestock Expo, Nov. 20-Dec. 6. William E. Ogilvie, Union Stock Yards.

Indiana
Evansville—Shrine Circus, Nov. 24-30. Lewis L. Prutals.

Kansas
Fort Scott—Celebration, Nov. 11.
Wichita—Shrine Circus, Nov. 8-15. Jesse L. Moore, 115 N. Topeka Ave.

Kentucky
Louisville—Pat Cattle Show, Nov. 12-14. George K. Tomes, Johnson & Main Bldg.

Louisiana
Baton Rouge—Livestock Show, Nov. 8-8. New Orleans—Shrine Circus, Nov. 21-30.

Maryland
Timonium—Eastern Nat'l Livestock Show, Nov. 13-20. Joe. Whitney Shirley Jr.

Mississippi
Greenwood—Band Festival & Carnival, Nov. 28-29.

Missouri
Kansas City—Shrine Circus, Nov. 17-23. Raymond E. Thurston, Hotel Continental.

New Mexico
Alamogordo—Cattle Show & Fair, Nov. 10-11.

New York
New York—Nat'l Cattle Expo, Grand Central Palace, Nov. 18-14.
New York—National Horse Show, Nov. 6-11.

North Carolina
Charlotte—Charlotte Expo. & Food Show, Nov. 3-4. James B. Vogler, 200 Presidents Road.

Oregon
Merill—Palato Festival, Nov. 17-18.
Portland—National Rabbit Show, Nov. 21-25.

Pennsylvania
Nasareth—Nasareth Farm Show, Nov. 13-15. Paul R. Seifert.

Rhode Island
East Greenwich—Celebration, Nov. 11.

South Carolina
Columbia—Home Show, Nov. 18-21. Paul Walters, 670 Chamber of Commerce.

South Dakota
Sioux Falls—Auto Show, Nov. 27-30.

Texas
Fort Worth—Shrine Circus, Nov. 21-30. Robert W. Hall, Box 1320.
Fort Worth—Ranch & Farm Show, Nov. 28-29. Ernest J. Hall.
Houston—Shrine Circus, Oct. 30-Nov. 11.

Utah
Ogden—Order Livestock Show, Nov. 14-16. E. J. Pridstid, 506 Kinross Bldg.

DOG SHOWS

Arizona
Phoenix—Nov. 30. Mabelle Lamb, Temple Arts.

California
Palo Alto—Nov. 16. Mrs. G. Rambo, 3438 N. First St.
Los Angeles—Nov. 22-23. Mrs. Jack Bradshaw, 1412 W. 12th St.

Georgia
Augusta—Nov. 22. E. A. Moss, Greensboro W. C.

Illinois
Chicago—Nov. 18. Russell Kaufman, 1418 W. Main St.
Zanesville, O.
Danville—Nov. 18. Ougeril, Auburn, Ind.

Louisiana
New Orleans—Nov. 16—Charles Landry, 6053 Birch St.

Massachusetts
Boston—Nov. 9 & Treasurer Everett, Mass.

Michigan
Detroit—Nov. 9. Elizabeth Schaefer, 13709 Robson Ave.

Nebraska
Omaha—Nov. 33 Y. Greecer, 110 E. 53th St.

New Jersey
Newark—Nov. 10. Percy, 2008 Ranstedt St., Philadelphia.

(Continued on page 78)

Brinley Buys Cole's Antique Parade Wagon

MERIDEN, Conn., Nov. 1.—The Columbia tableau bandwagon has been purchased from Cole Bros. Circus by Bill Brinley. Meriden circus fan operator of a touring miniature circus. Brinley said the antique parade wagon and a cage purchased at the same time are to be shipped to Danville, Ill.

They will be refurbished and equipped with pneumatic tires, Brinley said. It's possible he will buy more cages soon. He also owns several cross cages and has the steam calliope wagon which was used on Cole Bros' Circus for three years and Robbins Bros. in 1938. Brinley did not reveal any plans for use of the wagons.

Gainesville Elects Schmitz

GAINESVILLE, Tex., Nov. 1.—F. E. (Frankie) Schmitz was re-elected president of the Gainesville Community Circus at the show's annual meeting October 27.

Roy A. Stamps was named vice-president, and J. B. Saylor was re-elected secretary. Directors chosen at the meeting were J. V. Bowles, Verne Brewer, Emmett F. Curtis, Dr. A. A. Davenport, A. B. Garvin, Jack Howard, C. H. Leonard, Joe M. Leonard, Sr., George C. Morris, W. Alex. Murrell, H. B. Newberry, L. F. O'Neal, Dr. J. R. Reuther, Lewis Rigler and A. Morton Smith.

The show opens its 24th season next spring. This year it played eight engagements.

Cole & Walters Go To Hugo Quarters

HUGO, Okla., Nov. 1.—Cole & Walters Circus closed its season at Healdton, Okla., October 26 and moved to local winter quarters this week.

On hand were Art Miller and Al Lindeman, of the Kelly-Miller show; Norman Anderson, of Wallace & Clark, and A. Morton Smith, Leon F. O'Neal and Arthur (Bum) Henry.

San Antonio's Playland Closes

SAN ANTONIO, Nov. 1.—Playland Park, owned and operated by James E. Johnson, is scheduled to close Sunday (2) for the season. Final event of the year was the sixth annual Halloween Party on Friday (31). Free masks and noise makers were passed out, and the spot gave cash awards for the best costumes worn.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Alamo Expo: Baytown, Tex.; season ends All Fair: (Hardy & Evelyn St.) Houston, Tex.
American Eagle: Fayette, Miss.
American Midway: Eagle Pass, Tex.
B. & H.: (Patri) Florence, S. C.; (Patri) Sumner, 10-15.
Big State: Kingsville, Tex.; Corpus Christi 16-13.
Durdica's Greater: (Fair) Bastrop, Tex., 16-13.
Durdica's Greater: Schulenburg, Tex.; Bastrop 16-13.
Burke, Harry: New Iberia, La.

(Continued on page 78)

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Jacobs, Terrell (Fair) Jacksonville, Fla., 3-15.
King, Brog-Cristian: Natchez, Miss., 4; Mobile, Ala.; (Brewster) Lee & Hattie, Ala.; (Miss.) Laurel & Brewton, Ala.; (Miss.) Copley, Fla., 11.
Mills Bros.: Wrentham, N. C.; 4; Raleigh 5; Sanford 6; Southern Home 7; Troy 8; Oremburg 10; season ends.
Polack Bros.: (Eastern) (Henry) Baltimore, Md., 3-8.
Polack Bros.: (Western) (Auditorium) Oklahoma City, Okla., 6-8; (Auditorium) Huron, S. D., 13-15.
Ringling, Brog and Barzum & Bailey: Raleigh, N. C., 4; Oremburg 5; Winston-Salem 6; Charlotte 7; Greenville, S. C., 8; Decatur, Ala., 10; Birmingham 11; Beina 12; Montgomery 13; Columbus, Okla., 14; Albany 15.

Now . . . all of your Insurance can be bought from one reliable source!

CHARLES A. LENZ

THE SHOWMAN'S INSURANCE MAN

Announces a Complete GENERAL INSURANCE SERVICE

Including SHOWMEN'S PROPERTY IN THE STATE OF FLORIDA

Write for complete details

CHARLES A. LENZ The Showman's Insurance Man
1429 Fourth St., N. Phone: 7-5014 St. Petersburg, Fla.

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POPCORN MACHINES FLOSS MACHINES
BOXES BAGS OILS COLORING SUPPLIES REPAIRS
EVERYTHING FOR THE CONCESSIONAIRE
CONCESSION SUPPLY COMPANY
3916 SECOR ROAD TOLEDO 13, OHIO

CIRCUS SUPPLY AND HARDWARE CO., INC.

PHONE RINGLING 41883 P. O. BOX 491 SARASOTA, FLORIDA
Mfrs. of Show Equipment of All Kinds
Performers' Rigging, Props, Supplies, Wire Rope Splicing, Traps, Rings, Barbells, Seamless Covered Spanish Wrens, etc. Concession Equipment built and repaired. Cotton Candy Machines, new. All makes rebuilt. Phone calls nights, Sat. and Sun.; Ringling 28511, EDDIE BILBRY.

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Concessionaires, pitmen, bookers, performers, game and ride operators, manufacturers and suppliers of all kinds—you need The Billboard every week to get all the important, timely news of the outdoor amusement field.

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SAVE MONEY—MAKE MONEY

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The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10
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Address _____
City _____ Zone _____ State _____
Occupation _____

Shooting Galleries

And Supplies for Eastern and Western Type Galleries. Write for new catalog

H. W. TERPENING
137-139 Marine St., Ocean Park, Calif.

MAKE \$100.00 A DAY

On Candy Floss

Our new Kuper Deluxe new style head, 2 1/2 in. brushes, holders, spindle through machine. Heater essential and money. Write for literature TODAY. Old customers—send your machine in now for check-up.

ELECTRIC CANDY FLOSS MACHINE CO.
724 Benton Avenue Nashville 4, Tenn.

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U.S.A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 4 going south, Atlanta, Georgia
FAX 2626

MUSICAL CHAIRS

Yearly Job Shuffle Going Strong; Packs, Polack Bull Men in Spotlight

CHICAGO, Nov. 1.—Circusdom's annual winter game of Musical Chairs is going strong. With a limited number of jobs available in each of the highly specialized fields of circus presentation and operation and an equally small number of capable men to fill the spots, management and specialists are in the yearly shuffle for staffs and jobs.

There are relatively few agents, press men, boss riggers, 24-hour men, contracting agents, lot superintendents, boss elephant men and other such experts.

Similarly there is a limited number of shows requiring the services of each. Whittling down the number of likely combinations is the fact that in each field, some of the men won't work for certain shows for personal reasons and some shows don't consider hiring certain individuals. Other shows keep the same personnel year after year. In the remaining cases, em-

ployees and employers are jockeying for position. Typical of the situation is that now involving elephant superintendents.

McDonald, Madison Shift
Polack Bros.' Circus is importing six elephants for a new act. Needing someone to break and work the act, they hired Mac McDonald, who has been working the Tom Packs elephants. Since that became known, several elephant men have been pointing for the opening with Tom Packs. And the Packs organization has been looking for a replacement.

December Opening Planned for Loyal

SARASOTA, Fla., Nov. 1.—Circus Loyal will open in December in a still-unselected Latin American country. Manager O. Pedrero Jr. said this week. The show will feature the Loyal-Repensky Family bareback troupe now with Ringling-Barnum.

Pedro flew to Puerto Rico last week to check over the show equipment which has been stored there since the Loyal show closed in July, 1951. He said the staff was being contracted.

Thursday (30), Packs signed a long-term contract with C. J. (Silvers) Madison, who will take over the Packs elephants at Charleston, W. Va., December 8. That doesn't end the game; instead, it creates a new vacancy. Now Polack will need a new elephant man to handle the herd that Madison has had until now.

Madison had the three bulls on Polack's Eastern unit. This act is to be with the Western unit next season until McDonald completes work of breaking the new act. In addition, Polack is looking for another elephant act to fill in on the Eastern unit next season until the three-act is released from the Western unit.

The game thus is picking up its usual winter momentum. With several new shows announced or rumored and other switches in ownership expected, the whole field of circus employment will continue in its off-season turmoil right up until spring openings.

By the time the 1953 season opens the highly competitive two-way race for contracts will be over. In general, the business will be balanced, with most jobs filled and most people working. But the ratio is a tight one. Sometimes, as in the kids' chair game, there aren't enough spots for all the players.

MOST ARK. SPOTS SCORE FOR KING

Sikeston, Mo., Registers; Crowds Dip At Arkadelphia; Texarkana Produces

TEXARKANA, Ark., Nov. 1.—King Bros. & Cristiani Circus clattered thru Arkansas this week to register more strong business. One Missouri town threw in a strong day's take for good measure.

Not all of the performances drew top turnouts; Arkadelphia, played on Tuesday (28), had a light matinee and half house at night. But most of the stands were good. The street parade scored all along the line.

At Sikeston, Mo., on Tuesday (21), the show had two near-full houses in cool weather. Jaycees were the auspices. Paragould, Ark. (23), dipped to three-quarters for the matinee but climbed to near-capacity at night.

Batesville, Ark., on Saturday (25), produced a full matinee and near-full night show. Lions Club was the auspices, and weather there and elsewhere was good. Bob Stevens, former show owner, and his family caught the show there. Ralph Mills, Memphis circus fan, spent several days with it. Dee Aldrich, Side Show manager formerly with King, caught the Paragould stand.

Hot Springs was a stand-out stand. The Monday (27) perform-

ances drew two full houses under Civilian auspices. John Oliver, circus employee, was injured when the chain on a camel struck him.

Altho the Arkadelphia business was off, the Jaycees said they would show a \$300 profit. This was followed on Wednesday (29) by Texarkana, where the circus played the Four States Fair-ground, more than three miles out. Distance delayed the parade, but the crowd waited, and for each performance the show drew near-capacity numbers. The town hadn't had a show in several years.

Nights Big for RB; Bristol's a Beauty

LYNCHBURG, Va., Nov. 1.—Ringling Bros. and Barnum & Bailey won generally strong night houses and fair to good matinees this week as it hopped into the Southeast for the final laps of the trek.

At Bristol, Va.-Tenn., Saturday (25), the circus scored one of the top grosses of the season, with both performances drawing packed houses. The day before (24) at Knoxville under Grotto auspices, the show had a near-capacity matinee and full night score. Weather here was excellent. The bus line ran special service to the lot, which was three miles out of town. It was Ringling's first Knoxville stand since 1948.

Reno, Va., on Monday (27), came up with a two-thirds matinee and a full house at night after a Sunday off. Jaycees auspices had an advance sale of only

Cole-Walters Big In Grandfield, Okla

GRANDFIELD, Okla., Nov. 1.—Cole & Walters Circus ran up a big score here Friday (24) with a near-capacity matinee and full house at night. Difficulty with some trucks delayed the arrival and the matinee was 30 minutes late. Weather was good and no competing attractions were involved.

BEN DAVENPORT WINS ACQUITTAL

Jury Decides Against Hammil; Singh, Fizzell Aid Defense

DEL RIO, Tex., Nov. 1.—Benjamin C. Davenport won acquittal in Federal Court here Wednesday on a charge of transporting stolen bonds across State lines. The jury returned a verdict of not guilty after deliberating only 10 minutes.

The federal charges stemmed from an assertion by Harry Hammil, former partner of Davenport, concerning \$83,750 in cash, securities and bonds. The federal grand jury which returned an indictment against Davenport last spring had disregarded Hammil's charges about the cash and stocks and indicted Davenport on the bond charge only.

Davenport's defense at the trial was that Hammil had given him the \$25,000 in bonds as settlement of a \$40,000 debt. Arumi Singh, animal trainer and protegee of Davenport, testified that he had seen Hammil give the bonds to

Davenport on September 29, 1950, at Gonzalez. Hammil had charged the bonds were stolen at his Uvalde, Tex., ranch October 1, 1950.

Witnesses for the prosecution, in addition to Hammil, included E. J. Butzkeoben, Quincy, Ill., banker; J. R. Hutchins, Tishomingo, Okla., auto dealer, and FBI Agent Charles F. Ritz.

Mrs. Davenport Testifies

Defense witnesses, in addition to Singh, included Texas Ranger Levi Duncan and Sheriff Fred Yearby, both of Uvalde; Frank Fizzell, Dalley Bros.' Circus trainmaster in 1950, and Mrs. B. C. Davenport.

The Texas Ranger testified that he had seen a pillow case containing cash in Hammil's possession after it had been reported stolen in a separate incident involving Blackie O'Malley, a Dalley Bros.' Circus attaché. This was brought out, it was said, as part of testimony to show that Hammil had reported three robberies in a brief time. Fizzell testified that he had seen some of the securities in question in Hammil's possession after they had been reported stolen.

Following the trial, Davenport stated, "Just say Davenport rides again."

The defense was represented by five attorneys, including three from San Antonio, one from Uvalde and one from Gonzalez.

Hammil and Davenport were partners in the operation of Dalley Bros.' Circus until late 1950.

Since the break-up of the partnership, Davenport has operated Campa Bros. and Wallace Bros. circuses.

THE TV KID

Hunt in Barn But Marcia Keeps Busy

NEW YORK, Nov. 1.—Altho already in the barn, Hunt Bros. Circus—or at least the operating element—is keeping pretty much in the limelight, principally thru the efforts of Marcia, the youngest performing member.

Daughter of Harry and granddaughter of Charles T., eight-year-old Marcia is cashing in on her background as a Hunt Bros.' feature thru guest shots on top video programs. Tuesday (4), election day, she will put her baby elephant thru its paces for comie Joe E. Brown after having appeared on the Ed Sullivan show (Continued on page 84)

FAVORS COMEDY ACTS

Jacobsens Omit Clowns, Say They Aren't Missed

By TOM PARKINSON
RACINE, Wis., Nov. 1.—A circus without clowns has been framed by the Hollywood Circus Corporation and in the opinion of Co-owner Charles Jacobsen, the clowns aren't missed.

Business for the show has been strong in Wisconsin, but earlier Minnesota houses were small. The show plays one-day stands and is booked thru November 30, when it plays Manitowoc, Wis. Publicity for the show never mentions the company's own title but relies entirely on the name selected for the day by the auspices.

Jacobsen and his brother are relative newcomers to the business and they acknowledge uncertainty about some of the steps they have taken, but so far, they

state, their ideas have panned out.

Their decision on the clowns came when they decided few clowns today are funny and that they were not in a position to interest the more outstanding jockeys. Considering the manner in which this show is put on, Jacobsen probably is right in saying the clowns aren't missed. Comedy is ably handled in phases of other acts, notably the Hanel Troupe's casting-bar combination and its comedy boxing, with the latter in a clown classification.

Outstanding act on the Hollywood bill is the Hawthorne. Melody Bears, worked by Paul Lemery and assistants. The bruins move rapidly thru a string (Continued on page 84)

Ringling, Mills Play Day-Date At Richmond

RICHMOND, Va., Nov. 1.—Record cold weather chilled business for both Ringling-Barnum and Mills Bros.' circuses in a day and date engagement here this week. Ringling drew a light matinee and half house at night Wednesday (29). On Thursday (30), Ringling's gross increased somewhat. Mills Bros. was in Thursday only and its business was reported better in proportion.

Ringling used no auspices and its advance sale was not heavy. Publicity was unusually strong but no wait paper was used and neither newspaper nor outdoor advertising was increased. Mills was sponsored by the Kiwanis Club and had a strong advance sale.

The lots were seven miles apart and except for visiting, neither show took much notice of the other. Mills Bros. got the better break in newspaper reviews, with the papers guessing Ringling's performance was cut because of the cold. One paper ventured Mills "could offer some stiff competition."

WHAT YA WANT, HUMMINGBIRDS?

CINCINNATI, Nov. 1.—The passing last week of Bluch Landolf, famed Ringling-Barnum clown, brings to mind a story oft related by Pat Valdo, veteran R-B exec. During his long tenure with the Ringling org, Landolf featured as a piece of business the old plank gag, wherein he would tote on his head a board, on either end of which was perched a small basket of apples. On the walk-arounds, Bluch would suddenly reverse his course, the plank, baskets and apples remaining in the same position.

Watching Landolf doing the same stunt year after year, Valdo finally stopped him one day near the close of the season and counseled: "Bluch, why don't you change your act? You've been doing that same darn thing for years." Bluch made no comment.

At the opening performance the following season, Valdo again spied Bluch doing the same routine. "I thought I talked to you about changing your act this season," said Pat. "I did change, replied the droll Bluch. "I've changed the apples to oranges."

Mills Attracts Light Crowds At Washington

FREDERICKSBURG, Va., Nov. 1.—Mills Bros.' Circus has been getting half houses or less at most places during recent days. In Fredericksburg Monday (27), the show had two 60 per cent houses under fire department auspices.

Mills played Washington, D.C., on Tuesday (21) and again on Thursday (23). On Tuesday it drew a handful at night and cancelled the matinee because the fire department forced the show to move the big top. Weather was near freezing. The auspices was a Shrine Club.

Returning to the same lot Thursday under Optimist aus-

(Continued on page 84)

Dressing Room Gossip

Ringling-Barnum

Cold weather is still with us, but we did get Indian summer for a few days. Sunday off in Roanoke was enjoyed by all.

Frank and Johanna Bohart and Mr. McElwee toured with us a number of days. Show folks were happy to see Frank Phelan with us again after his recent hospitalization. Mrs. Felix Adler and Mrs. Paul Jerome have been touring with us the past week. Willie Pauli and Sveno Plato celebrated birthdays with parties.

We were all saddened by the sudden death of John Carson, who passed away when we played Knoxville. Funeral was at Sarasota, Fla.

When Eva May Lewis visited recently, her trailer was a welcomed warm spot for many. Harry (Lard) Carter is busy every day with his many errands. Jim and Hughie keep the newsboard in the wardrobe supplied with newsy items.

Visitors included Claire and Tony Owen, Mrs. Louis Bloom, Ernie White, Charley Jackson, Grace and Leck Owen and sons, Rusty Parent's brother and his family.—MARY JANE MILLER.

Polack Eastern

Bill Kay and Don Taylor found time from the Oneota, N. Y., date to visit. Henry Van Loon and Ed Feldbaer of the CFA drove over from Rochester to catch the show and to make tape record. The music of Henry Kryst band. Fernand Boaubain, Montreal, flew down to visit the Maxellos.

Frederick Roedel and the entire Hubert Castle Tent caught the show and took pictures. Charles Musser, Waterville, N. Y., who is doing portraits of Lolo Dobritch, Ed Raymond and Bob Lorraine, snapped pictures in color to be able to put on canvas their exact coloring and make-up.

The grab bag party. Pat Scott won the grand prize. The clowns did a hospital show Thursday. Cold weather is greeting us in New York State. Sonny Moore had trouble with his truck en route from Toledo and missed our opening.

Bob Lorraine renewed acquaintance with Wyman A. Baker, Glen Perkins, Ray Winder, Terry Cooke, Jean Guthrie and Toney Wyman from Dr. Silkini's 'Army of Horrors' when he, Andrew Roy and Fred Hamilton visited their show at the Stanley Theater.

Pia, Sandy and Alex Dolritch have left us to make dates in Texas.

Bruce and Stella Souter of the CFA entertained Ed Raymond and Bob Lorraine with a supper party at their home after the show.

Visitors included Al St. John, Frank Timon and Walter (Joey) Roe.—BOB LORRAINE.

Mills Bros.

Dr. and Mrs. William Mann personally guided a gang on a tour of the Washington zoo, including stops at Doc's 'Circus Cookhouse' section of the zoo cafeteria. Doc's guests were Billy Hammond, Mr. and Mrs. Hugo Schmitt, Rita Stroud, Whimmy Walker and Mr. and Mrs. Jack LaPearl.

Show had bicycle jumps a few days around Washington and nearby Maryland spots. Some sort of record was set when they played the Benning-Oklahoma Washington lot on a Tuesday, jumped into Maryland on Wednesday, then back to the Benning location Thursday.

English clown Harry Ruster was show's No. 1 sightseer in Washington. He visited the White House and Capitol, gathering further material for a booklet he's compiling.

Mrs. Jack Mills, after several weeks at Cleveland, where daughter Arlene is now back in school, flew in for several days visit on the show. The Wallabee girls gave their annual Halloween party. Pre-show concerts in the center ring by Joe Rossi's band continue to draw hearty applause. Elephants, band and some of the clowns participated in a political parade at Orange.

Visitors included Melvin Hildreth, Lt. Gen. and Mrs. Archbold, Dr. and Mrs. James Burns and family, the Robert Coker family, Ralph Spidell, Dr. and Mrs. O. H. Fulcher, Mr. and Mrs. James Keegan, the George (Bumpy) Anthony family, Pat Lyons, Wesley LaPearl, Dick Polank, M. Foster Anderson of London, England, and R. T. Lawrence.—JACK LAPEARL.

Kelly-Miller

With the return of this show to Oklahoma, it seems as if we are already home, as the biggest portion of the personnel are native Oklahomans. Dory Miller surprised his wife with a new car and sent Henry Ware, dressed as a uniformed chauffeur, to Hugo to bring Mrs. Miller and their daughter, Barbara Jane, and Mrs. Dale Miller and her daughter, Karen Kay, back to the show for the last week-end visit before closing.

En route to Neosho, Mo., Robert Bennett drove the privilege car into the rear of Obert Miller's housecar. Considerable damage resulted to both vehicles. The accident gave Alberta Craig a chance to close for the day—her first day off all season—but as everything was shaken loose inside, she spent the day cleaning up the damage.

Two grass fires in the near-by stockyards at Cassville were extinguished by Jack Fulton and the show's water wagon before local fire department arrived. Bubba Goss claims the distinction of being fire chief at both blazes.

Frankie Lou Woods entertained with another trailer-warming party in Vinita. Mrs. Bess Woods, sister of Ted Rhea, has been visiting this week. Jimmy and Nelle Troy stopped over to catch the matinee at Vinita en route from the Dallas fair to a date in Pittsburgh, Kan.

Mr. and Mrs. Swisher and son, Forrest, owners of the Parade Shows, visited. Paul Van Pool of Joplin has been a frequent visitor. Ed Schreck, formerly of the Sells Sterling Circus, visited Pete Lindeman. Mr. and Mrs. Joe Moxley and Cecil Moxley were guests of Frankie Lou Woods at dinner in Cassville, Mo. Danny Gordon, Homer Lee and Zola Lee were guests of Flo McIntosh.—FRANK M. CAIN.

Polack Western

Jack and Martha Joyce took movies of the show for Tom Scaperlanda's collection of circus movies. The clown band will never be the same since Laurence Cross had his uniform coat cleaned. The Theron family menagerie has been enlarged by the addition of a yard-long alligator.

While we were in Harlingen, Tex., the Myrons commuted each day from Port Isabella, where they enjoyed the swimming and

surf fishing. Many folks made visits into Mexico at Matamoros and Reynosa. Joe Sherman's international taxi service gave many an opportunity to enjoy the night life south of the border.

Rosemary, Marie and Gunther Wallenda returned to Saratoga with George Wallenda to resume school. Recent visitors were Ruth Mix, Chubby Guilfoyle and Honey Shyrette Hebert.—HARRY DANN.

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Under the Marquee

J. Paul Ashbrook and J. W. Burkholder, circus fans, caught the Ringling show in Nashville October 22.

J. C. Admire, who caught the Diamond Jim Circus October 24 in Junction City, Ga., reports the show sported a new 70-foot top and looked good. Show is managed and operated by Jim, billing one day ahead. Charles Campbell was expected to join as agent. The Roy Romas Troupe, currently playing fairs, will start a long string of indoor circus dates soon at Atlanta, with Shreveport, La., and Texas dates to follow. Romas was recently gifted with a new Cadillac sedan by members of his troupe on his 40th birthday. He also acquired several horses for his Texas dude ranch.

Doris and Harry Chipman visited the A. Morton Smiths at Gainesville, Tex. Chipman is in Dallas working on some circus dates. Harry Shell, member of A. Lee Hinckley's band on King-Cristiani, made a quick trip to his Farmington, Mo., home while the show was near by. His wife and son returned to the show with him for a visit. Johnny Fulghum of Richmond, Va., is with an advertising company. He'll catch the Ringling and Mills day

and date there. Tige Hale, bandmaster, will close his season in a couple of weeks and then hop to the Strates Shows to visit Terrell Jacobs.

The Shreveport, La., Shrine Circus has signed the Flying Romas, Marcus Troupe, the St. Leona, Ala. Ming, Bill and Babe Woodcock with the Miller Baby Elephants, and Chief Clarence Keys. Paul M. Conaway, Macon, Ga., expects to spend several days on the Ringling show. F. A. (Babe) Boudinot, Ringling general agent, left Chicago this week for a trip to the advance and the show.

Joseph Hurley quoted Robert D. Good at length in a recent Bridgeport (Conn.) Sunday Herald. According to Good, a resident of Allentown, Pa., and former stable boss for Jorgen Christianson and his famous Liberty horses, the late Tom Lynch was the greatest horseman ever with the Ringling circus, or any of the shows it acquired. Lynch

(Continued on page 83)

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McCLENNAN COUNTY FAIR

Construction Under Way at Waco On New 10,000-Seat Coliseum

WACO, Tex., Nov. 1.—A \$1,500,000 coliseum is being built here as part of the McLennan County Fair project. Race track, livestock barns and other fair buildings are also being built on the site of a former airfield training ground. The coliseum is scheduled for opening in March, 1953.

The structure will have 7,648 theater-type seats and additional seating to bring the capacity to

10,000. Bandstand, radio booth, dressing rooms and other facilities are to be included. The cement floor will measure 240 by 125 feet.

A new system for heating and cooling the building will be used. Tubes will run thru each seat to cool or warm it. The system is expected to provide better circulation of air thru the building. Overhead lighting with an electrical control booth, sound booth and spot lights are being installed. The public-address system will duplicate that in Madison Square Garden, New York.

M. D. Corbin, of Waco, has been named manager. He is occupying temporary offices until the building is completed.

The coliseum is five miles from the city center but direct bus lines and a large parking area are included in the plans.

Exterior of the coliseum is built of cinder blocks. The roof is being built of cinder blocks, excelsior, cement and asphalt. The final section of the roof is being completed now. Electricians are installing the wiring, and interior work is expected to progress rapidly when the roof is completed.

The building will not have its own ice rink plant. However, ice

shows with their own equipment as well as circuses, expositions and other types of arena attractions will be sought. Plans are being made to equip the floor with a temporary wooden surface for horse shows, rodeos and similar events.

Baylor University, at Waco, is expected to schedule many of its indoor sports events in the new building.

Minot, N. D., Nets \$7,119 On '52 Run

Officials Re-Sign
20th Century Shows
For 1953 Midway

MINOT, N. D., Nov. 1.—North Dakota State Fair closed its books for '52 here this week with a profit of \$7,119.44, Robert G. (Bob) Finke, secretary, announced. The net was derived from receipts of \$84,607.12, the second highest gross in the history of the fair. Expenditures totaled \$77,487.68.

The fair board also announced that it had again signed to have the Al Martin-E. D. McCrary 20th Century Shows as the midway attraction in 1953. This will mark the third consecutive season for the show to play the fair here.

Bennie Dahl was re-elected president of the fair board; H. A. Kluever was named vice-president; C. H. Parker was made honorary vice-president, and Finke was re-named secretary.

The committee that will attend the Chicago outdoor conventions will consist of Walter Christensen, H. L. Halvorson, H. A. Kluever and Finke.

Oregon Assn. Mulls Re-Classification Of Events by Size

PORTLAND, Ore., Nov. 1.—A proposal to classify fairs on a basis of population or premiums paid will be high on the agenda of the Oregon Fairs Association's annual convention here November 12-14 at the Multnomah Hotel.

The classification will be sought by some fairs on the ground that distribution of funds on an equal-share basis is inequitable. Some of the 38 counties in Oregon do not hold fairs but receive funds, and the premiums-paid proposal is designed to cope with this problem.

Sessions will be opened by Leon Davis, of Hillsboro, elected president last year to succeed Herman H. Christensen, of Molalla, who was president for 24 years. Selection of fair dates will be another convention business, conflict with the State Fair at Salem being a sore point with some.

CORNY CONTEST STALKS PATRONS

WEYMOUTH, Mass., Nov. 1.—Milton Danziger, manager of the Weymouth Fair, has a major exploitation stunt already set for the 1953 event. It has to do with corn—the eating of, and the use of the word to indicate that this will be "the corniest contest of all time."

Simple and mellow, the contest has to do with capacity and technique of the eaters of the ears of golden bantam. Contests are a sort of speciality of the house at Weymouth. This year Danziger had a goodly number of his patrons, including women, competing in a highly publicized pipe-smoking contest.

American Royal Pulls 150,000; Spending Soars

KANSAS CITY, Mo., Nov. 1.—American Royal Livestock Show wound up its eight-day run here Saturday (25) after playing to attendance that was fully 10 per cent ahead of a year ago. W. E. (Bill) Preston, manager, announced.

Total turnouts were estimated at 150,000. Business at concessions, most of which were handled by Bush & Laube, this city, was exceptionally strong with the total gross reportedly up 45 per cent.

The fair was big exhibit-wise and was up 43 per cent over last year. A complete renovation of the building removed all traces of last year's flood damage. Increased parking facilities also were a boon.

Toronto Winter Run Opens November 14

TORONTO, Nov. 1.—Royal Winter Fair, which opens here on the grounds of the Canadian National Exhibition, will award eight world championships during its nine-day run.

A new innovation this year will be a Dairy Lane, which will include booths that will sell dairy products to patrons. A milking parlor will be installed in the cattle barn. A square dance contest, with \$1,000 in prizes, will be one of the main attractions.

Steel Supply To Determine CNE Buildings

City Offers Stand
To Exhibition On
Year-Around Basis

TORONTO, Nov. 1.—The future expansion of the Canadian National Exhibition hinges upon the availability of steel, with planned construction of an addition to the Coliseum and a new building for the Food Products Building to cost \$3,000,000, hanging in the balance.

Contributions of \$1,000,000 toward the building of the projects have been promised by both the federal and provincial government, due to efforts of the Royal Winter Fair Association. Both buildings were to be used the year round for various trade shows and other events.

The CNE plant, currently controlled by the city, has been offered to the exhibition on a year-round basis for a 10-year period providing the exposition accepts responsibility for debt charges on the \$3,500,000 structure. Debt charges amount to \$250,000 annually. In '52 the CNE's profit was around \$15,000.

Tied in with the city's offer on the grandstand was the decision that the city should ask the CNE to allow free use of the grounds for non-commercial purposes, such as religious rallies, police games and military tattoos.

Exhibition officials have been holding preliminary discussions with Jack Arthur, producer of the CNE's 1952 grandstand show, but no contract for his services has as yet been signed.

Arthur's name is expected to get a big build-up from a dominant radio show built around his memories of show business dating back to World War I.

A report of the profit on the '52 grandstand show has not been announced, but it is known that the show grossed \$429,000.

Melfort Names Manson

MELFORT, Sask., Nov. 1.—C. D. Manson has been named secretary-manager of the Melfort, Sask., Agricultural Society, succeeding J. C. Clark, who has retired because of ill health.

Shreveport Tops '51 Gate Despite Low Temperatures

SHREVEPORT, La., Nov. 1.—Louisiana State Fair drew the curtain on its 47th annual run here Sunday (26) after topping its '51 attendance count by a few thousand. Total figures for the nine-day free-gate fair were estimated at 600,000 by W. R. (Bill) Hirsch, secretary, compared with the 597,000 last year.

Final day's turnout was estimated in the neighborhood of 65,000, who came to see the motorcycle races, the final performance of the Barnes-Carruthers revue and to attend a religious festival at which 15,000 heard the principal address by Dr. Norman Vincent Peale, noted religious leader and writer.

Two big days of the run were Monday and Friday. Some 60,000 Negroes flocked out for the former day while an estimated 59,000 children and adults turned out for Friday's kid day.

Royal American Shows did good midway business during the nine days and reportedly topped last year in most departments. Week-ends, when temperatures soared, the show and concessions did big business, but cool evenings during the week cut into takes along the newly paved midway.

Livestock entries were larger than a year ago and some of the prices paid for winning stock set new records for the fair.

State Fair Meeting Dates Overlap; Burn Up Attraction Reps

3 Conventions Fall on Same Days;
1-Man Booking Offices Hit Hardest

CHICAGO, Nov. 1.—Attraction bookers, carnival agents, and other suppliers of the Midwest are in a burn over the conflicting dates of a considerable number of State fair conventions this week.

The overlapping dates make it impossible for them to attend all of the meetings they should in order to hold much less shoot for new business. Hardest hit are the one-man booking offices.

Bulked in the first full week of January are three conventions—Wisconsin at Milwaukee, Indiana at Indianapolis and Minnesota at Minneapolis. All will be held on the same dates, January 5-7.

Change Pennsy Dates to Avoid Confab Conflict

READING, Pa., Nov. 8.—Dates and location of the annual meeting of the Pennsylvania Association of County Fairs have been switched to avoid conflict with other Eastern meetings. Secretary Charles W. Swoyer announced yesterday that the new dates would be January 28-31, instead of January 21-23, and the sessions would be held at the Abraham Lincoln Hotel, Reading, instead of the Penn-Harris Hotel, Harrisburg.

The switch in locations was made necessary because of the lack of suitable hotel accommodation for the new dates. Prior commitments on the part of the Harrisburg Hotel meant the housing facilities, always tight in that city, would be inadequate, Swoyer said.

The original dates conflicted with the North Carolina meeting and, possibly, with the South Carolina confab which will very likely follow.

Mass. Meeting Set for Jan. 13-14 At Springfield

WORCESTER, Mass., Nov. 1.—The executive committee of the Massachusetts Fairs' Association met here last week and voted to hold the 33d annual convention of the unit at the Hotel Kimball, Springfield, Mass., January 13-14. President Edward J. Carroll, of the Barrington Fair Association presided.

Officers of the association beside Carroll are Edward Reynolds, Weymouth; Charles Thayer, Cummington; and Jack Reynolds, West Springfield, vice-presidents; John L. Banners, Northampton; Fred B. Dole, Shelburne; Horace C. Keene, Marshfield; Frank H. Kingman, Brockton; Al W. Lombard, Arlington; Willard A. Pease, Chester; and Lee E. Wymann, Blanford, members of the executive committee.

West Union, Ia., Tabs \$1,331 Profit

WEST UNION, Ia., Nov. 1.—Fayette County Fair had receipts of \$30,042 and expenses of \$28,711 this year and wound up with a net profit of \$1,331, Ed Bauder, secretary, announced.

Outside gate receipts totaled \$8,281; grandstand admissions, \$7,583; concessions, \$4,933, and the stall rentals, \$500. The fair board paid off \$1,500 indebtedness and made improvements this year that cost \$1,427.

In the past, it was not uncommon for the Wisconsin and Indiana meetings to overlap on one day. Even then it was tough on the bookers, agents, suppliers, etc., but they could put in two days at Indiana, then hop to Wisconsin to catch the second day of the convention there. But this year, the full run of the Indiana and Wisconsin meetings click, and to top it off so does that in Minnesota.

Still another beef is that Minnesota's meeting for many years preceded the Western Canadian Fair Circuit meeting at Winnipeg, but with the showing ahead of Minnesota's dates that no longer is the case. Consequently bookers planning to make both have to kill time and lose money in extra travel during the time between those two get-togethers.

While the first week of January poses the biggest meeting pile-up, the week of January 18 runs a close second. Michigan's convention at Detroit and the Illinois confab at Springfield fall on the same days, January 18-20. And, what's more, Nebraska's convention at Lincoln overlaps on two days, the Lincoln meeting being down for January 19-21.

Considerable objection was voiced last year on the conflicting meetings then, and many State association secretaries vowed they'd work to avoid them this year. Reason they couldn't avoid clashes when they set dates, was due, some explained this week, to their inability to get convention hotels on other dates.

Texas Assn. Sets Plans

DALLAS, Nov. 1.—The Texas Association of Fairs and Expositions recently met and mapped plans for its annual convention in January. Shorter papers, more time for questions and a panel discussion on new ideas tried out this year at fairs within the State are listed on the agenda. Dates are January 29-31 in the Baker Hotel here.

Mrs. Anne Belle Van Horn, Iowa Park, Tex., who earlier this year was commissioned to compile, re-edit and write a book on fair management, will outline progress thus far.

Officers and directors attending included Maurice Turner, president; William T. (Tommy) Randolph, vice-president; Ted Overbey, secretary-treasurer, and Directors James Stewart, William M. Petmecky and Nelson

Lethbridge, Alta., Loses Bid for \$\$

LETHBRIDGE, Alta., Nov. 1.—The city council here turned down a request of the Lethbridge Exhibition board for a larger grant, holding that this was unnecessary in view of the board's good financial position.

C. E. Parry, secretary-manager of the board, had requested the increase in order to provide for improvements to the grounds, renovation of the grandstand and a reserve fund.

Instead of boosting the grant, the council cut it down from \$8,000 to \$7,300, with \$2,300 of the latter amount to cover caretaking expenses.

At the same time, the council decided that the exhibition board's lease on the fairgrounds would be renewed at the end of the year. Some city-owned land near the grounds will be included in the lease so as to provide additional auto parking space.

MACON, GA., HURT BY COLD WEATHER

Grandstand Business Up 15 Per Cent; Other Departments Suffer Gross Dip

MACON, Ga., Nov. 1.—Georgia State Fair ended a "highly profitable run" Saturday (25) but grosses in all departments, except the grandstand, showed a drop of about 5 per cent under the 1951 figure. E. Ross Jordan, general manager, announced. The grandstand topped all previous records and showed a 15 per cent gain over last year. Jordan said. While total attendance records had not been compiled, Jordan said paid admission would run about 100,000 at the gates, receipts from privileges and commercial exhibits about the same as the peak year of 1951, with gains in parking lots receipts and grandstand show.

Cold weather was blamed for the drop. At mid-week the fair was running about 10 per cent behind the past year but there was a pick-up on Thursday and Friday, even though there was near-freezing weather almost every night.

The grandstand, which normally seats 2,800, with tickets at 50

cents for adults and 25 cents for children, had several capacity crowds. Two nights there were overflows, Thursday when Gov. Earl Warren of California made an address along with Georgia's Gov. Herman Talmadge, and on Friday night.

"We would have given two shows Friday night if we had any hint there would be such a record turnout," Jordan said. It was SRO all over the baseball park, including bleachers. The show ran 90 minutes.

Bob Shaw, managing the show for the Gus Sun office, attributed Friday's record biz to the word of mouth advertising from the big crowd which witnessed the show during the political gathering the night before. On the bill were Ray Meyers Sparkettes, 10-girl line; Joyce Loree, cloud singing; Myrt and Gert, clowns; Jeanie Lorraine, wire; Edna and Leon, hand balancing and juggling; Eric and Torena, Girl in the Moon high number; Eddie Kuhn's mixed wild animal act, long a favorite here, and Leo Cloutier's high diving act. Herb Gaudrelet played the Hammond organ. Leslie Graves was electrician, and Shaw and Robert Steel took turns at the emcee duties. Strobelite girl production numbers discussed much favorable talk. A. T. Vitale had two fireworks programs nightly, one at the close of grandstand show and the other at 11 p.m.

Mike Benton headed a delegation of visitors from the Fair-A-Ganza, Atlanta, and I. V. Hulme brought visitors from the Elberton, Ga., and Anderson, S.C., fairs. Exchange club groups from the Augusta and Savannah fairs, also operated by Exchange clubs, were on the Macon grounds for several days.

BOOKERS, ATTENTION!

CHICAGO, Nov. 1.—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.

Fredericton Plans Stock Car Racing Thru '53 Season

FREDERICTON, N. B., Nov. 1.—Stock car racing will be held weekly on the half-mile track of Fredericton Exhibition thruout the summer of 1953. It was announced by Ray Crewdson, secretary-manager.

A contract has been signed with Johnny Whitehouse, of the Maritime Auto Racing Club, Ltd. Whitehouse will also continue the weekly meets initiated at the St. John (N. B.) Raceway, and currently is negotiating some Halifax dates.

A clause in the fair contract excludes exhibition week (September 7-12) from the stock car program, but gives the annual an option on Whitehouse's services for the staging of a special stock car event for fair week "if required."

SHARE THE WEALTH

Dixie Events Get Big Crowds, \$\$

NEW YORK, Nov. 1.—Annuals staged below the Mason-Dixie line have had themselves a fine season, except on those few occasions when bad weather interfered.

Despite the drought which threatened most of Dixie's major crops last summer, and the fact that political activity is running higher in the area than ever before with Republican adherents almost as prevalent as the boll weevil used to be, the natives attended their local and State annuals in record numbers and brought out folding money in amounts that indicated plush times.

There was some doubt as to the outcome this summer when the untempered sun was shriveling crops. The pessimistic feeling grew when advance reports from some Northern centers indicated a falling off in attendance. The drought, however, stopped far short of disaster. Its net effect was record high prices as the shortened crops stimulated buying. A number of fair operators

foresaw this eventuality and geared their operations accordingly.

Only Rain Could Hurt

With only a couple of weeks of the season still remaining, there can be no letdown. Unseasonable cold weather could hurt, as it did a couple of weeks ago. However, managers have long found solace in the thought that it won't (Continued on page 83)

NOW BOOKING ACTS FOR 1953 FAIR SEASON ATTENTION

West Coast Acts Wanting to Come East for Fairs, etc.

Contact Mr. Woolfolk, Lido Hotel Hollywood, California, Nov. 8-14. After Nov. 15th Write

Boyle Woolfolk Agency
203 N. Wabash Ave., Chicago 1, Ill.

FOR SALE

Pope County Fairgrounds at Golconda, Illinois

Excellent grandstand—one-half mile race track—100 stall horse barn, greater part practically new. Plenty sheep, cow and hog barns. Plenty of toilet facilities. Eleven large floodlights for night shows and everything that goes to make a complete fairground. Best offer between now and December 15, 1952, buys. Address all communications to

H. B. PARKER SR.
ROUTE 1, METROPOLIS, ILLINOIS
P. S. Oldest Fair in State 86 Fairs without miss

NATIONAL HOME SHOWS INC.

America's Outstanding Trade Exposition Organization

PRODUCING HOME SHOWS, ATTENDED BY MILLIONS IN FIFTY LEADING CITIES

Current Bookings

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George Colours, P. O. Box 1854, c/o Jaycoor

LYNCHBURG, VA., Nov. 18 thru 19
Jack T. Craig, Director, Virginia Hotel Building

COLUMBIA, S. C., Nov. 18 thru 23
Paul Waters, Director, 426 Chamber of Commerce

BILLINGS, MONT., Dec. 3 thru 7
Carl Olson, Director, 626 Shiloh Auditorium

CANTON, OHIO, March 1 thru 7
Harry LaRue, Director, P. O. Box No. 931

YOUNGSTOWN, OHIO, April 7 thru 14
M. Harry LaRue, Director, P. O. Box No. 931, Canton

WACO, TEXAS, April dates
M. S. Corbin, Director, P. O. Box No. 2885

EL PASO, TEX., April dates
Doc M. Palmer, Director, P. O. Box No. 218

SAN ANTONIO, TEX., May 3 thru 11
Clay McGaughey, 1411 Alamo Building

DALLAS, TEX., May 3 thru 18
M. F. VanHorn, Director, Penthouse, Stoneleigh Hotel

HUNTINGTON, W. VA., April 27 thru May 2
Marion Lewis, Director, 216 Memorial Field House

Sponsors, Show Managers, Space Salesmen Exhibitors, Write

Greater A. Gaudrelet, Pres.

Penthouse, Stoneleigh Hotel Dallas, Texas

McConkey

artists corporation

WANTS ACTS for 1953 Season FAIRS - CIRCUS - CELEBRATIONS

Contact: **OEO. T. MCCARTHY**
Hollywood Roosevelt Hotel Hollywood 28, Calif.
Phone: WE4-6647 7147

CNE Races Gross 355G

TORONTO, Nov. 1.—Total receipts from the stock car racing at the Canadian National Exhibition this year totaled \$355,312. It was announced this week. Of the total, the CNE received \$98,044, of which \$38,893 went for expenses, leaving a net of \$59,151. In addition, a new \$35,000 quarter mile cinder track was gained.

The track was installed by the Exhibition Stock Car Racing Association in return for a five-year lease for the operation of its non-fair auto races. The new oval is inside the third-mile track.

DISPLAY FIREWORKS of Distinction

Whether your fair celebration or event calls for a 150 display or a 25,000 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurances. Send for our free catalog NOW. Write, wire or phone

CONTINENTAL
R. R. 24 Phone 8-4713 or 1331 Jacksonville, N.

PROMOTERS

—Get our Mailine List. —Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditions and arenas. We can refer inquiries from your territory to you.

Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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

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WERNER BLDG. 1697 BROADWAY
PITTSBURGH, PA. NEW YORK, N. Y.
JIMMY FINNERTY, Rep. EDDIE SMITH, Rep.

Miss BeBe Says

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AND ANYONE INTERESTED IN THE FAIR BUSINESS—

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Make Money—Save Money. Subscribe Now—It's Easy Way

The Billboard, 2160 Patterson St., Cincinnati 21, Ohio
Yes Please send me The Billboard for one year at \$10 Foreign rates upon request.

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Occupation

32nd Annual OUTDOOR CONVENTION NUMBER featuring the CAVALCADE OF FAIRS SUPPLEMENT

ADVERTISING DEADLINE **NOV. 19**
DISTRIBUTED **NOV. 24**
DATED **NOV. 29**

SELLS MORE FOR ADVERTISERS WITH EXTRA DISTRIBUTION AT ALL OF THE BIG OUTDOOR CONVENTIONS

Reserve advertising space now — or — let The Billboard prepare suggested advertising copy and layout for your approval. No obligation — write, wire or phone your nearest Billboard office TODAY in:

New York Cincinnati Chicago
St. Louis Detroit Hollywood

75 EXHIBITS SET FOR NAAPPB SHOW

Trade Expo to Include Numerous Coin-Operated, Standard Rides

CHICAGO, Nov. 1.—Seventy-five exhibitors have reserved 134 booths to assure a sellout success for the 34th annual trade show of the National Association of Amusement Parks, Pools and Beaches. Secretary Paul H. Huedepohl said here. The exposition will open November 30 for a four-day run in conjunction with the NAAPPB's convention at the Hotel Sherman.

Figuring strongly in this year's line-up are coin-operated kiddie rides, including mechanical horses and variations which include cows, rocket ships and autos. Seven exhibitors manufacture this type of equipment.

Also powerfully represented in the annual are makers of standard types of adult and kiddie rides, and these include some new models. Concession suppliers in both novelty and food lines will be well represented in the show. Several ride manufacturers have reserved more space this year than in 1951, when metal supplies were shorter.

Last year's edition had 76 exhibitors and 129 booths, compared with this year; however, the 1950 show counted 81 exhibitors and 140 booths. Next year's show will have more booths available since

the hotel is remodeling its lobby and exhibit hall to increase the show area.

Names Exhibiting Firms
Huedepohl said these firms have reserved booths:

A. B. T. Manufacturing Co., Chicago; Ace-Hi Displays, Grand Rapids, Mich.; Allan Herschell Co., Inc., North Tonawanda, N. Y.; Anchor Supply Co., Inc., Evansville, Ind.; Anderson Rubber Co., Akron; Animated Display Creators, Inc., Minneapolis; Arrow Development Co., Mountain View, Calif.; Automatic Canteen Co., Chicago; Auto-Photo Co., Los Angeles.

Norman Bartlett, Buffalo; Bentley Company, Brooklyn; William B. Berry Co., Boston; The Billboard; Blair Cedar & Novelty Works, Camden, Mo.; Blevins Popcorn Co., Inc., Nashville; Norman Buck Manufacturing Co., Seattle; Capitol Projector Corp., New York; Carbonic Dispenser, Inc., Canfield, O.; R. E. Chambers Corp., Union, N. J.; William de L'horbe Jr., Tuf-Lite Boat and Engineering Co., Dayton, O.; Dodgem Corp., Exeter, N. H.; Downey Supply Co., St. Louis; Eli Bridge Co., Jacksonville, Ill.; Enco, Inc., New York; H. C. Evans & Co., Chicago; Exhibit Supply Co., Chicago; Eyerly Aircraft Co., Salem, Ore.; Fascination, Beverly Hills, Calif.; General Register Corp., Long Island City, N. Y.

Dad's Root Beer Co., Chicago; Deco Division, Drum Equipment Corp., Union, N. J.; William de L'horbe Jr., Tuf-Lite Boat and Engineering Co., Dayton, O.; Dodgem Corp., Exeter, N. H.; Downey Supply Co., St. Louis; Eli Bridge Co., Jacksonville, Ill.; Enco, Inc., New York; H. C. Evans & Co., Chicago; Exhibit Supply Co., Chicago; Eyerly Aircraft Co., Salem, Ore.; Fascination, Beverly Hills, Calif.; General Register Corp., Long Island City, N. Y.

(Continued on page 78)

Wildwood Civic Group Seeks Higher Fees

WILDWOOD, N. J., Nov. 1.—Boost in license fees for summer activities is included in the Civic Betterment Association's projected five-point program to raise an estimated \$85,000 for the city next year without increasing taxes.

Among the five points is a proposal to increase the fees paid by Boardwalk tram sight-seeing cars operated by S. R. Ramagos. The cars presently operate on the walk at a cost of \$100 for each of 13 units. The association favors an increase of \$900 per unit.

The plan also calls for an increase in fees charged for mercantile licenses. Present fees range from \$50 to as high as \$1,500 per year for games on the Boardwalk. The association asked for a pro-rating of businesses in the resort and a basing of fee collections on the amount of business done.

Other proposed boosts would increase the license fee for cafes and taprooms from \$500 to \$1,000; taxing of \$1 per room for rooming houses; \$1 per stove for apartment houses, in line with the \$1 per room paid by the hotels, and finally, to advance the present fee for parking of charter buses from \$5 to \$25.

The increased revenue, the association said, would enable the resort to appropriate at least \$75,000 to the Bureau of Public Relations as well as have funds for engaging at least 50 more policemen, without the necessity of burdening the residents with increased taxes.

Chicago Kidspotters Skip Party Promotion

CHICAGO, Nov. 1.—Promotion of special events and parties at Kiddielands is no bargain for the operator in the opinion of executives at two kidspots here. Their outlook is similar to that of several other operators as well.

Contention of Arthur Fritz, veteran major domo at the big Kiddieland in suburban Melrose Park, is that most buyers of birthday party packages and similar deals aren't big enough spenders to warrant the extra attention.

At the kiddie park of Louis and Rose Klatzko, the feeling is much the same. Special parties create confusion and slow down the handling of already - capacity business, they believe. Some time ago the Klatzkos took part in a newspaper's promotion and at about the same time they handled a charity group's deal in which tickets were sold at a premium by the group.

In each case it was believed, according to Mrs. Klatzko, that the Kiddieland benefited only slightly. The deals amounted to accommodations for the other parties and, while the Kiddieland was pleased to help out, the results didn't encourage solicitation of similar tie-ups.

Fritz said his experience with

birthday - type parties showed that many groups of about 10 children would spend a total of \$8 or slightly more. He pointed out that many parents with only two children would spend that much and would require less special attention.

Special openings of the park for small parties are also on the Fritz list of things to be avoided. He cited a time when he opened the park early one afternoon for a party group, postponing the work schedules of employees and calling for other special arrangements. The group spent only \$27. He now declines to open early for a party for less than a \$100 guarantee. Similarly, he shies from regular-hour parties which seek reduced rates.

Consensus is that in these and certain other Chicago Kiddielands, location and word-of-mouth advertising serve to build up trade, thus eliminating the need for birthday promotions. Further, Chicago operators generally find that their standard afternoon and evening business is strong enough and that a special party admitted at a reduced rate adds little to total income.

FOR SALE
Two Steam Trains, amusement Park use. These are the famous steam trains at Crystal Beach Park. In good condition.
LOUIS F. LEEUNE
Part Erie, R.R., Ontario, Canada
Phone Fort Erie 94 Y 1
No Customs Duty On This Equipment

WANT TO BUY
Rides for park. Especially interested in Wheel, Merry-Go-Round and Kiddie Rides. When writing include photo, description, price and terms.
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4015 So. 12th Ave. Tucson, Arizona

High Quality KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

PARKS, RESORTS, POOLS
An important part of The Billboard's complete coverage of the OUTDOOR AMUSEMENT FIELD
You'll know in advance just what's developing in your business — and where — with a subscription to The Billboard!
Act Now — Fill in Coupon Today for Money-Saving Subscription Rates.

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Yes Please send me The Billboard for one year at \$10.
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32nd Annual OUTDOOR CONVENTION NUMBER
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SELLS MORE FOR ADVERTISERS WITH EXTRA DISTRIBUTION AT ALL OF THE BIG OUTDOOR CONVENTIONS

Reserve advertising space now — or — let The Billboard prepare suggested advertising copy and layout for your approval. No obligation — write, wire or phone your nearest Billboard office TODAY in:

New York Cincinnati Chicago
St. Louis Detroit Hollywood

ADVERTISING DEADLINE **NOV. 19**
DISTRIBUTED **NOV. 24**
DATED **NOV. 29**

New Pony Ride At Rockaways'

NEW YORK, Nov. 1.—While most Eastern park operators are thinking about plans for 1953, Dick Geist at Rockaways' Playland is busy adding equipment to his operation, which is remaining open week-ends thruout the fall and winter.

Latest move is the purchase of a Mangles Pony Cart ride in the Kiddieland section of the park. To make room for the new ride, the Schiff Pony Carts were moved to a spot near the Carousel.

Meanwhile, despite cold weather, Geist said that his week-end crowds were holding up well, and were considerably ahead of those last year. He added that the recent Halloween promotion was successful, and that a Thanksgiving promotion was planned.

Zoo Exec Reappointed

DETROIT, Nov. 1.—James S. Holden, only surviving member of the Detroit Zoo Commission established in 1924, was re-named to that post which he has held continuously since, by Mayor Alfred E. Cobo. Holden, now 77, was named for a term of four years.

AREA Switches Meet to Monday To Hype Crowd

BOSTON, Nov. 1.—American Recreation Equipment Association will meet at Chicago on Monday, December 1. It was announced by President Russell Jones here. The organization of amusement ride manufacturers meets in conjunction with the outdoor conventions at the Hotel Sherman in Chicago annually.

The scheduled Monday evening banquet is expected to attract a larger turnout than the Sunday evening affairs held in previous years, Jones said. It was pointed out that AREA members usually are busy on Sunday with the opening of the National Association of Amusement Parks, Pools and Beaches trade show and frequently have been unable to attend the AREA meeting. The new schedule is not expected to conflict with other major convention events.

NAAPPB Confab Planning Under Way

CHICAGO, Nov. 1.—Plans for the National Association of Amusement Parks, Pools and Beaches are well underway. Secretary Paul Huedepohl said this week. Dr. L. H. Firestone is progressing with plans for the NAAPPB business sessions, he said, and the program would be completed soon. Plans for the annual banquet also are being formulated and Chairman J. R. Singhiser has prepared a reservations letter which will be in the mail soon. Huedepohl said invitations to carnival and fair executives to attend the park functions had been sent.

Ask More Ad \$\$ For Wildwood

WILDWOOD, N. J., Nov. 1.—An increased advertising budget is being sought by Jack Kay director of the bureau of public relations. Kay pointed out that nearby competing Ocean City spends twice as much as Wildwood. The 1952 budget for newspapers, magazines and radio was \$7,500, only \$100 more than 1951.

The acquisition of a planned 2,000-seat convention hall and an increased advertising budget would help in bringing many groups to the resort, Kay says.

SKEE-BALL
Reg. U. S. Pat. Office
America's Favorite Skill Game
for
PARKS, RESORTS, ARCADES AND LOCATIONS
PLANS AND EQUIPMENT
for
COASTERS—WATER RIDES
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Dark Rides and Fun Houses
PHILADELPHIA TOBOGGAN CO.
130 E. Duval St., Philadelphia 44 Pa.

FOR SALE
Parker 2-Abstract 24 R. Merry-Go-Round, Side Walk and new Top Train for adults and children, 750 ft. of Track and Station, All Bridges, Whirls and Tain Drive Drive, Baby Ferris Wheel, new eye type, built by S. A. Roller Works (near Allen, Mich.) Pony Cart with aluminum top, like new, built by S. A. Roller Works (Aluminum Ride, all Planes, 8 Shetland Ponies, Saddles, Bird-Obse, Fence and Barn, 30 ft. Cyclone Fence, 25 ft. Merry-Go-Round, Windmill and Switch Boxes, Flow Machine, Star Popcorn Machine, Counter Model, Large Front Neon Sign (Playland), All equipment up and in operation in my Park. Contact:
JOHN DELAPORTE
104 Paul St. Dallas, Tex.
(Phone: Tremont 7286)

PROMOTERS
—Get on our Mailing List
—Each week The Billboard receives inquiries asking for names of individuals who might write and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Area Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

FOR SALE
New Kiddies' Miniature Steam Train
Operated Five Park Stations, A-1 Condition.
Mrs. Mayme Kennedy
223 2nd St., E. Huntington, W. Va.

FOR SALE OR TRADE
7-Car Tilt-A-Whirl, purchased new 1951, used in park, ride is like new. 7-Atlas Electric Locomotive, 15 car, with 30 HP motor, purchased 1950, in very best condition. Both park-type rides are absolutely clean.
JAKE GROSCOP
1736 N. 73rd St. Billings, Mont.

Best Miniature Golf by Every Comparison
We build only where our experience indicates big game is ahead. No Cook course has ever failed.
Holmes Cook Miniature Golf Co.
25 Pearl St. New London, Conn.

WANTED
Permanent Park Location for Arcade for 1953 Season or Winter Location. Have over hundred machines. 15 years' experience.
BOX D-258
c/o The Billboard Cincinnati 22, O.

Leo Bistany Opens Winter Tour at Macon

MACON, Ga., Nov. 1.—Leo M. Bistany, now completing his 14th year in the carnival business, opened his new winter org at the Middle Georgia Colored Fair, his biggest off-season venture to date.

Opening day was the largest in grosses in the 12-year history of the fair. C. W. Sellers, fair president, announced. At mid-week the gross was double the first half take in 1951.

Bistany has assembled considerable talent, and after two Georgia dates, will play the Florida State Negro Fair, Jacksonville, with dates following in Gainesville, Tex., Orlando and Fort Lauderdale, Fla., and other spots until mid-December. He plans to halt two weeks for Christmas and resume his Orange State Shows route in Miami in January.

Ted Lewis, who has operated his own show in New Jersey for several years, is assistant manager. Louis (Stretch) Rice, who handled the legal duties on several rail orgs, is the adjuster. Bob Hallock is secretary.

Sam Goldstein, of Detroit, who had his Majestic Shows on the road for several years, is fair superintendent, and has his Ferris Wheel, Merry-Go-Round and Tilt-a-Whirl booked with the outfit. The Goldstein, Lewis and Bistany wheels are operated as a trio at the back end of the midway.

Jack Turney is in charge of the Diesels and lot is brightly lighted. Jack Vincent jumped from Texas to join with his dark ride and bingo.

Mickey Mansion has a Side Show and Snake Show, Johnny Williams, colored girl show and minstrels; W. C. Jones train and Kiddie Auto Ride; Joe Grozzo, Monkey Show; "Indian Cherokee Joe"; Wild West Show and midg.

(Continued on page 82)

RAS Hits Cold, Gets Good Biz In Pensacola

PENSACOLA, Fla., Nov. 1.—Royal American Shows caught cold weather here Wednesday and Thursday (22-23), first two days of the five-day Pensacola Interstate Fair but nevertheless registered good business. Both the front and back end did well.

En route in here from Shreveport, some of the personnel stopped off at Mobile to visit the Cavalcade of Amusements.

George (Whitey) Golden, concession manager of the Bill Hames Shows, visited the show here while on his way to his Miami home after closing the season.

Sam Gordon, RAS concession manager, was busy here, handling the fair's independent concessions as well as those in the Royal American line-up.

Fair here is the last on the Royal American's route. From this city, the show will move to Tampa, its home base.

RC Gets Plant City's Midway

PLANT CITY, Fla., Nov. 1.—Dolly Young's Royal Crown Shows Monday (27) were awarded the contract to provide the midway at the Florida Strawberry Festival here March 1-5. The date gives the shows four Florida fairs for early in 1953.

Others lined up by Mrs. Young are the Florida Citrus Exposition, which will be held the third week in January in Winter Haven; Lake County Fair, Eustis, Fla., and Lee County Fair, Fort Meyers, Fla.,

PENN PREMIER GETS NEW PAINT ON WAY TO BARN

CARTHAGE, N. C., Nov. 1.—At a time when most shows would be keeping up appearances for their remaining dates with a little soap and water applied with plenty of elbow grease, Lloyd Serfass had his crews giving all of the Penn Premier Shows units a coat of paint. Altho rounding out the season here and preparing to go into winter quarters at Henderson, Serfass said he had decided to paint the shows from marquee to back end, including the lavish use of pictorials. In that way, he added, the org will be spic and span and ready for peak business when it leaves the barn in the spring.

Fairs Pay Off, Give Lawrence Good Season

FLORENCE, S. C., Nov. 1.—Good fair dates got the Lawrence Greater Shows off the nut and into the win column. Manager Shirley Lawrence Levy reported the season a hectic one, with a poor beginning and a fine ending, as she supervised the arrivals of equipment in winter quarters established at the Florence Fair grounds.

The still dates were generally bad, with the weather the principal reason for short grosses. A contributing factor was the lack of enough good help, with drivers particularly short. Moving the shows more than 30 pieces of equipment each week was a big problem.

However, this will be the last time that Mrs. Levy will roll all her equipment on trucks. She announced this week that she would go out on rails next season using the title Metropolitan Shows.

WHAT TO DO?

Reid Ponders Switch From Trucks to Train

MANCHESTER, Vt., Nov. 1.—King Reid's interest in acquiring a train and wagons to haul his considerable mobile show properties in the future will likely meet with much opposition from dealers in trucks, tractors and trailers. Only a whispered word was needed to have the showman, who heads up the organization bearing his name, deluged with attractive deals.

Reid had long planned to replace some 30 pieces of equipment this winter. Figured at a rock-bottom fleet price, the change-over would cost an estimated minimum of \$75,000. For that kind of money, and perhaps for a good deal less, he might be able to secure the necessary flatcars and wagons.

While planning for next season should be in full swing, Reid has been delayed because of politics. While he is running for re-election to the State Legislature, he is already assured of the results since he has the endorsement of both parties. He is working much harder for General Eisenhower, since he heads up the State committee boosting Ike.

When the political smoke clears, King may get away to see what equipment is available. While it was rumored thru the East last week that King had bought the Model Shows, a rail org newly formed this year by James E. Strates and managed by David B. Endy, the showman denied that any negotiations had been entered into. However, if the equipment remains on the market, it is likely that King will look it over and then decide

NAME NEW RAILROADER METROPOLITAN SHOWS

McCarter Joins Levys in Plan To Add 20 Flats to Lawrence Unit

CLINTON, S. C., Nov. 1.—Plans for a new railroad organization, the Metropolitan Shows, were announced here this week by Shirley and Sam Levy, operators of the Lawrence Greater Shows, and R. C. McCarter, well-known general representative and former show owner and manager.

The new railroad unit will be built around the 35 truck loads of equipment-toured this year by Lawrence. This will limit the purchase of needed major items to flat cars. Mrs. Levy said. Preliminary discussions have been held with Al Wagner, operator of the Cavalcade of Amusements, regarding the purchase of flat cars. While a minimum of 20 are contemplated, many more than that number are available, Mrs. Levy said.

The change-over from trucks to rails will cost an estimated \$40,000 to \$50,000 for the flat cars alone. Other necessary units for railroad operation will add materially to the over-all cost, and a stepped-up winter quarters program made necessary by the change will add many thousands to the total cost. The new unit this week was offered to a number of fairs in the East and Midwest by Mc-

Carter, and news of these activities at least tentatively defined the proposed routing of the show. McCarter, last affiliated with the James E. Strates organization, and before that with the Cetlin & Wilson Shows, is on familiar ground in both the East and the West.

McCarter, who recently opened up a juvenile specialty shop in Spartanburg, S. C., reported from there that he would be financially interested in the new organization. Mrs. Levy confirmed the alliance here. She is supervising the transportation of her equipment to the Florence (S. C.) Fair, where winter quarters will be established upon the completion of that annual there this week.

This is believed to be the first time that a woman has headed up the formation and operation of a railroad carnival. However, she has had many years experience in the booking and management of carnival units, having assisted her first husband, Sam Lawrence, in the operation of the Lawrence Greater Shows. After his death, she continued to operate the unit. She is married to Sam Levy, who is also active in the show management.

MACON FAIR OFF 5% FOR CETLIN-WILSON

Concession Business Takes Sharp Dip As Freezing Temperatures Cut Turnouts

MACON, Ga., Nov. 1.—Cetlin & Wilson narrowly missed matching the record gross for shows and rides last year, due to extremely cold nights, but the fine showing won the org the 1953 contract for the Georgia State Fair midway, 5th consecutive year at the big Macon annual.

Midway receipts totaled about \$50,000, and were better than 1949 and 1950, but were around

5 per cent off of the 1951 totals, officials said.

After a big Monday afternoon, midway receipts ran slightly behind 1951, and while Friday's \$14,000 was about the same as the same day last year the total never actually caught up.

Cold weather, which dogged the fair Monday night, continued all week. Shows did exceptionally well but rides were hard hit and Macon is definitely a ride spot. Show had a fast run into Macon from Spartanburg, S. C., despite a loading mishap there which damaged a tractor. On the jump from Macon to Florence, S. C., the show was moved over the Georgia Railroad in two sections and was away by early Sunday afternoon.

Concession Take Up
Bill Moore, concession manager, and Claude Sechrest, assistant, reported concession receipts about 30 per cent off from last year at this spot.

Three days, Wednesday, Thursday and Friday, usually the top days of the six-day State fair engagement, were almost on a par with 1951, with worst drops being noted Tuesday and Saturday, officials said.

Lash LaRue, cowboy film star, who had been billed for the Macon date, did not appear and the management said he had closed Saturday night in Spartanburg. Some of show's personnel closed in Macon Saturday (25). Included was Al Rio, comic in Raynell Golden's Girl show, which is being reduced for the last two spots of the season. Mickey Mansion's Side Show also closed to join Leo Bistany's winter org being formed at the Middle Georgia Colored Fair here.

Visitors were plentiful, including Bob Hallock, Ted Lewis, Sam Goldstein, who are also joining Bistany; Mr. and Mrs. C. C. (Specs) Groscurth, of the Blue Grass Shows; Bill Franks and wife, Peggy, former show ops; Charles Drill, a former ride owner now in the motel biz; Mr. and Mrs. Charles Amerson who left the road a short time ago to operate a motel; and J. R. McSpadden, Lone Star Shows.

Mike Benton and party, from the Atlanta Fair, were guests of Izzie Cetlin and Jack Wilson at a cookhouse banquet Thursday. I. V. Hulme, of the Elberton (Ga.) and Anderson (S. C.) fairs, also was a guest during the week.

The formation of the Metropolitan Shows will bring the number of railroaders up to eight, only two short of the peak number of 10 in existence just prior to the war.

McCarter said that large and medium fairs would be sought for the initial route. A number of events on the Lawrence route the past couple of seasons would fit nicely into the route of a railroader, and no general abandonment of any dates played is contemplated. However, it is no secret that the new organization is gearing to shoot for the biggest, and officials are openly optimistic in speaking of their chances on getting at least a couple.

Explaining the move to rails, Mrs. Levy said that the Lawrence Greater Shows had played the best of the dates available to truck shows and that further progress apparently depended upon making the switch to rails. Another consideration is believed to be the fact that the securing of reliable drivers in adequate numbers was becoming a greater problem from year to year. Rail moves can be handled as long as a minimum number of key personnel are available. With trucks, it has been necessary to hire new drivers to make each jump, and the equipment has often suffered in the handling by these part-time employees. The necessity of hiring personnel on this basis has also greatly increased the costs of transportation.

To Convert Equipment
Mrs. Levy said that the show would retain the Lawrence semi-trailers and convert these to show wagons by adding fifth wheels. A number of tractors will also be retained so that the show can do its own hauling.

The Metropolitan title is believed to have been originated by Doc Barfield, and then passed on to Mrs. A. M. Lassar from whom it was acquired by Sam Lawrence, to become the forerunner of the Sammy Lawrence Shows, and later the Lawrence Greater Shows.

The switch to rails will make it possible to carry many more units as well as bigger ones, Mrs. Levy said. While the show has a full complement of rides, new ones will be added and the total number of features will be large enough to populate any fair midway, she said.

Cohen Outlines ACA Program For Chicago

ROCHESTER, N. Y., Nov. 1.—Max Cohen, secretary-treasurer of the American Carnivals Association, Inc., announced this week that the 19th annual meeting of the group will be held at the Hotel Sherman, Chicago, December 1-4.

On Monday, December 1, a meeting of general counsel and associate counsel will be held at 1 p. m. in Club Room 6. The annual meeting of the board of directors, officers and past president will follow at 4 p. m.

On Tuesday, December 2, a meeting of railroad show owners and managers is scheduled. Labor problems will also be discussed at the same time. A meeting of the general membership will follow at 2 p. m.

Other sessions are scheduled for 2 p. m. on Wednesday and Thursday, December 3-4.

Lynch Awarded Chatham Pact

CHATHAM, N. B., Nov. 1.—The Bill Lynch Show of Halifax, N. S., have signed contract to provide all midway attractions at the Miramichi Agricultural Exhibition to be held here Labor Day week, September 7-12, 1953.

Missouri Show Women's Club

4154 Chestnut St., St. Louis
ST. LOUIS, Nov. 1.—First business meeting of the new season was held Thursday (23) with President Jeanette Hart presiding. Also on the rostrum were Marguerite Lohmar, treasurer; Fay Davis, secretary; Babe Weinstein, social secretary; Nora Gdynia, sergeant-at-arms and Rose Brown, chaplain.

Reported on the sick list are Lela Graber and Mary Francis Grimm, the latter the daughter of Peggy Grimm.

Entertainment committee reported plans are in full swing for the December 9 card party in the clubrooms. Jimmy and Doris Schantz, son and daughter of Verna Schantz were visitors at the meeting. Gene Wolfe won the first prize, which was donated by Verna Schantz, and Lotis Francis took the second prize, donated by Estelle Regan. Joan Lipsky baked and donated a novel Halloween cake in the shape of a pumpkin.

Members present also included Sally Prevost, Minnie Quintan, Peggy Grimm, Daisy Davis, Mary Russo, June Scordias, Josephine Scordias, Jean Wolfe, Mary Thompson, Clara Campbell, Verna Schantz, Gertrude Donnelly, Mabel Griffin, Patti Edwards, Rose Brown, Flor Miller, Faye Tizze and Teresa and Arlene Sidenberg.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.
PHOENIX, Ariz., Nov. 1.—President Don Hanna is due here soon. Ditto Secretary William Saunders, who will come in from Decatur, Ill., accompanied by his wife, Sarah, and their six-month-old daughter, Susan.

Clubrooms have been repaired and everything is in readiness for the first meeting early in November. Bob Uselton has been appointed temporary custodian of the club, and the club is officially opened.

Mr. and Mrs. John M. Stone, for many years associated with

Heart of America Showmen's Club

910A Broadway, Kansas City, Mo.
KANSAS CITY, Mo., Nov. 1.—The first regular meeting of the fall and winter season was called to order by President E. H. Hugo with an attendance of 25 members.

Applications okayed for membership included those of Robert O. Poole, Sam Bunch, Harold W. Crowell, Earl L. Melton, Johnstone F. Bothwell, Joe Brovacoat, Phillip L. Stephenson, Roy E. Johnson, Theodore P. Clifford, Carl W. Johnson Sr., Robert E. Jacobs, Paul Sriminger, Ernie W. Maddox, L. L. Duncan and Willard E. Smith. Also okayed were re-instatements of H. V. Peterson, Mike Rockwell and Larry Nolan.

Joseph E. Clayton, chairman of the banquet and ball committee, called upon all members to put forth an extra effort to make this year's annual event an outstanding success and stated that he had also completed arrangements for a floor show. Members present reported they had had a good season, and Sam Benjamin of Walled Lake Park stated that he had had one of the best in the history of the park.

The ways and means committee is formulating plans for the winter's entertainment for fund raising. President Hugo called attention to the November 14 meeting which will include nomination of the 1953 officers. Refreshments were served in the recreation rooms following the meeting.

the Siebrand Shows, are here in their recently purchased home at 2501 N. Cornell Street.

Paul Pisuka, past president, is confined to a hospital with a knee injury. Madge Buckley is seriously ill in the California Hospital, Los Angeles.

Members were saddened by the death of Joe M. Krug.

Miami Showmen's Association

233 W. Flagler St., Miami

MIAMI, Nov. 1.—Everyone was shocked at the death of Ada Cowan's mother on Sunday, October 26. Mrs. Cowan flew to Flushing, N. Y., to attend the funeral. William Cowan, first vice-president, will present a check for \$1,000 to the club at the first meeting, Tuesday (4). The money represents the proceeds from a jamboree stage on the Model Shows. Dave Fineman sent in \$600 raised on the John H. Marks Shows in a jamboree and thru the efforts of Harry Wells' Sings.

Buster Westbrook, chairman of the ways and means committee, arrived in town and is making final plans for the raising of funds to build or purchase a club home. Fatty Finney, chairman of the banquet committee, is exploring the available hotel and club sites. Special attention is being given to the Casablanca and Sans Souci hotels. Ben Glassburg, chairman of the house committee, is getting the clubrooms in shape. Cliff Wilson, chairman of the building committee, is investigating the property at 75th Street and Seventh Avenue, Northwest, as a possible home site.

Reservations are already pouring in for the banquet which will be held on January 5. Sam Sullivan, caretaker and porter for the last six years, celebrated his 70th birthday on Friday (31) and retired on Saturday (1). He will live on a farm.

Recent arrivals and visitors include Al Beck, Jose Martinez Amores, Harry Matsoff, Eddie Horowitz, Ralph Endy, Bob Lilliston, Harry Buster Westbrook, Ed McDonnell, Fred Contl, Jack Chisholm, Col. Howard E. Stahler, Harry Newfield, Ben Glass, Cliff Wilson, Frank Starr Jr., Chuck Glasson, Al Palitz, Tex Sherman, Michael Roman, Joseph Rowan, Harry Schreier, Murray Levitt and Irving Sherman.

The following applications were received: George W. Gordon and Sol Davis, proposed by Patty Finney; Jose Martinez Amores and Eugene Beecher, proposed by Phil Cook; Raymond Sigler, proposed by Monroe Eule, Lionel Boyce Campbell Sr. and Lionel Boyce Campbell Jr., by Bill Cowan; Walter Zilinsky, by Irving Sherman; J. M. Williams by Harry Schreiber; William Restin, John Cale Jr., Johnny A. Brooks, Jack Schue, Mickey Manson, Frank Cale, Henry Linden, proposed by Claude Sechrest.

On the sick list are Jack Rose at Pratt General Hospital, Coral Gables, Fla.; Tommy Fox, Veterans Hospital, Cornwall, Pa.; Max Kimerer and Lou Leonard, Fox River Sanitarium, Batavia, Ill. Abe Rabinovich is showing improvement at his home after a recent stroke. Mrs. Frances Deemer is recuperating at home after a recent operation. Jack Bennis recently became the father of a daughter.

Mail has been received from John H. Canole, Andy and Jack Markham, Lester Tate, Dave Fineman, Harry Schreiber, Harry Weiss, Claude Sechrest, Sam Lieberwitz, William Cowan and W. L. Philbrick.

Hot Springs Showmen's Association

DeSoto Hotel, Hot Springs, Ark.
Ladies' Auxiliary

First regular meeting of the season was held in the clubrooms of the DeSoto Hotel October 23. On the rostrum were Betty Bazinet, president; Caroline Holt, first vice-president; Leone Crowe, second vice-president; Sara McCaffery, third vice-president; Vivian Zimdars, secretary; and Ethel Cutler, treasurer. Daisy Fritts, club mother, was absent. There was a minute of silent prayer for departed members and invocation by Chaplain Grace Goss.

Eleven applicants were admitted to membership. They were Mollie Torti, June Tate, Monica B. Barress, Mrs. Manilla Louise Medows, Etta May Woodward, Dorothy Lee Parker, Thelma Frenzel, Emma Rocco, Sybil Lashbrook, Blanche Mae Lemish and Jerry Sizemore.

Caroline Holt was named chairman of the cemetery committee, filling the vacancy caused by the death of Viola Fairly. The monu-

National Showmen's Association

1564 Broadway, New York

NEW YORK, Nov. 1.—Member Joseph Greengrass, popularly known as Joe Green died in his sleep Monday, October 27. Funeral services were held at the Stuyvesant Funeral Home, New York, with interment in Mt. Hebron Cemetery, Long Island. Members present included Charles Padrone, Frank Rossi, Edward McKeon, David White, Ben Rosenberg, Saul Seligson, Louis Elias, Frank Rappaport, George Rector, Jack Stern, Ike Weinberg, Louis Light, Edward Cohen, Edward Elkins, David Brown and Ethel Weinberg.

A special meeting of the banquet and year book committees will be held Wednesday (3). Banquet reservations should be made early. Tickets are \$10. The ad deadline for the year book is Monday (10). Reservations are now being made for the testimonial dinner honoring President Bernard Allen which will be held at Leon & Eddie's night club Monday night (24). Memorial services for departed members will be held at the Sharon Hotel, 227 West 48th Street, Sunday afternoon, November 23, followed by services at the association's plot at Ferncliff Cemetery, Hartsdale, N. Y. Chaplain Fred C. Murray is in charge of the services.

Donations have been received from the following shows: Celin & Wilson, \$1,500; I. T., \$1,000, and O. C. Buck, \$300.

On the sick list are Jack Agree, Israel Zion Hospital, Brooklyn; Jack Rose, Pratt General Veterans Hospital, Coral Gables, Fla.; George D. Hensley, Pilgrim Hospital, West Brentwood, N. Y., and shut-ins James Cox and Irving Udowitz.

Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas

DALLAS, Nov. 1.—The meeting of October 20 was the second meeting of the fall. A letter was read from the Baker Hotel confirming reservations for the convention. Millie Cepak received hearty thanks for her fine work at the appreciation dinner at which 135 members and friends were served.

Since it was impossible to have the benefit show during the fair, it will be held during the convention at the Baker Hotel in January. The sale of books will be continued until that time.

With regret the club says goodbye to our secretary, Cleo Sneed. She and her family moved back to California. President Marie Ablock appointed Grace Tinder to finish out this year as secretary.

Martha Moss, chairman of the sick committee, reported that a girl was born to Mr. and Mrs. Johnny Delaport. Marie Stern is still in a critical condition. Molly Schaefer will be released from the hospital the last of this week. Mabel James is still in a brace but is able to be up and about.

A number of members visited the Shreveport fair, including Mr. and Mrs. Chuck Moss, Edna Hacker, Corrine Greer, Mary Ellen and Jimmy Liberman, Pearl Vaughn, Margaret Pugh and Grace Tinder.

Mr. and Mrs. Jack Woody of Chicago are house guests of Mr. and Mrs. Joe Murphy. Bob and Betty Harris of the 20th Century Shows are in Dallas for the winter.

The October 27 meeting was a social, and the evening was spent playing cards. Margaret Pugh won the door prize donated by Bonnie Allard.

Members are serving night lunches in the clubroom. The club held open house October 26 for members of the King-Cristiani Circus which played Hot Springs October 27. A turkey dinner was served by the women. Vivian Zimdars, Betty Bazinet, Bill Owens and Jackie Wilcox prepared the meal. The turkey was donated by Bill Durant.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Nov. 1.—President S. T. Jessop handled the gavel at the regular Thursday night (30) meeting assisted by Walter F. Driver, treasurer; Joe Streibich, secretary, and Past President Lou Keller.

Membership application for Morris Brown was presented by Pety Pivor and Hadji Delgarian brought in an application for Fred F. Wallace. The sick list included Frank Ehrenz and Jack Benjamin. Wallis Waldron is in Alexian Bros' Hospital here; Frank Danzig is confined to the Municipal Sanitarium, and Herman Plude is in Hines Hospital.

The regular scheduled meeting of November 27 was postponed to November 29. This meeting, along with the one set for December 4, will be held in the Old Chicago Room of the Hotel Sherman.

Ed Sopenar, chairman of the memorial services, announced his committee members include: Anne Dumont, chairman; Bernice Mendelson, Silent O'Brien, Manuel Brooks, James Campbell, George Blasco, Jack Kaplan and Max Brantman.

A new television set was obtained thru efforts of Jack Kaplan, and is now operating in the parlor of the clubrooms. Members at the meeting after long absences included John F. Courtney, Arthur Sturmak, Paul Delaney, Al Kaufman, Lester J. Davis, Vernon L. McReavy, John Lemport, Billy Senior, Bernice Mendelson, William Glockman and W. H. (Bill) Green.

The schedule of events for convention week are all set and will be in the mail soon. Committees, including the Banquet and Ball, Memorial and President's Party and registration are all set for the convention week.

Clubroom visitors during the week included Bill Kaplan, Harry Duncan, James Lamont, Leonard Sacks, Dave Picard, Sam Beyers and J. J. Dillon.

Ladies' Auxiliary, Sherman Hotel

Regular meeting was held Thursday (30) at the Hotel Sherman with Mrs. Mae G. Taylor, first vice-president, presiding. Other officers present included Mrs. Lucille Hirsch, third vice-president; Mrs. Carmelita Horan, treasurer, and Mrs. Elsie Miller, secretary. Blanche Lato, chaplain, gave the invocation.

Lucille Hirsch reported Billie Wasserman, Grace Goss, Ruth Martone and Alice Hill are recuperating.

Open house to be held during the conventions at the Hotel Sherman at the end of the month were discussed. Installation dinner will be at the Sherman on Tuesday, December 2, with Mrs. Margaret Hock as mistress of ceremonies and Mrs. L. M. Brumleve, installing officer. Evelyn Hock was thanked for the social she conducted on Thursday (23). Carmelita Horan reported on the cancer fund.

Correspondence was received from Audrey Davies, Esther Meyers, Ruth Schreiber, Virginia Halstead, Ester Spaernd, Estelle Hanson, Joan Sullivan, Vivian Ribby, Jeannette Hart and Minnie Simmonds. Applications were received from Verna Elizabeth Schantz and Teresa E. Sidenberg. Elsie Miller requested that members send their permanent addresses to her at 3552 West Irving Park Road, Chicago. Ann Beiden is chairman of the bazaar to be held during the open house.

The next social will be conducted by Lucille Hirsch. Frances Berger was nominated for third vice-president. Alice Hill was nominated to the board of governors.—ELSIE MILLER.

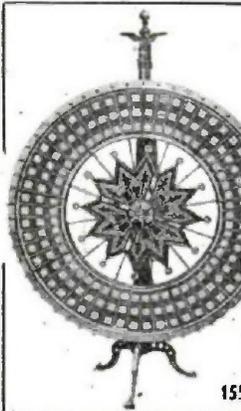
FOR SALE

October 8 tab, includes fence and ticket book. This table loader semi-trailer which is included with price \$4,000.00. Also for sale: One Ford Mustang Machine mounted in a 20-foot semi-trailer and GMC tractor to H. NEVINS SHOWS, INC. 67 Oak Street New Rochelle, N. Y.

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C. A. STEPHENS SHOWS

Can place for Hardee County Cucumber Fair, Wauchula,

Fla., Nov. 10-15; followed by Hillsborough County 4-H Fair,

Plant City, Fla. Place a limited number of Concessions

Working for stock. Place non-conflicting Shows.

Starke, Florida, this week

IDEAL RIDES WANT

Concessions—any Honky Tonks, Ride Help—Second Man.

Mound Boyou, Miss., this week.

Plenty of cotton here yet and good business in spite of cool weather.

BARNEY TASSELL UNIT SHOWS

WANT FOR SAVANNAH, GA., ARMISTICE CELEBRATION, WEEK OF NOV. 10. THEN MY ANNUAL—CLERMONT, FLA., DATE, DON'T LET SIZE OF TOWNS FOOL YOU. Major Rides and Shows not conflicting. Honky Tonks and Concessions of all kinds, including BINGO.

WIRE THIS WEEK, WACROSS, GA.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

Midway Confab

Wallis Waldeen, glass blower, is in Alexian Bros. Hospital, Chicago, for surgery and would like to hear from friends. . . . Elmer G. and Dody M. Cohen report they have retired and are now living in the Sea Breeze Trailer Park, Huntington Beach, Calif. They had trouped with the Patterson, Sheesley, Rubin & Cherry and Morris & Castle shows, and for the past 20 years had been with the J. George Loos Shows.

While playing Biloxi, Miss., recently with the Pryor & Warner Shows, Mr. and Mrs. Tommy Purvis took delivery on a new 30-foot American house trailer. . . . Harry (Bones) McClure closed with the Brown & Wallace Shows following the fair at Albany, Ga., and is back at the LaSalle Hotel, St. Louis. Starting November 3 he will work as Santa Claus at the Bar department store in St. Louis.

After closing a satisfactory season with the Side Show on the Gooding Amusement Company, Princess Ling and Stan Wisley went to Immokalee, Fla., for the winter. Early-season business had been spotty due to bad weather, but a good route of fairs brought them out on the right side of the ledger. . . . Rita Raye recently closed a successful season with the Lawrence Greater Shows and is wintering in Roanoke, Va.

After closing indoor dates with the Tex Terrell Western Follies, Catana Rose and her husband Herb Husk, visited Ray Garrison and Rollie Johnson in Owensboro, Ky. Garrison and Johnson recently returned to Owensboro from a trip to New York. They will return to the road next season.

Ben Morrison, who has headquarters in Los Angeles for the past six months handling promotions in California and Mexico, recently returned to Detroit to take over as president of the Michigan Showmen's Association.

Mr. and Mrs. Jack Woody, concessionaires, are house guests of Mr. and Mrs. Joe Murphy in Dallas. . . . Bob and Betty Harris are wintering in Dallas following their close with 20th Century Shows.

Anne Veverka, gal Friday in the office of Ray Oakes Sr., Lyons, Ill., games manufacturer, emceed a recent Monte Carlo party for the benefit of the Friendship Club in Hollywood, Ill., using a number of Oakes' gear for the event. . . . Jean Marcer writes that after closing with Bill Kennedy's Side Show on 20th Century Shows at Pasadena, Tex., she is now in Long Beach, Calif., where she plans to spend the winter.

Showfolk on Mississippi Shows chartered a fishing boat when the org played Pass Christian, Miss., and spent a day on the briny deep. Frank Keys and George Benton shared honors for the largest dentizen of the day while Blackie Green caught the smallest. Also in the party were Mr. and Mrs. K. L. (Dick) Taylor, Olaf Alfred, Jack Bennett, Tommy Zell, Carl Sarso, Burt Howington, Gail Hullett, Mrs. George Burton, Walter Brower, R. W. Hershey, Dick Wickus, Evelyn Burns and Bill Gersbach. Chink Hatfield missed the boat.

Back in the business with a share in the new Metropolitan Shows, and already active in his new role as assistant manager and general representative, R. C. McCarter plans to leave the operation of a new juvenile specialty shop in Spartanburg, S. C., to his better half in those periods when he will be away from home in search of dates. Mac reports that little change is contemplated, and that he and Mrs. McCarter will continue to maintain their homes at Spartanburg and in Miami. A big Christmas season is looked for, and it may be that the planned number of flat cars could be increased in proportion to the specialty shop sales. Mac will attend the National Showmen's Association banquet Thanksgiving Eve in New York, after an absence of several years.

Franky Rich, concession op on Prell's Broadway Shows, infers that the Charlotte, N. C., Negro Fair came up with big taps for his stands. Rich says he plans to remain with Prell until the November closing date. . . . Joseph Lehr, spot worker, pens from Philadelphia that Mr. and Mrs. Roy Hunter recently moved into an apartment there for the winter. Lehr also reports that his brother, Harry, has purchased a new home in the Mayfair district of Philadelphia.

Sally Rand and her "Happy Holiday" show was one of the leading attractions at the National Peanut Festival in Dothan, Ala., October 27-November 1, and did solid business all week. The show was managed by Ray Marsh Brydon with Cleo Hoffman on the front. Johnny Denton's Gold Medal Shows provided the midway attractions for the event and Ralph Lockett was there to lend a hand in the business office.

A. Hymes, concessionaire, will have the novelties at the Hamid-Morton Shrine Circus in Newark, N. J., the week of November 17.

Mr. and Mrs. Frankie Shafer, of the West Coast and Dallas, have booked their concession for Arizona State Fair, Phoenix. They recently played the State Fair of Texas, Dallas.

After closing a successful season at Carthage, N. C., in advance of Lloyd Serfass' Penn Premier Shows, Mr. and Mrs. Grover Hill returned to their home in New Bern, N. C. The Hills are now handling billing for the Armistice Day celebration at Clover, S. C., and recently visited at the home of H. M. Kilpatrick, old-time biller, in Bessemer City, N. C. Kilpatrick is now relief projectionist at the Diane Drive-In Theater near Gastonia, N. C.

METROPOLITAN SHOWS

BRAND NEW RAILROAD GOLIATH

20 RIDES
★
15 SHOWS

WANTS: The Best in Railroad Show Personnel—Blacksmith, Trainmaster, Train Hands, Polers, Chalkers, Cot Drivers, Workmen, Ride Foremen, Diesel Electrician, Wagon Builders, The Best in Railroad Show Attractions, Organized Girl Revue, Wild West

Nothing too big—Have complete outfits
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R. C. McCARTER **SAM LEVY** **SHIRLEY LEVY**
Gen. Rep. Manager Secy.-Treas.
333 West 57th St., Suite 7-J New York City

FAIRMEN:

HERE IS A BRAND NEW SHOW FEATURING THE VERY BEST IN MIDWAY ATTRACTIONS THAT WILL ADD SPARKLE AND BIGGER GROSSES TO YOUR FAIR. RUN BY EXPERIENCED PERSONNEL.

NEW! Firebrite LUMINOUS COLORS
Amazing!
NOW AVAILABLE AT HALF SCREEN PRICES
POSTERS
CARDS-CIRCULARS-FIBRE-BANNERS
Central Starting!

FOR SALE
CANDY FLOSS CONCESSION
Complete, 6x8 top with 4-way swings. All glass enclosed counter, Natywite machine. Everything complete except switch box and lead. Ready to operate—\$200.00.
LIVE DUCK CONCESSION
Complete. Used 8 weeks. Everything new, including 12x12 top and frame, 4-way swings, 1200 chick brooder, all trays thermostatically controlled. Outfit ready to go except switch box and lead in.
WANT TO BUY
SHORT RANGE GALLERY
Built on trailer so will do some trading. Must be in good condition and at least 12 ft. wide.
ART SIGNOR
Box 712 Mulvogue, Okla.

STARLIGHT SHOWS
WANT FOR ARMISTICE CELEBRATION, PLEASANTON, TEXAS, NOV. 8-11
Pop Corn, Hoopla, Glass Pitch, Gum, Your Weight, Watcha or any Hanky Park not conflicting. Shows with own outfit. Write or wire
MRS. BARACKMAN
Leslie Memorial Park, Pleasanton, Texas

FOR SALE
Will sacrifice a rebuilt Popcorn and Cold Drink Trailer, \$850; worth at least \$1500.00. Spillman Gasoline Auto Scooter, rebuilt, parts and material alone cost \$2000.00; with specific, make offer. We need room as we have sold warehouse building. One new Kiddie Auto Trailer Model Reel, reasonable and terms on this.
ROLL-A-WHIRL CO.
St. James, Mo.

PROMOTERS
—Get on our Mailing List.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 185 W. Randolph St., Chicago 1, Ill.

WANTED
CIGARETTE PERCENTAGE DEALERS
Must have references. "Blackie" Adams, "Romeo" contact.
FRANK W. PEPPER
Popcorn, All State Shows, Bendler, Florida, this week; then De Puntak Springs, Fla., Armistice Fair Celebration.

FOR SALE
Allen Herschel Kidd's Merry Go-Round, late model, in excellent condition, reasonable.
FRANK SHERMAN
1417 S. W. Newover Chicago, Ill.
Call Prospect 4-1104

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MOBILE EDUCATIONAL CRIME EXHIBIT!
Has been seen by over 200,000 people in large Wisconsin cities and at Fairs. Contains authentic full cell, replica of electric chair and 14 other gas chamber, illuminated replica of death roll and all true police equipment.
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GIVE TO THE RUNYON CANCER FUND

PRELL'S BROADWAY SHOWS
SOUTH GEORGIA STATE FAIR, VALDOSTA, GA., NOV. 10-15, 1952
CONCESSIONS—All kinds Hanky Panks.
We are now booking for our Florida Fairs for season of 1953—Opening January 15, 1953.
All kinds of Concessions, Shows, Rides, What have you? All answer
SAM E. PRELL
Brunswick, Ga.
Winter Quarters: Kissimmee, Fla.

PAGE AMUSEMENT CO.
WANTS FOR ANNUAL ARMISTICE DAY CELEBRATION, WARSAW, N. C., NOV. 5-15.
PARADES—BANDS—FIREWORKS—FREE ACTS
Concessions of all kinds that work for merchandise. Also Eating and Drinking Stands.
Shows of merit not conflicting.
Especially want one or two Flat Rides, prefer Tilt. Locations will be held until Nov. 10. All replies to
ROLAND PAGE, Warsaw, N. C.

THREE WELL PROMOTED MATINEES INCLUDING THANKSGIVING. 60,000 SPECIAL RIDE TICKETS OUT. FREE ADMISSION MEANS HUGE ATTENDANCE HERE.
THIRD ANNUAL BLOCK PARTY
COLORED ELKS' November 19 thru 29
West Palm Beach
CAN PLACE Legitimate Concessions
Clean Shows and Exhibits
(Popcorn, Apples, Glass Pitch gone; no Bingo or Camps needed.)
MAC'S FLORIDA BAZAAR SUPPLY
H. I. Box 370, West Palm Beach, Fla. Tel. 3-3414 any night bet. 6-7.

FLORIDA EXPO SHOWS
North Augusta, Ga., Nov. 10 to 15, with two more weeks in M-homb Augusta area; then Florida.
Want set of Kiddie Rides. Can place Merry-Go-Round all winter. Any Flat Ride SHOWS: Want real A-1 Girl Show, Minstrel Show, Snake Show, any attraction with own equipment. CONCESSIONS: Age, Scale, Popcorn, Candy Apples, Palms, Water Quiffs, Ball Games, any and all Hanky Panks, Stores and P.C. Useful Carnival Help. All address:
FLORIDA EXPO SHOWS, AUGUSTA, GEORGIA.
P.S.: Can place Bingo all winter.

Agents . . . Bookers . . . Promoters . . . Hustlers
\$100.00 REWARD
For empty storeroom location in large city for Dick Dillon's Mechanical City, location must be 75% or better in downtown section. Advise rental price from now to Christmas with information of city reader can be obtained. If location is secured I will pay \$100.00.
Dick Dillon, Thompson Hotel, E. Liverpool, Ohio
Those interested in buying my Snow White and the 7 Dwarfs Mechanical Exhibit can see it now while I am at winter quarters. Price \$1500.00. Will pay for itself thru the Christmas season.

FOR SALE **FOR SALE**
SMALL WELL ORGANIZED CARNIVAL—5 RIDES, 5 SHOWS, SEARCHLIGHT, OFFICE TRANSFORMER AND WIRE, WITH TRANSPORTATION FOR ALL.
LESTER NELSON
127 Wyant Crescent Rochester, New York

MARION GREATER SHOWS
Now booking for the big Aiken County Fair, Aiken, S. C. 11 days and nights. Opening Tuesday, Nov. 18, thru Saturday, Nov. 29.
Attractions of all kinds. All replies
MARION GREATER SHOWS, Camden, S. C. Fair

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

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Now Contracting
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For our 1953 Season
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America's finest Show Convo
TENTS—SIDESHOW BANNERS
CONCESSION TENTS
Immediate Delivery
FLAMEFOIL FABRIC
Available in all colors, all dye colors also available.
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354 N. CLARA ST. CHICAGO 40

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It's Now Time to Think About
TURKEY RAFFLES
100-NUMBER WHEEL. The finest it is possible to make. Comes with scoreboard. \$35 each.
Immediate Shipment
Our Ball Games and still some strong 4 Cats—Punks—Buckley Bucks—Dam Family—Bottles. Send for Catalog

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for your Buick Rivera Roadmaster Zean purchases.
JOHNNY CANOLS
Carnival Truck
Menessen, Pa. Phone 937
Altoona, Pa. Phone 9247.

SUMTER COUNTY COLORED FAIR
 SUMTER, S. C., NOVEMBER 10 THRU 15TH—SIX BIG DAYS AND NIGHTS
 All Concessions open—Eats, Drinks, Games, Demonstrators, Pitchmen or what have you? Come on, no exclusive, we will book you. This is the last big spot in this State. Get your winter biz here. Can use String Show, also Wild Life Show.

B. & H. AMUSEMENT CO.
 Florence, S. C., this week.

W. E. HOBBS, Mgr. E. A. Murray, Business Manager

GIRLS GIRLS GIRLS
 WANTED—Sings, Exotic, Tap, Fan Dancers, Novelty Acts, G-H Singers and M.C. Girls with Club or Carnival experience. Top salary for all winter's work in The Club 22 and Frolic Club, Tampa, Fla. Contact
Harold Laughon, Frolic Club
 1715 W. PLATT ST. TAMPA, FLA.

WANTED
 RIDE HELP AND ELECTRICIANS OF ALL KINDS
 All winter and spring work. No layoffs. No sex or doups. Kiddie lands in and around Philadelphia. Good salary and good treatment if you don't drink. Apply
SAM TASELL
 Phone Granlie 35652 Philadelphia, Pa.
 P.S.: Can place Popcorn, Candy Apples, Cotton Candy, French Fries and Refreshments.

Used Everywhere for Over 35 Years

ROLL TICKETS
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Keystone Ticket Co. SHAMOKIN, PA. DPT. B
 Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

100,000	\$29.50
50,000	18.50
20,000	12.00
10,000	9.50

From the Lots

Motor State
 ELBA, Ala., Nov. 1.—Motor States rides, now playing a route of Southern fairs, have been clicking. At Brownsville, Tenn., and Bainbridge, Ga., they did capacity business, especially on kid days, two of which were offered at each stand. Also doing well have been Bill Rodgers' gallery, Ulley's concessions and the Monkey Show. The local stand started off slow due to cool nights. The show will be out one more week and then head for Detroit quarters. Mr. and Mrs. Frederick, owners, have been spending some time in Florida with Mr. and Mrs. Rodgers.—TOM FINNIGAN.

Helman United
 PALMETTO, La., Nov. 1.—Org has been set up for its winter tour of Louisiana. New Orleans lots will be played after Christmas. Business thus far has been good for the shows' two rides. Snake Show and 12 concessions.—JACK KELLY.

75 Exhibits Set
 • Continued from page 74

Gold Medal Products Co., Cincinnati; C. A. Gorce Manufacturing Co., Azle, Tex.; Hampton Amusement Co., St. Louis; Hippodrome Amusement Devices, Inc., Revere, Mass.; Charles E. Hiles Co., Philadelphia.

Hodges Amusement & Manufacturing Co., Indianapolis; Hollinger Cutlery Co., Fremont, O.; Frank Hrubetz & Co., Salem, Ore.; International Harvester Co., Chicago; International Autosecure Corp., Long Island City, N. Y.; Kennedy-Wichster Electric Co., Chicago; King Amusement Co., Mount Clemens, Mich.; Kingsley Corp., Brooklyn; Krispy Kist Korn Machine Co., Chicago; Bert Lane, Inc., Miami; Lusse Bros., Inc., Philadelphia.

Manley, Inc., Kansas City; Mills Recording Co., Chicago; Miniature Train Co., Rensselaer, Ind.; Mike Munves Corp., New York; NAAPPB Insurance, National Amusement Device Corp., Dayton, O.; Ray S. Oakes & Sons, Brookfield, Ill.; Overland Amusements, Lexington, Mass.; Percy Manufacturing Co., New York; Philadelphia Toboggan Co., Philadelphia; Pretzel Amusement Ride Co., Bridgeton, N. J.; Rollo-home Trailer Coach Co., Marshfield, Wis.; Saunders Manufacturing & Novelty Co., Cleveland.

B. A. Schiff & Associates, Miami; Sellner Manufacturing Co., Fairbairn, Minn.; Scientific Machine Corp., Brooklyn; Standard Manufacturing & Sales Co., Lebanon, Ind.; Tele-Coin Midwest, Chicago; Tele-Matic Industries, Inc., Brooklyn; Thrift Novelty Co., Inc., Denver; and Traver Enterprises, Inc., New Rochelle, N. Y.

George Kelley Killed by Auto
 DUBLIN, Ga., Nov. 1.—George J. Kelley, 63, for more than 20 years lot man with the L. J. Heth Shows, died October 31 in New Dublin Hospital from injuries suffered Tuesday (28) night when struck by an automobile in front of the local fairgrounds. Frequent to his Heth connection, Kelley had spent a number of years with the Johnny J. Jones Exposition. He left no known relatives.



2nd Lt. Joseph C. Rodriguez U.S. Army Medal of Honor

SIXTY YARDS TO GO.
 From atop the hill near Munyeri, Korea, the enemy suddenly opened up a barrage. The squad was trapped. Lieutenant Rodriguez (then Plc., with only seven months service) broke loose and dashed up the slope. Disregarding the fire concentrated on him, he wiped out three foxholes and two gun emplacements. Alone, he accounted for 15 enemy dead, led the rest of the enemy, and saved the lives of his squad.

"When you have to take chances to reach an objective, that's O.K.," says Lieutenant Rodriguez. "But when you can find a surer way, so much the better."

"That's why I was glad when I heard that people like you own nearly 50 billion dollars in U. S. Defense Bonds. I believe that a strong, peaceful America is our objective. And the sure way to reach it is through backing our strength with your strength by investing in Bonds now."

- Dog Shows**
 • Continued from page 62
- New Mexico**
Albuquerque—Nov. 9 Mrs. H. Adams, 1120 N. Vassar St.
 - New York**
Albany—Nov. 6 Foley, 1009 Rensselaer St., Philadelphia.
Brooklyn—Nov. 30 Foley, 2000 Rensselaer St., Philadelphia.
Schenectady—Nov. 23 Foley, 1038 Rensselaer St., Philadelphia.
Syracuse—Nov. 4 Kalsch, Hannan, Mass. Troy—Nov. 22 Foley, 2009 Rensselaer St., Philadelphia.
 - North Carolina**
Wilmington—Nov. 10 E. A. Moss, Greensboro, N. C.
 - Oklahoma**
Enid—Nov. 11 Mrs. L. Campbell.
Muskogee—Nov. 10 E. A. Moss, Greensboro, N. C.
 - Oklahoma City**
Oklahoma City—Nov. 8 Mrs. W. Wyman Jr., 405 N. W. 54th St.
 - Rhode Island**
Cranston—Nov. 8 Melba Drury.
 - South Carolina**
Anderson—Nov. 14 E. A. Moss, Greensboro, N. C.
Charleston—Nov. 8 Mrs. E. Chisom, 75 Davidson Ave.
Columbia—Nov. 10 E. A. Moss, Greensboro, N. C.
Florence—Nov. 10 E. A. Moss, Greensboro, N. C.
 - Tennessee**
Memphis—Nov. 8 Mrs. H. Ostrum, 381 S. Reier St.
 - Texas**
Austin—Nov. 23 Mrs. L. Garner, R. 5, Box 113.
Beaumont—Nov. 4 Mrs. S. Shackley, 2375 French Drive.
Dallas—Nov. 16 Cletl O'Day, Bloom, Miss.

- Carnival Routes**
 • Continued from page 69
- Capital City (Fair) Madison, Fla., 10-15.
 - Collin & Wilcox (Fair) Sumter, S. C.
 - Coastal Plain: Keady, N. C.
 - Crafts Expo: (State Fair) Phoenix, Ariz., 8-18.
 - Drew, James H.: (Fair) Nashville, Ga.; season ends.
 - Dumont: North Augusta, S. C.
 - Perris, Carl D.: Sunnysville, S. C.
 - Florida: Mad Cady, Jessup, Ga.
 - Florida Expo: Augusta, Ga.
 - Gensch, J. A.: Indianola, Miss.
 - Hennard, Bob: (Shrine Circus) Houston, Tex., 3-11.
 - Harrison Greater: (Fair) Fair Bluff, N. C.; (Fair) Whiteville 10-15.
 - Helman United: Arnaudville, La.
 - Heth, L. J.: (Fair) Brundidge, Ala.; season ends.
 - Hottle, Buff: (Fest) Rouse, La.
 - Ideal Rides: Mount Bayou, Miss.
 - Jollymen: (Colored Fair) Brainsboro, Ga.
 - Kite, Floyd O.: (Fair) St. Francisville, La.; Mamou 10-15.
 - Lane, Leo: Adel, Ga.
 - Lone Star: Tifton, Ga.
 - Marion Greater: (Fair) Camden, S. C.
 - Moore's Winter: Free, Tex.
 - Orange State: (Fair) Jeffersonville, Ga.
 - Page Am. Co.: Waxah, N. C., 8-15.
 - Palmetto Expo: Greenville, S. C.
 - Peppers All-State: (Fair) Bonifay, Fla.; (Fair) DeFuniak Springs 10-15.
 - Prell's Broadway: (Fair) Brunswick, Ga.; (Fair) Valdosta 10-15.
 - Relief Am. Co.: Carencro, La.; Youngville 10-15.
 - Royal Expo: (Colored Kite) Fair) Dayton Beach, Fla., 7-15.
 - Seaship: Pleasanton, Tex., 8-11.
 - Stephens, C. A.: (Fair) Starke, Fla.; (Fair) Wauchula 10-15.
 - Stierling-Crow: Robertsdale, Ala.
 - Southern States: Tavares, Fla., 8-10.
 - Strain, James H.: (Fair) Jacksonville, Fla., 5-15.
 - Tassell, Barney: Weyeross, Ga.; Savannah 10-15.
 - Vivian Bros.: (Fair) Georgetown, S. C.
 - Wallace, L. K.: (Fair) Lancaster, S. C.; (Colored Fair) Rock Hill 10-15.
 - West Coast: Potrero, Calif., 4-11.
 - West Coast Expo: Sanger, Calif., 8-11.
 - Wolfe Am. Co.: Woodruff, S. C.
 - World of Mirks: (Fair) Savannah, Ga.

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Strike back

Give to conquer cancer

Your Dollars will save lives by strengthening the Cancer Crusade of the American Cancer Society.

Your Dollars will bring words of truth and hope to you, to your family, to your friends and to your community.

Your Dollars will help ease the pain of the cancer patient.

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American Cancer Society

AMERICAN CANCER SOCIETY GENTLEMEN, PLEASE SEND ME FREE LITERATURE ABOUT CANCER. ENCLOSED IS MY CONTRIBUTION OF \$_____ TO THE CANCER CRUSADE.

Name: _____
 Address: _____
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Mail the coupon to "Cancer" C/O your local Post Office

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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 where you work!

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Save on Brand New BUICK

Immediate delivery. Two years to pay. We can finance you. Act quickly while we have cars. Phone or wire collect.

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During November and December OUR SHOWROOM WILL BE OPEN ON SUNDAY FROM 9 A.M. TO 3 P.M.

708 Sansom Street Philadelphia 6, Pa. Market 7-8242

TEMPLE COMPANY, INC.

ASSORTMENTS FOR HOLIDAY PARTIES

ASSORTMENT #1 consists of 50 large metal noisemakers, four dozen decorated crepe paper hats and four dozen eight-inch fringed horns. Shipping weight, 10 lbs. Complete assortment, \$6.75.

ASSORTMENT #2 consists of 100 medium sized metal noisemakers, 96 enamel finished, assorted shapes, formed cardboard, adult sized hats and 96 cardboard horns with "Happy New Year" imprint. Shipping weight, 30 lbs. Complete assortment, \$14.55. Above assortments must be shipped by express. C.O.D. orders not accepted. Remit in full and give nearest Express office if none in your town. Do not order after Dec. 20.

Established 1886
LEVIN BROTHERS
 TERRE HAUTE, INDIANA

Merchandise You Have Been Looking for
 Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Towels, Toys, Every kind of Glassware, Blankets, Hampers, Hats, Cakes, Plaster Flum, Flying Birds, Whips, Balloons, Hats, Cakes, Ball Game Specials, Bingo Merchandise.

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PREMIUM SPECIALS

NO. 2207—KITTEN CLOCK

Electric Wall or Mantel Clock
 • Master Synchro motor
 • Fully guaranteed
 • Price \$10.95
 • Ears (which roll in and out)
 • Numerals (set in dials)
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 • Size: 4 1/2 in. wide, 13 in. long with tail down 21 in.
 • 110 Volt 60 Cycles AC Current only

Individually packed
 EACH \$14.95
 (Plus 20% Federal Excise Tax)

NO. 2198—BOWLING PIN ELECTRIC MANTLE CLOCK

• Self-starting movement with sweep second hand
 • Chrome, Nickel, Mahogany finish
 • Wood Base
 • On a mantel
 • Bowling pins in natural wood finish set in base on either side of clock
 • Approved plastic cord and plug
 • Size: Overall width 11 1/2 in. height 7 1/2 in.
 • Individually boxed

EACH \$17.45
 EACH (6 or more) 4.95
 (Plus 20% Federal Excise Tax)

Send for our new Holiday Catalogue—Games—Mech. Toys—Dolls—Stuffed Toys—Xmas Decorations—New Year Favors—Hats—Horns—Noisemakers. State your business when writing to enable us to put you on our mailing list.

1902 N. 3rd ST. WISCONSIN DE LUXE CO., MILWAUKEE 12, WIS.

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Reserve advertising space now—or let The Billboard prepare suggested advertising copy and layout for your approval. No obligation—write, wire or phone your nearest Billboard office TODAY in:

NEW YORK CHICAGO
 ST. LOUIS DETROIT
 PHOENIX HOLLYWOOD

NOV. 19
 NOV. 24
 NOV. 29

ANIMALS, BIRDS, PETS
 • Continued from page 78

MEXICAN HUBBOS (DONKEYS), BABIES and young, tame, trained for rides, from 8 to 8 months old, \$45 each, Laredo, Tex., or \$25 each, prepaid, Mexican Saddle, Mexican style, \$55, \$25 to \$60 each for Barro and Ponies. Offer open, you can pay after you receive. Write: Plant on hand, General Mercantile Co., Laredo, Tex.

MEXICAN STYLE SADDLES—CHILDREN size, \$100.00. Each saddle complete with cinch and bridle. National Products Co., Laredo, Tex.

THE SPECIAL YOU HAVE BEEN WAITING FOR—Healthy, available, squirrel monkeys & (or) live laboratory guinea pigs; set on the band wagon before they are gone. Write for complete price list. Tropical Wobbling, 1525 Northwest 27th Ave., Miami, Fla.

WANTED—SMALL TRICK MILK OR PONY, ideally, price, first letter, Harry Lambert, 1800 Dawson Rd., Albany, Ga.

BUSINESS OPPORTUNITIES

EARN \$15,000-\$20,000 ANNUALLY FRANCHISE
 \$12,500 or money back. Live at home. No inventory. No buy. Sell. No stock. No most exclusive and non-competitive business in United States and Canada. Send \$50 for explanatory book. Money refunded when book returned. Harrell & Co., Box 416, Louisville, Ky.

GENUINE LATEX RUBBER FOR MOLD making, will not shrink, expand or change shape; full strength, undiluted, \$115 per gallon. Frank Sherman, 647 S. Wash-teau, Chicago, Ill. Phone: Prospect 6-9135

FOR SALE—LIVE KIDNIE RIDE, TWELVE seat, leather, hydraulic control, new special custom built, rubber lined Carriage; Lamps, Equipment, Signs, etc. Trailer transportation (capacity, 12 loads), priced to sell. Still on location, Coney Island, N. Y. Will also consider worthwhile year location. Planners, 517 77th St., Brooklyn 9, N. Y.

MAKE \$15,000-\$50,000 YEARLY YOUR OWN BUSINESS
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For amazing new "Lambert-Line" of Air Sanitizing, Deodorizing, Disinfecting Chemicals and Equipment, ideal for every office, home, store, factory. Moderately priced, fast sale, moderate investment. Excellent profit. Permanent opportunity unlimited. Write today for free facts.

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MONEY MAKERS' SCREEN PRINT
 Without motion yourself. Instructions, inexpensive "make-round" outfit, sales plans. Joe Jones, Box 231, Meridian, Miss.

NEW ELECTRIC MACHINE BAKES 8
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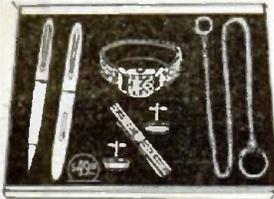
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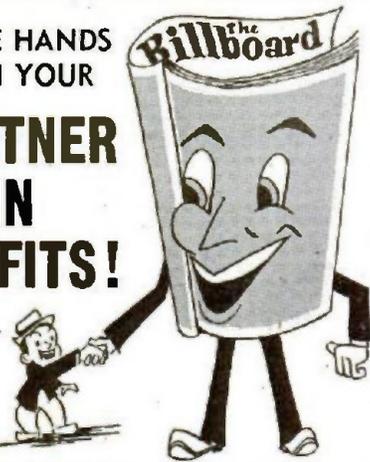
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Forms close Thursday for following week's issue

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MUSICIANS FOR WESTERN STAGE AND RADIO on 2200 west station. Broadcast daily, show and dance nights. Home nights: must open November 10th. Wire or phone Harry Evans, Arapahoe, Neb.

NEW YORK SHOWS EASY WAY TO GET THE JOB with 2200 west station. Broadcast daily, show and dance nights. Home nights: must open November 10th. Wire or phone Harry Evans, Arapahoe, Neb.

PIANIST LEADS TRUMPET FOR ESTABLISHED Midwest commercial band. State previous bands. Age 22. Write for complete address: Box 374, The Billboard, Chicago 1, Ill.

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Forms Close Thursday for the Following Week's Issue

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Exclusive Territory Harrison 7-2971

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Pipes for Pitchmen

By BILL BAKER

BIG AL WILSON played the Peanut Festival in Dothan, Ala., which ended a six-day run November 1. He went into Dothan following a successful three-day stand in Bainbridge, Ga., with graters.

MARCIA COFFEE stopped off in Dothan, Ala., for a brief visit at the Peanut Festival there prior to continuing her jaunt to the West Coast.

WILLIAM J. McANDREW soloist with numerous musical stage and roadshows in his youth, died in State Hospital, Scranton, Pa., October 25 following a lengthy illness. He was well known in pitch circles, particularly to Tom Kennedy. Professionally known as Billy Maek, McAndrew enjoyed a visit from Kennedy about two months ago.

"FOLLOWING MY stand at Tennessee State Fair, Knoxville, which proved a winner. I headed for the fair in Florence, Ala.," pens George H. (Scotty) Brooks from Houston. "Worked Florence for Ollie E. Bradley to good returns. Then I headed for Muskogee, Okla., and worked the fair there for Harry James, of Choctaw, Okla. He had the ex on concessions in the grandstand. Altho the last day of the fair turned cold and rainy, we did a land-office business. From Muskogee I went to Jackson, Miss., for the Free State Fair and worked popcorn and peanuts for McClure Brothers, of Oklahoma City. Cold weather hurt operations there and I went to Shreveport, La., which proved a larry. Am currently working the Shrine Circus which opened here October 29. I'll probably winter in this city as has been my custom for the past four years."

"I PLAYED the North Carolina State Fair, Raleigh, and the annual attracted more people in five days than Iowa State Fair, Des Moines, did in 10," letters Big Al Wilson from Athens, Ga. "Over 500,000 fought their way in and out of the grounds and if a fellow can't work

out a tip on that he shouldn't be running around alone. I'm working the French grater thru the South and plan to wind up in Florida. I expect to work out a deal with Frank Scanlon, former wrestler and demonstrator from Cedar Rapids. I'm trying to get back into the monkey business and I suppose the Cubans in Florida will have some stock for me. Will catch up with Duke Wilson in Florida. He's with the Royal American Shows. If pitchmen would write more pipes, we'd be able to read more pipes."

Under the Marquee

Continued from page 71

retired in 1936, after 62 years with circuses, and died at his Bridgeport home in 1938 at the age of 82. Good credits him with being instrumental in training the famous 40-horse team driven by Jim Thomas, also deceased, and Jake Posey, who now resides at Baldwin Park, Calif., and is still hale and hearty at 89. In this era God was one of the riders in the Garland entry (tourney of jewels). He recently visited with Phil the Marvel, another old-timer, when he made Allentown with the Terrell Jacobs Circus.

Bistany Tour

Continued from page 75

et horse and bull; Sylvia, elephant girl; Bill Phillips, pit show; Arthur McEmore, walk-thru.

In addition to his Diesels and Ferris Wheel, Ted Lewis has a Roto Whip. He also handles the music from the sound trailer, Duke Dougherty, who has the cookhouse, gave a special banquo for the opening. He also has a grab joint. Blinky Bernstein has seven concessions: Mrs. Sam Goldstein, popcorn, floss and apples; Maxwell and Erma Kane, cigarette concessions; W. J. Cassidy, glass pitch, and about 25 other concessions.

Fair Meetings

Continued from page 68

elation. 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. Link, 1012 24th Street, Sacramento, secretary.

Kentucky Association of Fairs & Horse Shows, Brown Hotel, Louisville, January 8-9. Ray P. Weller, Shelbyville, secretary.

Share the Wealth

Continued from page 73

rain if the weather remains cold enough. While patrons will brave the chill night air, they often resist damp skies and muddy lots. By and large, the big events were bigger than ever. Raleigh and Columbia, and others in their high ranking category, reported record runs. The in-between and smaller events did equally well proportionately.

Just how well the Southern annuals did is reflected in the reports of a number of Eastern shows. The fairs brought many into the profit columns after very spotty returns during the early season. While many Northern annuals helped them toward the black figures, the bulk of the profits were found in D. C.

Major Improvements

The improvements under way at many Dixie events are by far the most noticeable in the East. The North Carolina State Fair at Raleigh is well on its way to being in a class by itself as the result of a multi-million dollar refurbishing program that includes ultra-modern architectural features that are already rating world-wide attention. In the same State, the Winston-Salem Fair, located in a new

Roadshow Rep

Continued from page 64

and he and his wife and sons gave a good show."

SUN PLAYERS, under manage-

ment of Dot and Jess Sun, opened their new circle in Nebraska October 19. The show will headquarter in Dodge, Neb., with the east for the circle including the Suns, Buddy Manley, Sid and Fay Householder, Larry Dirksen, Trixie Maskew and Monte Montrose. Carl Park left for his home in Springfield, Mo., for a vacation and Dixie and Coober Buchanan headed for Florida. Org will be off during the Christmas holidays. . . N. N. Fields pens from Logan, Utah, that he is lining up some amateur promotions for his solo show. "I played several celebration dates and a few radio stations during the summer and had as my assistant, Teddy Claymer, the old-timer who hasn't lost his touch with whip and lariat," Fields pens. "We worked on the buskin' plan and when I left Ted at Lewiston, Idaho, he was set on working his way toward Sacramento and doing some school shows on the way." . . . K. J. Jason is promoting amateur shows around Hazelton, Pa.

VERETT GRAY says that small

New England towns are being overdone with hobby shows. Gray, who is getting together a traveling museum show, is planning a trek to Florida. He's trying to work out a commercial tie-up and will work schools en route. Gerry Family Show has been playing spots in Central Arkansas to only fair returns. The family reports that the regular jine-dance spots it has played are not users of much talent. Unit will head for the South soon.

JOSEPH McCAULEY, who has

his solo show in Livingston, Mont., reports that he chalked up good business with his merchandise show on platform during the summer. He recently teed off with a school show but will transfer soon to a show-fair proposition for fall dates. . . In answer to a recent inquiry concerning the roster of the Hi Henry Minstrels at the turn of the century, H. J. McCormick, of Lynn, Mass., reports that the lineup included Arthur Deming, McMahon and King; Locke and Carroll, musical act; Harry Leighton, singer; O. W. Bailey, singer, and Hi Henry, cornet. These acts made up the olio of the show. Deming was featured comedian, McCormick says. . . E. E. Peters letters from Buffalo that he has a bill of the Barnes Players, whose director was William Triplett. Peters is anxious to know if any of the personnel is still active. . . V. V. Griffe, hypnotist, who has worked only New England sponsor dates the past five years, is in Binghamton, N. Y., planning a trek west. He reports that business has been off, but blames it on the election campaigning.

JOSEPH McCAULEY, who has

quarters in New Orleans, says that he has read with interest the recent items here concerning many old-timers. Heley would like to have a list of the Paul English Players who made Baton Rouge La., their home base. . . "I've worked my way here with my solo show from San Antonio," letters J. K. Ringold from Norfolk. "I didn't see any signs of the Dr. Dave Bell Show at Fayette, N. D. and in Valdezia, Ga. The old-time Winsted Minstrels were missing. Mel K. K. (King) Thomas at Aoliene, Tex., and he has a bang-up trailer-museum show. He said that he had been in Oklahoma most of the summer and that he was en route to New Mexico where he put in most of last winter." . . . The three-act Gill Family Show is in Ontario and will move toward Western Canada.

plant last year, is rapidly shaping up as a model enterprise. This event is also benefitting from multi-million dollar spending, with much of the money coming from the Reynolds Foundation. At Richmond, Va., the Atlantic Rural Exposition is showing big gains thru the acquisition of permanent structures financed by commercial firms.

No Gate Stimulant

Continued from page 66

puncture-proof skin as assorted laces reached, jabbed and stabbed with pins that would identify patrons as Republicans adherents. The novelty men, who in some instances paid higher prices this year than ever before, were the chief sufferers, other than those who received slight lacerations. As one purveyor of the flying bird, the funny badge and the ludicrous hat remarked, "How can you compete with the give-aways? The parents load up the kids with the three-colored buttons, and that keeps them happy. They can't read anyway, and figure they got a prize."

It wasn't a total blank for many events, however, especially the ones whose management kept its political affiliations apart from the business. The political organizations, apparently loded this year, bought plenty of space. Like other good exhibitors, they lined up with the commercial displays, set up the most attractive booths they could, and peddled their literature, buttons and pledge cards.

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WATCHES FOR MEN \$9.95

WATCHES FOR WOMEN New model watches case and dial. Be comfortable and wear away 1 1/2 in. new with leather straps. \$18.95

MEN'S NEW IMPORTED JEWELLED WATCHES Special Price \$3.25 in gross lots. \$2.00

JOSEPH BROS. Dept. 8, 8 Chicago St., Ill.

CORRECTION! In last week's ad the 21 Jewel Watches were priced at \$5.95. This was a typographical error. The price should have been \$15.95.

HERE IT IS! LORD'S LAST SUPPER TABLECLOTH

Here it is, a beautiful Lord's Supper Plastic Tablecloth, the only tablecloth of its kind. Completely new and different, handmade and dyed in 1952 use picture of the Lord's Last Supper in the center of snow-white background, center design in three colors. Red, Green, yellow, edges and made of heavy genuine (unbreakable Vinyl) Plin, one of the best plastic materials. Merchants, Jewelers, Upholsterers, etc. Mark fast, immediate shipment. Each cloth individually backed, ready for mailing.

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Calendar for Coinmen

November 3—Amusement Machine Operators' Association of Greater Baltimore semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
 November 12—Music Operators of Northern Illinois, monthly meeting, Meeting place to be announced.
 November 25—Western Vending Machine Operators Association, monthly meeting, Unique Cafe, Los Angeles.
 November 30 - December 3—National Association of Amusement Parks, Pools and Beaches annual trade show, Hotel Sherman, Chicago.
 December 8—Wisconsin Phonograph Operators' Association, monthly meeting. Meeting place to be announced.

Free Play Clause Optional in ABA Anti-Gambling Bill

Here's Text of Bill as Applied To All Coin-Operated Equipment

CHICAGO, Nov. 1.—The final version of the model anti-gambling act, drafted by the American Bar Association in co-operation with the Commission on Uniform State Laws, makes free play an optional provision with each State.

(Editor's note: For other details concerning the bill see story on this page headed "ABA's Model Gambling Bill Going to Attorneys General".)

Here are pertinent sections of the anti-gambling bill likely to have far-reaching effect on the coin machine industry. Words or phrases in brackets are optional.

Professional Gambling

"Professional gambling means accepting or offering to accept, for profit, money, credits, deposits or other things of value risked in gambling, or any claim thereon or interest therein. Without limiting the generality of this definition, the following shall be included:

"Pool-selling and bookmaking; maintaining slot machines, one-ball machines or variants thereof, pinball machines (which award anything other than an immediate prize);"

(Continued on page 101)

BALL FEATURED

Chicago Coin Bows Its New Bowling Game

CHICAGO, Nov. 1.—Following several weeks of field research on its new type six-player bowling game, the Chicago Coin Machine Company announced production on Bowl-A-Ball. As its name implies the game is played with a ball.

The new Chicago Coin product uses all the latest features of regular shuffle play—including dial scoring, the 10th frame idea, strikes and spare boxes and flasher lights, jumbo pins, high score for the week, 20-30 scoring and Formica playfield. But all

(Continued on page 101)

Exhibit Adds Two Distributors

CHICAGO, Nov. 1.—Max Brown, factory representative of the Exhibit Supply Company, has appointed two distributors, Frank Mencaus, sales manager, announced Wednesday (29).

Brown, who works out of Philadelphia, appointed Eastern Vending and Sales Company to cover Baltimore and Washington. The firm is headed by Morris Silverberg and has headquarters at 940 Linden Avenue, Baltimore.

The other new distributor is the Dixon Distributing Company, Sharon Hills, Pa. Dixon is owned by Jack Mulligan and will represent the factory in Erie, Pa.

Exhibit Supply now is delivering Big Bronco and Trigger, mechanical horses; Super Twin Rotation, pool shuffle game, and Rudolph the Red Nosed Reindeer.

RIDE 'EM FARMER URGES VA. RADIO

FARMVILLE, Va., Nov. 1.—This tobacco farming community here is a long way from cow country, but local radio station WFLO exhorts the tobacco farmers to ride the Bucking Broncos. The appeal on behalf of the bronks, as well as for the Rocket Ride, is sponsored by the local Newberry Department Store. The Broncos, of course, are of the coin operated variety, and the appeal is really to the kiddies of farmers who are taking their crops to market.

ABA's Model Gambling Bill Going to Attorneys General

Indicate 44 State Legislatures Will Consider Bill During 1953

CHICAGO, Nov. 1.—Copies of a model anti-gambling act, approved by the American Bar Association and the Commissioners on Uniform State Laws will be mailed out shortly to attorneys general of the 48 States with a recommendation that the model be presented to their Legislatures. In all likelihood, each of the 44 State Legislatures scheduled to meet in 1953 will consider the bill or a bill patterned after the

model. Kentucky, Louisiana, Mississippi and Virginia are not scheduled to meet until 1954.

(Editor's note: The complete text of those sections of the model anti-gambling bill relating to coin-operated machines will be found elsewhere on this page.)

The model anti-gambling bill—which may have more reaching effects than the Federal anti-slot machine law—was drafted by the American Bar Association's Commission on Organized Crime in co-operation with the Council of State Governments and the Commission on Uniform State Laws.

Briefly, the model bill would outlaw any coin-operated machine which pays out "as the result of the operation of an element of chance" any thing of value.

What is Covered

Specifically named in the bill as "professional gambling" are pool-selling, bookmaking, maintaining slot machines, one-ball machines or variants thereof, roulette wheels, dice tables, money or merchandise pushcarts, punchboards, jars or spindles.

"Pinball machines" are likewise included under the professional gambling heading, but the commissioners inserted an option-

al clause which would exclude pinballs which offer only "an immediate and unrecorded right of replay."

Coin machine lawyers will have a tussle with this point if the bill as presently written were enacted in any State, and the State refused to permit free play, novelty pinball games would be prohibited.

Committee Attitude

In the final report of the bar association committee, however, an attempt was made to clarify the bill's position with regards to pinball.

The committee wrote that it inserted the clause covering free play "as an optional device to legalize these familiar games." The committee pointed out that the courts have split widely on

(Continued on page 89)

Open Hastings' New Quarters In Milwaukee

MILWAUKEE, Nov. 1.—A celebration marking the official opening of the recently completed Hastings Distributing Company annex at 8100 W. Bluemound Road, attracted a big crowd of operators last week-end.

Favorable traveling weather, coupled with contact work by Sam Hastings and his sales crew

(Continued on page 101)

KEY TO SUCCESS

Build Staff Into Happy Family Affair, Op Says

PHILADELPHIA, Nov. 1.—One of the key factors to a successful operation is building the staff into a family group, according to Max Bushwick, head of Union Automatic Music Company. To make out in today's set-up, he points out, it is not only necessary to get top flight servicemen but to hold them.

Bushwick goes to logical extremes to make his staffers feel that Union Automatic is one big, happy family. He runs a large Christmas party annually for his employees and their families. This is highlighted by bonuses. He also has a program of financial aid for staffers when they want to invest in a big item like a home.

Good Results

Since he deals fairly with his employees, Bushwick finds that he can trust them. Three of his men act as collectors, and one of these doubles as a mechanic in emergencies. Bushwick does not

go out on collections but rather concentrates on making contracts and lining up new locations. His territory runs from Willow Grove to Norristown and Pottstown to Philadelphia.

Bushwick is a firm believer in getting locations signed up. He was one of the first operators in the territory to use contracts. Bushwick explained "operators save themselves a lot of time and aggravation by getting their locations to sign contracts. This is

(Continued on page 101)

Bally Intros Space Ship, New Coin Ride

CHICAGO, Nov. 1.—A new rocket-type coin-operated kiddie ride was shipped to distributors this week, Jack Nelson, general sales manager of Bally Manufacturing Company, announced. The new product—Space Ship—contains a four-way dive, dip, roll and swing action.

The new ride actually appears to go into all four actions simultaneously, Nelson stated, with the "Space Ship gliding forward and

(Continued on page 89)

NEW TYPE RIDES, GAMES

Coin-Operated Units Set For Key Role at NAAPPB

CHICAGO, Nov. 1.—For the third consecutive year, equipment made primarily for the coin machine industry, plus supplies used in vendors, will play a major role in the trade show held in conjunction with the 34th annual convention of the National Association of Amusement Parks, Pools and Beaches. When the four-day event begins November 30 at the Hotel Sherman, the 75 exhibitors will include 25 firms with products of interest to amusement game vendor and music operators.

The show takes on added significance this year, since it will be the only national event at which producers of coin-operated amusement equipment will show their wares. In September there were the music and vending shows—the Music Operators of America and the National Automatic Merchandising Association sponsored events. However, the

last convention featuring amusement products and sponsored by an industry was the Coin Machine Institute's 1951 International Exposition.

Among the coin machine firms exhibiting at the NAAPPB event for the first time will be Auto Photo Company (photo machines), Los Angeles; Automatic Canteen

Bush Opens New Arcade

MIAMI, Nov. 1.—A new ultra-modern Arcade was opened here Saturday (1) by Ted Bush, president of Bush Distributing Company. It will be operated by a Bush subsidiary, Advance Music. The Arcade is situated in downtown Miami. The remodeled structure in which the Ar-

(Continued on page 101)

Jet Plane Ride Production Is Started By Weld Built

BROOKLYN, Nov. 1.—Production started this week on Weld Built Body Corporation's new Jet Plane ride. Art Nelson, the firm's president, said that the pilot model was completed four weeks

ago, and that production probably will be about 10 a week.

The ride is 60 inches long by 18 inches wide and made of aluminum and sheet metal. Paint is backed enamel, with a variety of colors.

Unlike most of the rocket rides on the market, the Jet Plane will feature machine gun controls on the gun handles, rather than on the joy stick. The coin chute is off to the side of the machine.

Rises 18 Inches

Nelson said that the machine rises 18 inches in the air while in operation. It gives a one-minute ride for 10 cents.

While the price was not yet been determined, Nelson explained that it probably would list for more than most of the other rocket rides because it operates hydraulically. Delivery probably will begin at the end of December.

Meanwhile, Nelson said that his firm is working on a new circular, dome-type plastic ride. The ride, he explained, will have a vertical motion. He added that it was still in the experimental stage.

PHILLY OPS AID BLIND PROGRAM

PHILADELPHIA, Nov. 25.—The Amusement Machine Association of Philadelphia is co-operating with the Philadelphia Federation of the Blind in placing about 1000 miniature wishing wells on locations throuth the city.

Company of America (food and drink vendors), Chicago; Coin-0 Manufacturing Company (base-ball pitching machines), Chicago; Cole Products (drink vendors), Chicago; Kingsley Corp (row ride), Brooklyn; Tele-Coin Midwest (Arcade units), Chicago; Const Sales (rocket ride), New York; Scientific Machine Corporation (rocket rides and games), Brooklyn.

Old Firms

Five of the oldest firms in the coin machine industry, which have been regular exhibitors at the NAAPPB conclave, have contracted for space. These are A.B.T. Corp. (Arcade games and coin chutes), Chicago; Exhibit Supply Company (Arcade units games and animal and space rides), Chicago; H. C. Evans and Company (carnival units, games and juke boxes), Chicago; International Mutoscope (photo ma-

(Continued on page 101)

EDITORIAL

Insure MOA's Growth

Building a national trade association is a tremendous and difficult job. It calls for honesty of purpose and a common goal with which most of the members and the potential members can agree. On the part of its executive officers, the good trade association demands a mixture of diplomacy and firmness. Above all, building a national trade association calls for making every provision for accomplishing objectives and insuring the continuity of the organization.

The men, who founded and have directed Music Operators of America the past three years, have in our opinion, honesty of purpose. Certainly they and the other members of MOA have a common goal: The future well-being of the music machine industry. These men likewise have displayed a combination of diplomacy and firmness.

But the final element—making adequate provision to insure the growth and continuity of MOA—still is lacking.

Looking to the Future

Music Operators of America today is attempting to do a full-time job with a part-time organization. That part-time organization has accomplished remarkable results, but a part-time arrangement is not good enough for the long pull.

MOA's finances are not able to support a full-time staff. The association makes its headquarters in the offices of the California Music Guild. Its principal officer and administrator is George A. Miller, who also is president of the California Music Guild. MOA's legal counsel, Sidney Levine, makes his offices in New York and bills the group for the services he performs at the direction of the board. One stenographer in MOA headquarters is paid out of MOA funds. This year, for the first time, Miller was voted \$3,000 as partial compensation for the service he renders.

MOA has been extremely fortunate thus far in attracting the services of capable men who are willing to work with little or no compensation because they sincerely believe the music machine industry needs MOA.

Full-Time Executive

But an active, aggressive MOA must plan to provide at least one full-time executive—a man sufficiently compensated to enable him to devote all his time and energy to the task of building a live-wire association.

By action of the board, Miller was installed in September for a two-year term as president. He was given the title of business manager with the duties and privileges which that title implies.

In an ideal situation, Miller would devote 100 per cent of his time to building MOA membership, laying the groundwork for a national public relations campaign and strengthening MOA's legislative program on the national and the State level.

Ideal Situation

In an ideal situation, Miller would resign as president of the California Music Guild. Certainly if State and local music associations can afford the full-time services of a professional trade association executive, a national music machine association should be able to do as well.

We do not know whether Miller would be receptive to the idea of leaving his California post. We do not know whether MOA's membership will insist that he do so. We do know that the membership can insist on such a move only when it demonstrates it is willing to assume the financial obligation involved.

In our opinion, however, the faster MOA membership moves toward demanding that California release Miller for full-time work with MOA, the better off MOA will be.

(Editor's note: This is the last in a series of four editorials dealing with Music Operators of America.)

Conn. Operators Group Lists 2-Fold Program

HARTFORD, Conn., Nov. 1.—Plans for streamlining the administrative functions and developing a program for creating good will at all industry levels, were outlined by a committee of the Connecticut Operators' Association at a meeting here Thursday (30).

The committee, which made its report to President James Tollano, is headed by Paul Reichschaeffer, and includes Bevo Onario, Joe Daniels and Irv Gelsler.

The committee's proposed solution for streamlining the administrative functions of the organization is the division of the State into four regions, with each region thrashing out purely local problems at its regular meetings. The committee contends that this arrangement would free the State organization to concentrate on problems of paramount interest to all its members.

The education program will be aimed at two levels—the general public and the local owners. Another aim of the program will

be to create better working relations between State and local officials and the operators and to study problems affecting coin operators. The giving of machines to charities will be part of the public relations program.

The committee's recommendations will be presented to the operators at the next regular meeting of the organization.

S & K Shows New Fireball

PHILADELPHIA, Nov. 1.—S & K Distributing Company introduced the Fireball 120 Rock-Ola phonograph to more than 250 operators at a buffet luncheon and cocktail party held at the Broadwood Hotel.

Herman Scott, Al Katz and Rubin Katz are the principals of S & K Distributing Company.

Wurlitzer Net Dips Slightly But Sales Up

CHICAGO, Nov. 1.—The Rudolph Wurlitzer Company's consolidated sales for the second quarter (July thru September) were \$4,065,078.33, compared with \$6,558,988.02 for the same period a year ago, but net profit dipped slightly from \$146,074.65 to \$122,356.65.

R. C. Roling, president, said, "The production of civilian items, including pianos, electronic organs and coin-operated phonographs, continues according to government regulations. We have experienced no difficulty in selling all the civilian products produced so far this year, and we see no reason why there should be any change in this situation during the remainder of the year."

During the first six months of Wurlitzer's fiscal year (April thru September) net profit amounted to \$364,987.90 after reserves and taxes. This figure included profit resulting from the sale of real estate during the first quarter. Net profit for the same period a year ago was \$312,867.18.

Consolidated sales of all products during the first six months of the current fiscal year were \$14,951,851, compared with \$11,972,353.33 for the same period a year ago. Roling reported Wurlitzer has unfilled defense orders of approximately \$25,000,000.

Production of defense items, Roling said, is gradually increasing. He added, "It is anticipated that sales of defense items during the current fiscal year will be approximately double last year's figure."

Meeting Tuesday (28), Wurlitzer's board of directors ordered a dividend of 20 cents per share to be paid December 1 to stockholders of record November 14.

JUKE BOXES GO LONGHAIR, OPS

TORONTO, Nov. 1.—Classical recordings have been receiving almost 20 per cent greater play than popular hits in many locations, operators here report. Many operators said that "longhair" disks have been accounting for more and more of their total take. "Play meters in more than a sprinkling of top stops, showed 'amazing volumes of classical music'."

The greater selectivity of new models plays an important part in catering to the new culture in juke customers, it was pointed out. Where classic reception is highest, operators have been placing entire symphonies in their machines. The public seems more than willing to spend their nickels to hear favorite parts of such offerings, reports indicated.

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:

VICTOR SETS POP PUSH. Beginning this week, RCA Victor begins a pop sales drive on 20 single disks and two pop albums (Music Department).

PUBLICATIONS HYPE DISK BUSINESS. The disk music business is in for steady attention between now and Christmas, via a number of special articles and features in national publications (Music Department).

MORRIS GOES HILLBILLY. The E. H. Morris Music Company will continue its expansion drive with the opening of a publishing affiliate specializing in country music (Music Department).

PLYMOUTH EXPANDS. Plymouth Records has signed 12 additional distributors to bring to 30 the number handling the low-cost LP line in this country and Canada (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

PUBLIC RELATIONS

Westchester Donates 24 Free Juke Boxes

NEW YORK, Nov. 1.—The drive of the Westchester Music Guild to provide 24 juke boxes and 24 amusement games free to Westchester County organizations gathered momentum this week with the announcement that the recipients had been selected.

Among the organizations to receive juke boxes are teen-age groups in Rye, Croton-on-Hudson and Mount Vernon; the Fisher Avenue YMCA, White Plains; the Mount Kisco Boys' Club; Children's Village, Dobbs Ferry; Lincoln Hall, Lincolndale; the Tarrytown YMCA; the Canteen for Children, Fort Stoom; the Rangers Boys' Club, White Plains; the Catholic Youth Center, Yonkers, and the teen-age group of the Sons of Israel, Yonkers.

According to Seymour Pollak, secretary of the WMG, 150 phone calls and 80 letters, some from as far off as Corey Island and Connecticut, had been received requesting juke boxes and games. Most of these letters said, Pollak explained, that whether or not the organization got a machine, the gesture on the part of the WMG was appreciated.

The campaign was aided by the Macy chain of newspapers in Westchester County. The 18-

paper chain, in news stories and editorials, told of what the operators were doing to combat juvenile delinquency.

"We simply want to be of some public service to the youngsters," explained Pollak, "and we know of no better use to which we can put these surplus machines."

APOA Reps To Attend MOA Meets

CINCINNATI, Nov. 1.—Convention activities and programing of the recent Music Operators of America's sessions in Chicago highlighted the discussions as Automatic Phonograph Owners' Association resumed its regular monthly meetings in the Hotel Sheraton Gibson here. It was voted to have a committee of Cincinnati operators attend future MOA meetings.

Lawrence A. Kane chairmanned the meeting which saw these MOA members on hand: Nat Bartfield, president; Phil Ostrand, Abe Salmán, Sam Chester, Milton Cole, Paul Pusateri, Abe Villinsky, Bill Harris, Charles Kanter, Sam Garros, Joe Westerhaus, Tom Jackson, Dave Tavel, Ray Bigner, Charles McKinney, John Tiney and John Nicholas.

Guests and associate members in attendance included Harvey Hobbs of Schaffer Music Company; Joe Weinberger, Southern Automatic Music, and Morey Corst of T. & L. Distributing Company. Robert Metzger disposed of his phonograph route October 1, Bill Marmer, of Sicking, Inc., has re-entered Jewish Hospital here for surgery.

Renner Joins Central Music

KANSAS CITY, Mo., Nov. 1.—Central Music Distributing Company thru J. W. Balk, sales executive, announced the appointment of C. F. (Chuck) Renner to



C. F. RENNER
the firm's expanding sales staff. Renner, a native of Coffeyville, Kan., will cover Kansas for Central Music. He formerly was with Trans-World Airlines. Central Music is a Wurlitzer distributor.

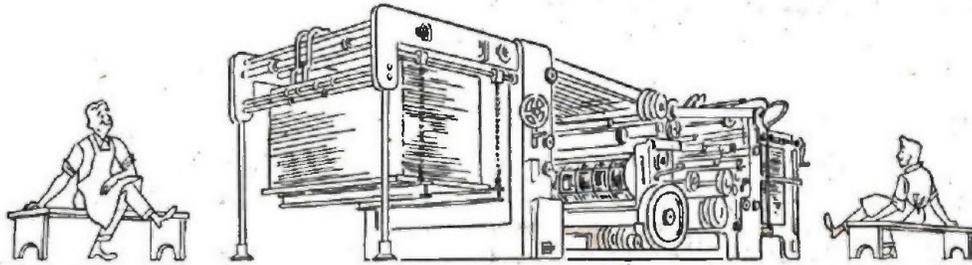
NEW in The Billboard next week . . .

THIS WEEK'S BEST BUYS

A Revolutionary New Record Buying Guide for Record Dealers — Juke Box Operators — Disk Jockeys.

Operators, Dealers and Radio-TV stations who use THIS WEEK'S BEST BUYS will be working together to stock, program and promote the same scientifically selected records at the same time. Scattered, unco-ordinated trial-and-error buying and promoting of new releases will be eliminated for those who depend on THIS WEEK'S BEST BUYS.

See THIS WEEK'S BEST BUYS in next week's Billboard



STORY

The owner of a printing establishment was showing his shop to a friend. The presses purred smoothly. Printed sheets were being delivered and stacked automatically. The pressmen simply sat on benches and watched the sheets come off the machines.

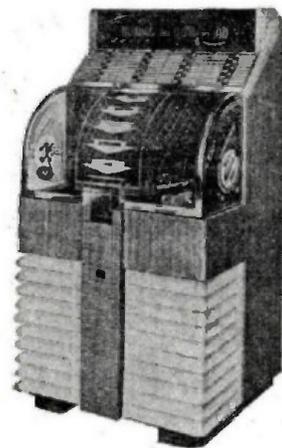
'Look at those loafers,' exclaimed the printer's friend. 'they're doing nothing except sitting and looking. I'd fire them all!'

'Ah,' smiled the printer. 'you'd make a big mistake there. When those men are sitting down, the presses are working and making money for me. It's when they're climbing all over the presses, making repairs and mechanical adjustments and 'working their heads off' that I'm losing money—for then the machines are NOT PRODUCING!'

Moral: *No juke box can make money while a mechanic is repairing it. The A M I "D" seldom requires mechanical repairs or adjustments, has all the time in the world to make a world of money.*

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan



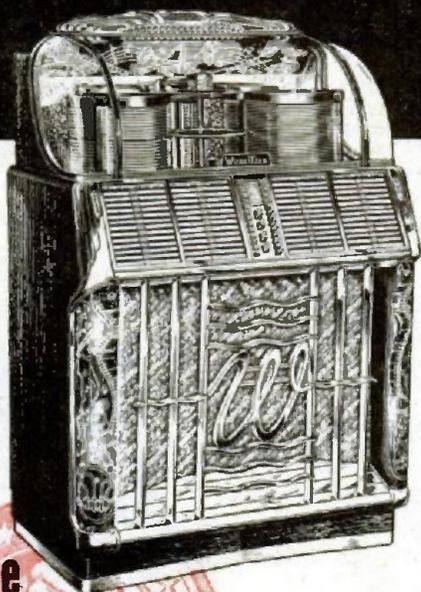
AMI's "Write-an-Ad" Contest Any music operator can enter. Big list of valuable prizes. Ask your AMI distributor for helpful contest book and complete details, free.

QUESTION:

*Why have More
Wurlitzers been Sold than any other phonograph?*

ANSWER:

*Because over the
years they have always topped All others in take.*



**Make
More
Money** with

◀ *This One Hits a New All Time High*

You as a music operator are in business for one purpose. You want to make money. Wurlitzer Phonographs have always been designed and built with that purpose in mind.

The Wurlitzer Fifteen Hundred is a good case in point. Playing 104 selections on 45 and 78 RPM records intermixed, it inspires more play, collects more pay than any other phonograph. See your Wurlitzer Distributor. Get the facts. Add to your income.

Wurlitzer
Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

Record Reviews

Continued from page 54

HOT JAZZ

JOHN DONALDSON
Check to Check
BLUE NOTE 1596—Donaldson on alto takes the lead in a brisk reading of the Berlin classic.

NIC DICKENSON
Tenderly
BLUE NOTE 1600—Dickenson on the slide trombone, with the emphasis really on slide, solos sweetly in this cutting of the pretty ballad.

KEN CARSON-BILLY MAY ORK
Nursery Rhymes
CAPITOL CAS 3128—Twelve of the most popular nursery ditties are etched on this disk.

DON WILSON-BILLY MAY ORK
Country Cousins (Parts 1 & 2)
CAPITOL CAS 3135—Ahmet, the country reared cousin, is off on a visit to his cousin in the city.

CLAUDE RAINE
NATHANIEL SHILKRETT ORK
Noah and the Ark
CAPITOL CAS 3130—Realistic thunder sounds set the stage for this latest entry in Capitol's Bible Story series.

Bally Intros

Continued from page 85

backward, dipping and climbing, rolling to either side and even banking like a real jet plane. The new Bally unit has variable speeds which are controlled by movement of the speed stick in the cock-pit.

The ship has colored lights in the nose, tail, wings and in the instrument panel. These flash on and off while the Space Ship is idle to attract attention in and near the location. Another feature of the Bally jet is the mounting of guns on the nose of the ship which shoot light rays and make a sound simulating machine gun fire.

The plane is built of waterproofed laminate and finished in a waterproof lacquer to withstand the rigors of both severe weather and heavy location play. The ship is colored in bright red with yellow wings and rides on a deep blue base. It is equipped with a National slug rejector and powered by a one-third h.p. motor, 110-115 volts. The Bally ride has retractable casters and occupies 28 inches by 55 inches of floor space.

ABA's Model Bill

Continued from page 85

the subject of free play as a thing of value.

"The test imposed," the report stated, "is the presence or absence of the so-called knock-off button or replay meter, which makes it possible for the machine to be used as a gambling device by means of a mechanically recorded payoff made to winners by each location owner. This test has been noted with approval by several courts."

Some coin machine interests will pump for passage of the model bill with its clause to legalize free play; others—as well as pushboard and punchboard firms—will battle to kill the bill.

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

search for the animals (all identified by their characteristic sounds) which roared out the flood in the Ark. Axel Graenbered did the effective adaptation.

MEL BLANC-BILLY MAY ORK
Henry Hawk's Chicken Hunt
CAPITOL CAS 3137—Here the Warner Brothers' cartoon character, Henry Hawk, shows himself inefficual as a chicken snatcher. His misadventures, in fact, make him lose his taste for the fowl. But moppets will probably enjoy the events enacted by the talented and colorful disk liner will focus juvenile eyes on this one.

DALE EVANS-BOY ROGERS RIDERS
Very Snowflake
V-W 465—Christmas tune of a year ago is sure very pleasantly by Miss Evans. It's done very simply and straightforwardly and should be easy for the moppets to take.
Thirty-Two Feet—
Eight Little Talks
Dirty about Santa's reindeer is interestingly arranged. It tickling pace is set by Miss Evans and the chorus. Tempo may be a little fast for the younger sets to pick up the words the first few go-arounds.

Rhythm & Blues Record Reviews

Continued from page 48

SONNY THOMPSON
Real Heat, Fine
KING 4534—The Thompson ork turns in some interesting jazz on this lengthy slow-blues item, featuring good piano, bass and sax work. However, tone doesn't build and there is not enough action here for a two sided platter. Collectors may enjoy this after-hours type item.

MAY AGEE ORK
No More Blue Shadowna Fallax
MODERN 891—Slow blues is sung mournfully by Agee with the ork filling in moodily in the background.
My Louisiana Days Are Gone
Agee warbles about the tale he has found. Instrumental section includes some nice piano and sax work.

ERSKINE HAWKINS ORK
Walkin' By the River
KING 4574—Jimmy Mitchell hands the olde a pleasing vocal and the ork backs the warbler with a smooth arrangement of the tune. A danceable disk.
New-Gin Mill Special
The ork has an okay riff tune here and they perform it capably with Hawkins setting off some good sax. Side does not come alive, in spite of ork's efforts.

MICKEY BAKER
Riverboat
SAVOY 867—The Mickey Baker ork turns in a strong instrumental cutting of a rhythmic effort, containing a "Night Train" type of effect. Could grab juke plays.
Guitar Mamba
So-so ditty features effective guitar work, with the ork backing the soloist on a mamba kick.

DANNY COBB
Farewell Baby
SAVOY 869—Danny Cobb sells this blues effort nicely in his own husky-voiced style, while the ork backs him in the same vein. Material was penned by Rudy Toombs.
Don't Mess With My Woman
The singer cries and wails his way thru this wild blues effort over a pounding ork beat. Side doesn't come off however, in spite of Cobb's hard work.

STEVE GIBSON
Who Don't You Love Me
V 20-5013—Gibson and the R-Caps lend excitement to this slight weeper blues, via their slick vocal treatment, and a good combo beat. Side will pull.

SAVANNAH CHURCHILL
Walkin' By the River
V 20-5011—The lovely standard is revived in a very warm manner by Miss Churchill with the aid of a male chorus. It's a good effort which could easily dip into the pop market.
If I Didn't Love You So
This is a re-write of the Ink Spots' old hit "If I Didn't Care." Some steam sells it softly with her throaty pipes.

ARIAR JONES-JOHNNY MOORE'S ORK
Lonesome Train
MODERN 888—Slow, lazy blues effort is sold capably by the thrash, helped with additional voices via "dub-ins." Accompaniment by Moore

Seek to Set Up Music Group in Philadelphia

PHILADELPHIA, Nov. 1.—A movement is underway here to establish a separate music machine division within the parent Amusement Machine Association of Philadelphia.

Operators of music equipment point out they have little interest in the problems confronting the operators of amusement games. They want the music group to hold its own separate meetings to discuss and formulate policies for the local juke box business.

Those favoring the division also assert that a music division, holding its own meetings, might be

more attractive to operators currently non-members of the Amusement Machine Association. Among members of the Amusement Machine Association who have expressed an interest in forming a separate music division are Phil Driben, Max Bushwick, Lou Klein, Bill Appel and John Workman. A number of non-members also have expressed interest.

While the new group would not divorce itself from the present association, it would give music operators an opportunity to meet as was done before the death of Charlie Hannum, manager of the Music Machine Association of Philadelphia.

TAVERN PAPER FEATURES JUKE

CHICAGO, Nov. 1.—The trend to high selection juke boxes received mention in the Beverage Dealer News, tavern and restaurant publication, this week.

In a two-column story, the feature cited the new Rock-Ola Fireball 120 selection machine, pointed up the availability of 100 play Seeburg, Wurlitzer's 104, AMT's 80 and H. C. Evans' play models.

Tracing the development of coin phonographs from the postwar to the present time, it was noted that current high play jukeboxes developed from the 12, 20 and 24 selection units of the 1930s.

Evans Reports Steady Demand For 40 Models

CHICAGO, Nov. 1.—Altho production of the Evans' Century is picking up slowly but steadily, Les Reick, sales manager of Evans' phonograph division, declared this week that the firm had had an increasing demand in recent weeks for the two 40 selection models the company builds.

Reick traced the spurt in demand for 40s to:

- 1. An ever increasing volume of export sales.
2. Orders from smaller communities, particularly in the South and West, where the impact of the 100 selection boxes has not been felt as strongly as in the larger towns and cities.

Reick said Evans proposes to build both the 40 models as well as the 100 for the foreseeable future.

MUSIC SYSTEMS

BEST BUYS OF THE MONTH

Clean Equipment—Ready for Location
Write, wire, phone, 1/3 deposit, balance C.O.D.

SEEBURG 1485L \$219.00
147M 149.00
146M or S 129.00

Hideaways
H148M \$225.00
H146M 94.50
AMI Model A \$239.00
WURLITZER 1015 139
PACKARD Manhattan 89
ROCK-OLA 1422 89.00
Wall Boxes
3W7-L56 539.50
3W2-L56 15.00
W1-L56 5.00
Wurlitzer Model 3020 27.50

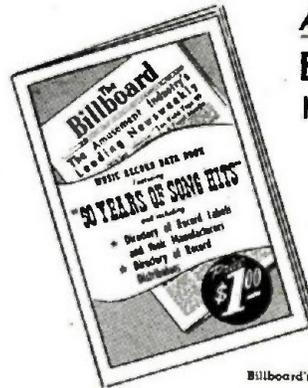
MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD
CLEVELAND, OHIO—2600 EUCLID
LANSING, MICH.—1224 TURNER
TOLEDO, OHIO—1302 JACKSON

"50 YEARS OF SONG HITS"

A BRAND-NEW BILLBOARD MUSIC GUIDE

HELPS INCREASE JUKE BOX PLAY



Billboard's new 78-page book gives you each year's top tunes from 1930 to the present—Plus a special list of the best songs of the nineties!

Use this handy guide to choose "Old Favorites" most popular with the public. These are the old tunes that will pull the most nickels at every location.

The Billboard's "50 Years of Song Hits" booklet also features complete lists of Labels and their Manufacturers—and names and addresses of distributors across the nation.

Only a limited number of copies are available.

Form with fields for Name, Company, Address, City, Zone, State and coupon text: MAIL THE COUPON TODAY

and the Three Maces is good. Should get spins.
Johnny Johnson
This new ditty is in the same vein as "Daddy, Daddy," but the tune is not as strong as the other, and the thrush's projection is weak.

JIMMY McPHAIL
Sugar Lump
V 20-5025—Bright tune is sung with verve by McPhail backed by an orchestra that works over an arrangement with its boppy moments.
I Could Love You More
McPhail projects well but side lacks interest.

BOB KENT ORK
Korea, Korea
PA 1263—Jump blues is sung impressively by Kent, but the ork furnishes excitement with a strong riff finale. Could grab some plays.
Oh! Baby
Boogie blues is interpreted in full style by the warbler and King Curtis is featured on tenor. Wailing lacks sparkle.

DANNY (RIN JOE) TAYLOR
Sweet Lovin' Daddy
CORAL 65101—Good vocal by Taylor on an innocuous blues effort, supported pleasantly by the ork.
Walkin' In My Sleep
The warbler explains that he is worried about his woman, on this

THE TOP NOTES
I'm Always Late You Some
VUBILEE 6021—Smooth rendition by the vocal group of a pretty new item. A strong beat would have made a stronger disk.
To Be Yours Forever
Another warm reading by the Top Notes, but not up to the flip.

GAY CROSSE
Tired of Being Shoved Around
REPUBLIC 7088—Slow blues is handled pleasantly by Crosse, aided by a good beat from the combo.
No Better for You
Crosse is adequate on this light-weight r&b novelty, with so-so backing.

WALTER DAVIS
You Make My World So Bright
V 20-5012—Real Southern blues item could catch some attention in the rural sections. Davis half-talks the lyrics in mountain fashion while the ork adds to the melancholy spirit.
Tom Come Rollin' Down
Southern-flavored bluesy item is sung unimpressively by Davis.

MERCURY EXEC GIVES PHILLY OPS \$\$ IDEAS

PHILADELPHIA, Nov. 1.—How to get more plays on juke boxes was the theme of a talk delivered at the last meeting of the Amusement Machine Association of Philadelphia by Arnold Silverman, promotion manager for Mercury Records, Chicago.

Silverman told the group he was currently appointing a crew of men in each territory to call on disk jockeys, and he showed how plugs on jockey shows directly aid play on juke boxes in the area. Silverman played several of Mercury's new releases as well as some releases the firm has ready.

Benefit On New Juke Purchases

CHICAGO, Nov. 1.—With the purchase of each new high-selection phonograph, operators today are realizing stronger benefits than at any time in the postwar period, according to Nate Feinstein, Atlas Music Company.

During the mid and late 1940s, and up thru most of 1951, operators purchasing new equipment normally could not obtain more than one or two additional location benefits from a single new machine; this was due to the fact that prewar juke boxes were still capable of serving the least active locations, and the absence of any other interim equipment to move down the location ladder.

Now, Feinstein said, each new machine can result in a four-fold location improvement program. The new unit replaces the former 40 or 48-selection machine in the top location, which in turn replaces the 24 or 20-disk juke in second and third class installations.

Because prewar equipment, from the minimum 12 thru the 20 and 24-play models, has now reached the no-value stage, they no longer figure as either marginal location material or trade-in factors. This has resulted, during the past year, in a higher volume of early postwar trade-ins on new multi-selection models.

Fireball Show Flocks Ops to Wertz Music

RICHMOND, Va., Nov. 1.—Wertz Music Supply Company hosted over 100 operators, their families and friends during the recent Rock-Ola Fireball showing. Dan M. Wertz reported that his firm had been assigned additional territory for Rock-Ola distribution and was moving to expand both sales and service facilities.

Among those attending the showing were E. J. Wingo, Richmond Amusement Company, Richmond; Ray Wiseman, Boulevard T. V. Company, Norfolk; Charlie E. Johnson, Norfolk; Hank Christianson, New Richmond, Wis.; Howard T. Barton, Walker Music Company, Norfolk; Charles M. McCraw and Mrs. McCraw, Danville, Va.; C. B. Brooks and A. S. Nicholson, Automatic Music Company, Norfolk; J. C. Youngblood and Mrs. Youngblood, Carolina Music Company, Greenville, N. C.

R. A. Nelson and Mrs. Nelson, Duo Music Company, Portsmouth, Va.; L. F. Nelson, Duo Music Company, Thomas O. Taylor, Norfolk; Nancy K. Schroeder and O. N. Hilburn, Sebring Music Company, Norfolk; Vernon Martin, Mrs. Martin and Linda Martin, Martin Amusements, Portsmouth, Va.; W. O. Jones, O'Connor Distributors, Richmond; Kenneth F. Schneider, Playtime Sales Co., Norfolk; J. S. Chandler and Mrs. Chandler, Richmond Amusement Sales Company, Richmond; Harry Moseley, Roanoke Vending Machine Exchange, Inc., Roanoke, Va.

J. T. Mincher, Janet Mincher and Tommy Mincher, Rapids, N. C.; Jesse Adams, Adams Music Company, Henderson, N. C.; W. R. Lumpkin, Ashland, Va.; L. L. Coleman, Mrs. Coleman and Henry E. Lange, Coleman Amusements, Richmond; Van Willis, Crewe, Va.; Robert Bryant, Mrs. Bryant, Bobbie Bryant and Mary Dorcas Bryant, Bryant & Lumpkin, Richmond; Donald Miles, Richmond; P. H. Weisbaum, Warwick, Va.; Ed T. Williams, Richmond.

Bill Jennings, Virginia Music Company, Norfolk; H. B. Akers and Mrs. Akers, Akers Music Company, Norfolk; C. E. Morse, Mrs. Morse and Juanita Morse, Richmond; H. N. Smith and Mrs. Smith, Norfolk; Mrs. Merle Harrison, Norfolk; T. H. Lacy, Richmond; Ray Baugham and Mrs.

100 PLAY

OPS Suits Ask Stiff Penalties

CHICAGO, Nov. 1.—An estimated minimum 30 cases, alleging violations of ceiling price limitations, have been filed by the Office of Price Stabilization against music operators.

One of the most recent actions came in Cheyenne, Wyo., where OPS charged a local music firm with exceeding the ceiling price. As in other OPS actions, the government price agency asks triple damages for the overcharges. The Cheyenne music firm contends the price ceiling law has no real authority so far as music machines are concerned. Despite the action, no court decision has been handed down as yet on the question whether phonograph play prices are legal under OPS control.

Music Operators of America has indicated it will push the battle to have the music machine industry decontrolled. But there has been no official word from OPS on the matter.

Meanwhile, operators who want to dime play after the price law went into effect and without the official blessing of OPS are likely to be hauled into court on charges of violations.

Sea Coast Holds Open House in New Quarters

MIAMI, Nov. 1.—Coin machine operators and record dealers attended an open house Monday and Tuesday (27-28) at the new offices, showroom and warehouse of Sea Coast Appliance Distributors, RCA Victor record distributor for Florida.

Baugham, Richmond; Charles Tate and Mrs. Tate, Richmond; Mrs. Edna Ward, Richmond.

A. E. Sadler, City Music Company, Suffolk, Va.; James A. Jones, Richmond; H. C. Crouch and Mrs. Crouch, Richmond; R. J. Lawrence and Mrs. Lawrence, Richmond; L. C. Evans and Curtis Manning, Manning & Evans, Phoebus, Va.; J. T. Merritt, Phoebus, Va.; Doyle A. West, Richmond; O. L. White, Phoebus, Va.; Florence Hite, Richmond; William Banks, Phoebus, Va.; George Essayian, Richmond; Everley Wray, Phoebus, Va.; T. J. Jarman, Phoebus, Va., and Harry Nevins, Richmond.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment 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.

AMI	Issue of Nov. 1	Issue of Oct. 25	Issue of Oct. 18	Issue of Oct. 11
Model A.....	\$239.00	\$239.00	\$249.00	\$350.00
Model B.....	395.00(2)	395.00(2)	350.00	450.00
Model C.....	475.00(2)	445.00	475.00	475.00
Model D.....	449.00			
CHICAGO COIN			129.50	
Band Box 52.....				
EVANS				
Constellation.....	425.00	425.00	425.00	425.00
PACKARD				
Marchant 76.....	89.00	89.00	89.00	89.00
Model 7.....	69.50	69.50		
MILLS				
Constellation.....		150.00	150.00	150.00
ROCK-OLA				
50-51.....	490.00			
1422.....	89.00	89.00	85.00	89.00
1426.....	150.00	150.00	150.00	
1428.....	275.00	129.50	175.00	
1432.....	245.00	240.00	250.00	
1946.....	435.00	445.00	435.00	445.00
SEEBURG				
Classic.....	49.00	49.00	49.00	49.00
M 146.....		125.00		
M 147.....		150.00		
M 148.....		275.00		
Envy.....	49.00	49.00	49.00	49.00
M-146 W. Midway.....	94.50	79.50	94.50	79.50
M-147 W. Midway.....	110.00	110.00	110.00	110.00
M-148 W. Midway.....	229.00	229.00	229.00	229.00
M-246 W. Midway.....	99.00	99.00	99.00	99.00
Nightmare.....	49.00	49.00	49.00	49.00
M-100-A 78 RPM.....	695.00	595.00	695.00	595.00
Major.....	49.00	49.00	49.00	49.00
146.....	150.00	129.00	150.00	150.00
146 Midway.....	125.00	125.00	125.00	125.00
146 M.....	129.00	129.00	129.00	110.00
147.....	175.00	175.00	175.00	175.00
148.....	149.00	149.00	149.00	149.00
148 Bi-Orde.....	275.00	275.00	275.00	275.00
148 M Bi-Orde.....	275.00	275.00	275.00	275.00
148 ML.....	250.00	275.00	240.00	275.00
148 SL.....	219.00	219.00	219.00	219.00
1948 Midway.....	99.50	174.50	99.00	99.00
1951 Midway.....	49.00	49.00	49.00	49.00
WILLIAMS				
Music Mite.....	99.50	99.50	99.50	100.00
WURLITZER				
500.....		49.50		49.00
500 K Victory.....		35.00		35.00
750.....	49.50	49.50	49.50	49.00
1013.....	139.00	139.00	119.50	139.00
	149.50	150.00	139.50	150.00
1017.....		99.50		99.50
1017 Midway.....	175.00			
1060.....	125.00	125.00	125.00	125.00
1100.....	324.00	325.00	289.50	324.00
		325.00		325.00
1250.....	399.00	425.00	399.00	475.00
		475.00		475.00

EVANS' NEW CENTURY

100 SELECTIONS • 50 RECORDS • 45 RPM



MODEL 2045
Produces Play!
 NEW EYE-LEVEL PROGRAMMING
 Selections Visible at a Glance...
 TITLE STRIPS AT TOP!
 NEW "CENTURAMATIC" SELECTION
 Speedy, Simplified Press only 2 NUMBERED BUTTONS for Selections!
 NEW "ENCORE" MECHANISM!
 NEW CABINET BEAUTY... RICHEST TRUE-TO-LIFE TONE QUALITY!
 "RECORD NOW PLAYING" INDICATOR (Standard)
Protects Profits!
 Tested, Proven Record Changer!
 Record Popularity Meter (Standard)
 EVANS' BUILT-IN, LASTING QUALITY
 for DEPENDABLE, LOW-COST TROUBLE FREE PERFORMANCE!

SEE IT AT YOUR EVANS' DISTRIBUTOR NOW!

H.C. EVANS & CO. 1558 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

Coinmen You Know

Chicago
 Ray Cunliff Brown Music Company, busy this week with route and his association duties. Ray heads the Chicago Recorded Music Service group and makes it a practice to keep tip-top of music matters.

Herman Stamer, vice-president of Mechanical Merchants, Inc., looks for a specially good season ending hot soups. The tomato and bullion units should be good customer attractions when the thermometer dips this winter, he feels.

King & Company, thru partners Tom King and Paul Crispan, report brisker business in the bulk field. . . . Ball-Gum, Inc., is doing a nice volume on its hines, according to executives Elvin D. Angell, John Flowers and Sterling Douglas.

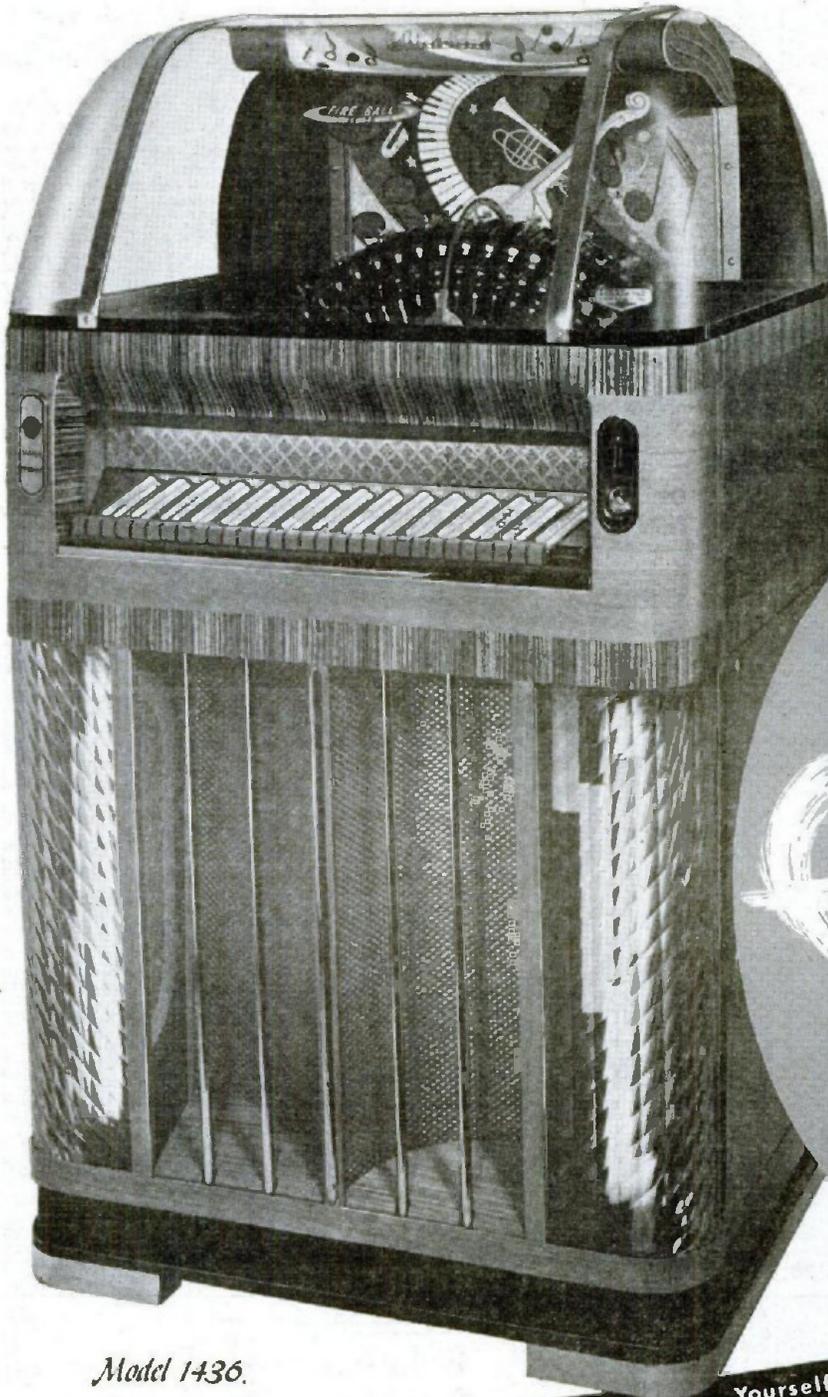
A. W. Robinson, Tested Appliances Company, thinks beverage operators are becoming more "filter" minded. Filters are a vital piece of equipment on the modern bulk drink machine, says Robinson. . . . Harold Burt, presi-

dent of Silver King Corporation, states the coffee vender contract-produced by his company is now being turned out in quantity.

Dole Valve Company, which reported readying a coin-operated juice machine over a year ago, still has made no announcement of progress. John J. Goodwill is in charge of the firm's dispensing division.

Joe Flynn, general sales manager, Shaeffer Music Company, Columbus, O., is at the local branch on business. . . . Herman Rush has taken over the business of Boyd Busch, consisting of coin-operated juke boxes and pinball games. . . . Calderon Distributing Company reports business good over the State. Juke boxes and games are in demand but shipments from the manufacturers are slow. The Champion Horse is doing well according to Peter Stone who is in charge of the placements.

Melody Music Company currently is top team in the Automatic Phonograph Bowling League. They've won 7 of 14 with an average of 738. Coral (Continued on page 101)



Model 1436.

No Matter how
You Voted
Nov. 4th



... Everybody
agrees that the

ROCK-OLA
Fire Ball
120 SELECTIONS
is the 1953 Big
WINNER!

Discover the Rock-Ola Fire Ball for

EASTERN

MUSIC & TELEVISION CORP.
1119 Commonwealth Avenue
Boston 13, Massachusetts

F & 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

COIN AUTOMATIC MUSIC CO.
241 W. Main St., Johnson City, Tennessee

MIDWEST

BRILLIANT MUSIC COMPANY
18923 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
2828 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO.
418 Margaret St., Jacksonville 6, Florida

WEARTZ MUSIC SUPPLY CO.
1013 E. Cary St., Richmond 20, Virginia

Yourself at any of these showrooms

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, Minn.

LAKE CITY AMUSEMENT CO.
4523 Poppe Avenue, Cleveland, Ohio

B. D. LAZAR COMPANY
1635 Fifth Avenue, Pittsburgh 19, Penn.

UNI-COIN DISTRIBUTING CO.
3410 Main Street, Kansas City 2, Missouri

WORLD WIDE DISTRIBUTORS, INC.
2320 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 Taylor Street, Denver 19, Colorado

OAN STEWART COMPANY, INC.
140 E. Second, South, Salt Lake City, Utah

UNITED AMUSEMENT CO.
446 N. Main St., San Antonio, Texas



ROCK-OLA Manufacturing Corporation
800 North Kedzie Avenue • Chicago 51, Illinois

Fla. Citrus Group Agrees on Juice Dispensing Plan

Program By-Passes Machine Mfrs., Offers Financial Aid to Operators

LAKELAND, Fla., Nov. 1.—With the Florida Citrus Mutual board of directors stamping final approval on plans advanced last spring to financially assist placement and operation of juice dis-

pensers and venders, the \$2,000,000 program moved ahead this week.

During the last few weeks news waxed hot and cold from Mutual spokesmen and via the group's October 10 Progress Report On Dispensers (The Billboard, October 11, 18, 25). Now, with a few changes, it appears that FCM's dispenser-vender program will become an actuality. It remains for Florida banking interests to advance the required dollars at suitable interest rates to FCM.

Changes

Robert W. Rutledge, general manager of FCM, explained that under the revised plan, "only operators with good credit standing will be assisted. They must install machines that have been tested and approved by testing laboratory maintained by Mutual at Lake Alfred, Fla." While not

(Continued on page 95)

Minute Maid's Vending Drive Set for 1953

NEW YORK, Nov. 1. — Bill Burke, Minute Maid sales executive, stated this week that while his firm had not abandoned plans to make a concerted drive for vending sales, it was doubtful if the effort would get under way this year. February, 1953, is seen as the tentative date for renewed activity.

Burke said that Mills Industries, which made the single and dual-flavor vender for Minute Maid since 1949, has not been producing machines for the juice firm for several months.

Meanwhile, Burke added that a possibility still existed for an agreement between his firm and the Florida Citrus Mutual (The Billboard, October 18) whereby the Florida group would back his firm in a vending operation. "The Florida organization has said that it would give financial support to the firm's use of 'approved machines.'" The offer was made to the industry as a whole.

Second Patent For Mills Corp.

WASHINGTON, Nov. 1.—The United States Patent Office last week issued a second patent to The Bert Mills Corporation covering additional features of the Coffee Bar.

The patent, No. 2,614,738, covers (1) the method of keeping powdered ingredients dry, free from effects of steam and moisture and (2) means for automatically cutting off operation of the vender when an overflow receptacle becomes filled to a predetermined level.

The patent also covers 27 additional features.

3 VENDING MUSKETEERS

Add Mitchel Field To Tri-Vendco Route

By AARON STERNFIELD

NEW YORK, Nov. 1. — The recently organized Tri-Vendco Corporation will begin installation of Spacarb drink and Rowe candy machines at Mitchel Field with at least 50 candy and 20 soft drink units to be placed eventually.

The Mitchel Field operation is a coup by the triumvirate of Lew Sloan, Mike Brecher and Joe Weinstein, known as the "Three Musketeers of Vending" in the Long Island area. All three operate their own businesses from the same office in Uniondale.

It started when Lew Sloan, an ex-bandleader and salesman, was to take a sales job with Coca-Cola in 1948. George Beneze, now Coca-Cola's New York District manager of fountain sales, told Sloan how well the drinks were going in vending machines,

Hot Beverage Vending Grows In Status; Industry 'Natural'

One-Drink, Year-Round Volume Deal In Detroit: Coffee Keys the Field

(This is the first of an area round-up series of hot beverage operation over the country. Next week, the Philadelphia area will be covered.)

DETROIT, Nov. 1.—Hot beverage operation in Detroit is largely a one-drink, all-year-round activity at present. Coffee, considered a benefit to industrial workers today, has been wholeheartedly adopted by the Detroit industry, and is now widely available in factories as well as public locations.

Operators do not remove their coffee machines when summer rolls around. Coffee, unlike some other drink products, seems to hold a stable volume with relatively little seasonal change.

The controlling factor in coffee volume—one leading operator notes that a machine in a good location should average 500 cups a day—appears to be the stable desire of employees and others for the beverage. With a given number of employees—operators figure 200 to 300 as the minimum—the volume can be more or less conjectured. This appears to tie in statistically with the average

URGE CANADIAN AUTOMEN; BUY COKE VENDERS

TORONTO, Nov. 1.—Coca-Cola Ltd., has embarked on a bottle vender sales program aimed at the garage and service station market. A full-page two-color advertisement appears in the current issue of the Canadian Automobile Trade, which reaches both markets.

The ad features a non-selective bottle vender, quotes potential profit in the soft drink field "over and above" earnings in the regular automobile servicing business when the vender is self-owned.

Spacarb Nat'l Hebel Distrib

CHICAGO, Nov. 1. — Fred Hebel Corporation appointed Spacarb, Inc. national distributor for its five-selection ice cream vender, making all Spacarb distributors outlets for its equipment.

Last April, Hebel named Spacarb as Eastern distributor for its vender.

of two cups per day for the average coffee drinker. Other hot beverages do not interest local operators much, as yet. Hot soup has been tried and dropped for the time being except on a small experimental scale. One suburban operator has been operating hot chocolate machines, but may be alone in this field. Spacarb plans to field-test the new Nestle hot chocolate machine when it becomes available. Percentage of individual operations devoted to hot drinks is

Tanzer Names 5 Perfumatic Distributors

NEW YORK, Nov. 1.—Joseph Tanzer, United States and International distributor for Perfumatic of Canada Ltd., this week announced that five sub-distributors had been appointed to handle sales of the perfume vender.

They are the Double-U Sales Corporation, Baltimore, for Maryland, Virginia and the District of Columbia; Westport Distributors, Kansas City, Kansas, Oklahoma and Nebraska; Namat Distributors, Dayton, O.; Shar-Mar Distributors, St. Petersburg, Fla., the Gulf Coast, and Allen Cosmetics, of Brooklyn, for Connecticut.

Tanzer explained that distributors were required to pay a 25 per cent deposit on 50 machines, with no time limit on the ordering. (Continued on page 95)

Coan Finance Plan Available On SuperVend

MADISON, Wis., Nov. 1.—Coan Manufacturing Company, newly appointed Navenco distributor for the SuperVend beverage vender (The Billboard, November 1), announced this week the three-flavor machine would also be available on its own finance plan. Jack Chalcraft, assistant sales manager, said the finance plan is based on that used for its own U-Select-It candy, cigarette and

(Continued on page 95)

Wrigley Nears Goal Of 100% Nickel Gum Route in Chi Subway

Success of Transit Sales Spring Test Spurs 4-Column Unit Usage

CHICAGO, Nov. 1.—Following initial success of its nickel gum vending test in five subway stations here (The Billboard, May 31) William Wrigley Jr. Company has moved to offer greater selectivity thru its special console equipment and make the operation 100 per cent nickel.

The original two-column nickel gum consoles placed on test by Transit Sales, Inc., which holds the Chicago Transit Authority subway and el candy, gum, nut and scale operating contract, have now been entirely replaced by Wrigley's four-column manual models. To date, the 25 two-column units have given way to 30 four-column machines, with an eventual total of 50 of the latter to be spotted thru the underground and elevated stations.

The more selective gum venders may also be placed on Transit Sales' Illinois Central station

locations in the near future, it was stated.

The two-column nickel gum units, like the earlier penny gum venders, which they replaced, will be retired from the Transit Sales CTA route. The four-column models will make the CTA gum operation 100 per cent nickel.

The 50 four selection machines (Continued on page 95)

GI Bill Would Benefit Vending

NEW YORK, Nov. 1.—Officials of Rowe Manufacturing Company this week predicted that, with the enactment of a second GI Bill of Rights for Korean War veterans, an influx of vets are expected to invade college campuses, with vending machines expected to supplement over-the-counter refreshment facilities for these men.

They pointed out that educational institutions are giving a particularly favorable welcome to milk machines, which, in many cases, pave the way for other automatic merchandisers.

Commissions are used to underwrite student activities and offset cafeteria losses. College registration should accelerate this fall, due to the large numbers of GI's to be discharged by that time.

Special Cole Models Offered Coke Bottlers

CHICAGO, Nov. 1. — Cole Products Corporation is making its three-selection Cole-Spa beverage vender available in the special Coca-Cola red Cabinet series, both as a selective and a non-selective unit.

The red cabinets, made available to Coca-Cola bottlers earlier this year, are also offered with a two-flavor hot attachment, permitting sale of soup and chocolate in addition to Coke. The all-Coke model, which has a plate over the three selection buttons, vends a drink when a nickel is inserted.

Cole Products is currently mailing two-color broadsides to Coke bottlers, pointing up the availability of the Cole machine and its special paint, selectivity or single-drink features.

CIG VENDER SALES

Duluth-Superior Region Strongest; Seattle Trails

NEW YORK, Nov. 1.—According to a recent survey, released this week by the Rowe Manufacturing Company here, more than twice as many men as women depend on vending machines as their chief cigarette source. The survey was conducted in 14 markets, embracing some 8,000,000 persons.

Based on replies, the Duluth, Minn.-Superior, Wis., area is the strongest vending territory, with 4.2 per cent of the men and 2.9 per cent of the women using coin operated machines as their major cigarette source.

Weakest area was Seattle, where 1.3 per cent of the men and only .5 per cent of the women used cigarette venders. Figures for other markets follow:

Other Markets
Portland, Me., 2.6 per cent, 1 per cent women; Washington, 2.3 and 1.5 per cent; Columbus, O., 3.7 and 2.6 per cent; Indianapolis, 3.9 and

1.4 per cent; Milwaukee, 3.7 and 1 per cent; St. Paul, 4.1 and 1.2 per cent; Omaha, 3 and 1.7 per cent; Fresno, Cal., 3.2 and 1.2 per cent; Modesto, Cal., 3.5 (no figures for

(Continued on page 95)

Cont'l Coin In New Plant

CICERO, Ill., Nov. 1.—Continental Coin Devices is now producing penny refunders at its new plant, 3203 Austin Avenue. It was announced this week by Bill Stockdale, sales manager.

A second office is being retained by Edward Killey, president, at 4847 W. Cermak Road.

The new plant permits an increase in production thru additional space and equipment. Peter Jackson continues in charge of production.

SPECIAL SALE!
Brand New

Silver Kings, 12 or 36	\$13.95
Acorns, 12 or 36	14.95
Victor Baby Trends	12.50
Northwestern No. 493	17.85
2 Column Postage Stamp Machines	22.50
1 Column Postage Stamp Machines	22.50
Shelton Triplex Stamp Machine	22.50
Acme War Hut, 50	22.50
Almond Vendors, 50	6.95

Reconditioned Specials

11 Silver Kings Munters, 12	\$22.50
10 A.B.T. Challengers, 12	22.50
10 Hicker Challengers, 12	22.50
1 Tree Column Exhibit Rack, 12	12.50
11 Silver Kings, 12	22.50
11 Columbus Nut, 36	2.85
13 Masters, 12 or 36	7.50
12 Caber Nut, 2 Column, 36	17.50
15 Northwestern Deluxe, 12 and 36 Combination	12.95
10 Northwestern No. 23, 12	6.95

Merchandise

Virginia Peanuts, per lb.	5.37
Cashew Butts, per lb.	5.80
Cashew Whole, per lb.	6.50
Almonds, per lb.	8.00
Spanish Peanuts, per lb.	3.84
Balt Gum, per lb.	1.20

Also Stamp Folders, Charms, Stands, Brackets, etc.

1/2 Dsp. With Order, Bal. C.O.D. To avoid C.O.D. charges remit in full. All machines shipped P.O.B. N. Y.

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L.O. Reg. 3-1234

Delivery Slated For Jan. 1 On New Rowe Unit

NEW YORK, Nov. 1.—Delivery on the latest addition to the line of the Rowe Manufacturing Company, an ice cream vender, will begin after January 1, 1953, with advance orders coming in strong, according to Charles Brinkman, Rowe vice-president.

Brinkman said that the future looks bright for the ice cream vender, as the market is virtually untapped, with only 12,000 on location.

The machine dispenses either 200 bars-on-a-stick or ice cream sandwiches, giving it the largest vending capacity of any machine on the market. It has a 5-10-25-cent changemaker and an electrical display sign.

Inacup Readies New Juice Unit

SANFORD, Fla., Nov. 1.—Inacup Corporation, headed by Doyle E. Carlton, reports details of its new type orange juice vender will be announced shortly.

Carlton, former governor of Florida and president of the Florida State Chamber of Commerce, may present the finished machine to the Florida Citrus Mutual (see story this section) for testing.

Development of the Inacup vender is being carried on by Henry A. Simpson & Associates here.

Pearlman Heads Albert Bottlers

CALGARY, Alta., Nov. 1.—Abraham Pearlman was elected president of the Alberta Bottlers of Carbonated Beverages during their annual meeting here.

He succeeds William Hawrelak, mayor of Edmonton.

Pearlman was also elected Alberta director to represent the provincial group in the Canadian Bottlers of Carbonated Beverages. H. A. Miller is vice-president of the Alberta group and Thomas Ashenurst secretary-treasurer.

Tax savings given to bottlers of soft drinks in the last federal budget amounted to several millions, which the industry badly needed to keep the machinery going, Hawrelak said. Since then, demand for the product has strengthened, he reported.

Merry-Go-Round Changes Design

NEW YORK, Nov. 1.—Sam Kohn, president of the Merry-Go-Round Manufacturing Company, announced that the firm has made several changes in its horse ride.

Kohn said that the coin chute is now on the post; the ride has been lowered so that a youngster can climb on unaided; two steps have been built in either side of the base; chrome trimmings have been added, and the saddle has been made larger.

Chase Purchases Own Candy Coating Eqt.

ST. LOUIS, Nov. 1.—Chase Candy Company purchased the chocolate coating equipment formerly used by the Warfield Chocolate Company, Chicago, to manufacture its own candy coating early next year.

The chocolate coating machinery will be moved to Chase's plant here, ending the former policy of purchasing all finished coatings from outside sources.

Chase also announced it was closing its San Jose, Calif., plant which it purchased from O'Brien's of California in 1948. The seven Western States served by the California plant will now be handled by the St. Louis facilities.

New Deran Wrapper

CAMBRIDGE, Mass., Nov. 1.—Deran Confectionery Company, Inc., introduced a new foil wrapper for its Mint Patties. Colors are green, red, silver, black and white.

DANISH IDEA Awning Over Vender Gives Gala Effect

COPENHAGEN, Nov. 1.—A novel idea in making a coin-operated vender an attractive part of front of the building on which it is located, is being used by a midtown cosmetic retail store on Copenhagen's main street.

This store has on its facade a flat wall-fixture coin-operated perfume vender, more suited to indoor than outdoor locations, which dispenses either a sample squirt or a small vial of two different scents.

By placing a small, gaily striped plastic awning about a foot above the machine, it has been possible to install a concealed light bulb which lights the apparatus and gives it the appearance of a window display, as well as protecting the machine from rain and sun.

The idea is in use by one of the city's big restaurants, which uses the awning and concealed light over small flower urns on its facade. It is very effective in both cases.

PM Sales Rise, But Profits Dip

NEW YORK, Nov. 1.—Altho net sales for Philip Morris & Company, Ltd., for the six-month period ending September 30 rose \$2,466,120 over a similar period in 1951, net profits in the 1952 period were \$1,504,001 less than in 1951.

Sales for 1952 were \$157,013,219, compared with \$154,547,089, during the 1951 period, while profits were \$3,784,649 or \$2.11 per share of common stock, compared with \$7,283,850 or \$2.70 per share of common stock in 1951.

Sales for the second quarter were \$78,358,027, compared with \$78,678,241 for a like period last year. Second quarter earnings were \$3,068,330 or \$1.13 per share of common stock, compared with \$3,890,627 or \$1.46 per share of common stock last year.

5c Price Keys Sole Miami Coffee Route

MIAMI, Nov. 1.—The only hot coffee operation in this area, that of the J & K Vending Company, is 90 per cent nickel, 10 per cent dime, Fred Nagel, J & K partner, said that the coffee equipment constitutes 20 per cent of the firm's total beverage installations.

If current plans materialize, a second coffee operation will soon be undertaken by Modern Vendors, however. Latter is one of the largest operators of cold cup equipment in the area.

Canada Dry Declares Extra Dime Dividend

NEW YORK, Nov. 1.—An extra dividend of 10 cents a share and a quarterly dividend of 15 cents a share, both payable on January 1, was declared this week by the board of directors of Canada Dry, Inc.

According to R. W. Moore, president, the board's action reflects improvements in earnings and the cash position of the company.

The dividend rate had been reduced in February from 20 cents a share, distributed at quarterly intervals in 1951, to 12.5 cents a share. Dividend declarations this year total 62.5 cents a share, compared with 80 cents a share in 1951.

Muriel Video Pluggers At Retail Tobacco Meet

NEW YORK, No. 1.—Muriel Cigars got a puff during the Retail Tobacco Dealers of America convention at the Statler Hotel here last week as two video personalities, Muriel and Baby Muriel, were on hand to greet the dealers. Retailers attending the meet included a number of cigarette and cigar vender operators.

EASTON, Pa., Nov. 1.—Dixie Cup Company earned a net income of \$1,890,827 for the first three quarters this year. Net income of \$2,161,915 was earned during the like 1951 period.

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We have fine size conversions for all ROWE, DU GRENIER, UNEDA, PAN and NATIONAL machines.

Prices vary, so please advise your requirements and we'll make immediate delivery at lowest possible price.

National 930, 9 Cols., 270 Pack Cap. Special \$95.00

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DUG. Candyman 75 Cps., Without Base \$13.50
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700% gross profit with the photo machine that offers 4 prints for 25¢—at less than 2¢ cost per print! Completely automatic—commercial type developing in just 2 minutes! Easy for the customer! Easy for the operator! Operate a Photo Studio on a major Profit Producing Plan. Write today for your brochure—“Picture Yourself in the Money”.

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1c or 5c **ACORN**

ALL-PURPOSE BULK MERCHANDISER

Featuring the new Silver Streak BRUSH HOUSING

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Cut Consumer Costs

Government plans to cut consumer prices by simplifying distribution were outlined October 3 by H. B. McCoy, deputy administrator of the National Production Authority and acting director of the new Office of Distribution in the Commerce Department. Speaking to the Office Equipment Manufacturers' Institute, McCoy

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

said that the Distribution Office will give information to business

to help meet marketing and distribution problems. Marketing data, cost analyses and recommendations will be compiled by the new government agency.

"There always has been a prevailing opinion that distribution costs too much and that too many unnecessary costs are added to a product between its point of production and point of consumption," McCoy stated. He feels that manufacturers, wholesalers and retailers may in the future, have to convince the public that distribution performs a function that is necessary and is a service commensurate with its cost."

Workers' Earnings

Average weekly pay for production workers in the confectionery industry was \$49.50 in August, compared with \$47.90 in July, the Labor Department announced last week. Cigarette industry workers received an average \$63.51 a week in August, an increase of \$6.41 from the previous month. Workers for bottled soft drink companies were paid an average \$55.08 in August, compared with \$59.39 in July.

Sugar Deliveries Drop

Sugar deliveries to the confectionary and ice cream industries dropped an average of 13.25 per cent during April-June this year over the corresponding period last year, according to the Agriculture Department. The confectionary industry took 3,028,875 cwt. of refined sugar, a decline of 14.4 per cent. (Continued on page 95)

"Smokeshop Le-Boy"

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CIGARETTE VENDOR!

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Tear Out
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11411 Knightsbridge Ave., Calver City, Calif.

VENDING ON VIDEO

Greene Traces Industry's Growth Over WNBC-TV

NEW YORK, Nov. 1.—The history and development of the coin operated vending machine was the theme of the Thursday (30)

seg of "Ask the Camera," 6:15-6:30 p.m., over WNBC-TV here. Featured was an interview of Robert Greene, president of Rowe Manufacturing Company, by Sandy Becker.

Greene said that vending machines date back in history 2,000 years, to the time when Nero sold holy water in measured quantities. However, the history of the modern machine goes back 70 years, and didn't really make much headway until 1926, according to Greene.

He added that the first really popular vending machine dispensed cigarettes, and that the industry made rapid strides during the depression. By World War II, he added, vending machines became more popular thru war plant installations. He said that today, vending machines do \$1,500,000,000 worth of business annually, and predicted that this volume is likely to triple in the future.

A portion of the show was a film clip, showing vending machines in use, dispensing candy, doughnuts, milk, ice cream, coffee, hot chocolate, cigarettes, shoe shines and gum.

The program was produced and directed by Steve Krantz, assisted by Enid Roth, in co-operation with the National Broadcasting Company film library.

• We are roasters and sellers of Nut Meats

- Spanish Peanuts
- Jumbo Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Walley's Gum
- Squash Seeds
- Red Skins
- Almonds
- Filberts
- Almond Gum
- Ball Gum
- Pan Candies
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- Scalps
- Charms
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\$14.20 Each—Packed 4 to a Case. Less in Quantity Lots.

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"FIVE STARS"

PIONEER CHARM MIX

The Five Outstanding CHARMS current on the market today.

Consisting of the following:

- 200 False Teeth
- 200 Auto Tires with Hub Caps
- 200 Gold and Black Camcots
- 200 Imported Metal Rings
- 200 Metal Scissors

Total 1000 for **\$12.50**

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This FIVE "STAR" PIONEER CHARM MIX is the answer to every operator's need

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BABY GRAND

Less than 25 cases .. \$52.00 per case of 4 F.O.B.

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LEAF BALL GUM

NEW! International Player Series, \$10.00 per M. Contact the nearest office for immediate delivery!

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and end your servicing troubles.

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SAY YOU SAW IT IN THE BILLBOARD!

BABY GRAND CHICLE TREETTS

2 for 1c, 300 Count. Capacity: 5 1/2 Pounds.
45c per Lb. 25 Lb. Cartons

NOW VENDING CHLORO TREETTS

A Delicious . . . High Quality Chewing Gum . . . Featuring That Sensational Health-Giving CHLOROPHYLL.

2 for 5c Operators Gross **\$6.25** Per Pound
250 Count Approx.
Capacity: 5 1/2 Pounds 70c per lb.—25 lb. cartons

ALSO VENDS **CHLORO TREETTS**
2 for 1c, 336 Count. Capacity: 5 1/2 Pounds
52c per lb.—25 lb. cartons

SPECIALS!

Merchandise Suitable for TOPPER DELUXE MODELS

RAIN BLO BALL GUM (in 25 lb. cartons). All sizes . . . 28c lb. (Present or placed on orders in 100 lb. lots of \$50.00. When cash accompanies 100 lb. order, 2% discount allowed.)

LARGE PISTACHIO NUTS
(25 or 60 lb. carton) . . . 73c lb.
Extra Large . . . 76c lb.
Vendors Mix . . . 65c lb.

SMALL PISTACHIO NUTS
(25 or 60 lb. carton) . . . 48c lb.

SPANISH PEANUTS
(30 lb. carton) . . . 28c lb.

VIRGINIA PEANUTS
(30 lb. carton) . . . 37c lb.

INTRODUCTORY OFFER

FOUR 1c BABY GRANDS plus 25 pounds of CHICLE TREETTS—Total **\$63.25**

FOUR 1c BABY GRANDS plus 25 pounds of CHLORO TREETTS—Total **\$65.00**

FOUR 5c BABY GRANDS plus 25 pounds of CHLORO TREETTS—Total **\$69.50**

USED EQUIPMENT FOR SALE

REBUILT LIKE NEW—5c Merchandise Silver King **\$7.45** Each

REBUILT LIKE NEW—Victor Model B's **\$7.95** Each

Write for Our Complete Charm List
Price subject to change without notice.

PIONEER VENDING SERVICE

590 Albany Avenue Phone: PResident 4-5358 Brooklyn 3, N. Y.

VICTOR'S TOPPER DELUXE

\$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.
800 North Ave., N. E., Atlanta 6, Ga.
Tel: Emerson 4300

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now!
Fill out this coupon and mail today.
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes! Please send me The Billboard for one year at \$10
Foreign rates upon request. 802

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

NORTHWESTERN MODEL 49
\$17.35 EA.
14 or 24 Bulk or 14 Ball Gum. Specify when ordering.



NORTHWESTERN TAB CUM VENDOR
\$25.95 EA.



FOR THE MOST COMPLETE LINE

Send for Your **FREE** Copy of

RAKE'S AUTOMATIC MERCHANDISER



RAKE'S NEW 1952 CATALOG TODAY!

A guide to efficient and economical operation of coin-operated machines

Rake COIN MACHINE EXCHANGE

609-A SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

Distributors of Coin-Operated Machines and Supplies

SET AUTOMATIC HOT DOG CHAIN

SAN ANTONIO, Nov. 1.—A chain of hot dog stands utilizing a newly-patented machine which grills, toasts and sacks the hot dogs at the rate of 600 per hour, will be opened here shortly.

O. E. Eckhoff, inventor and head of the Cheestack Company, plans to establish and operate the stands in suburban communities. Eckhoff was with the National Cash Register Company for 18 years, part of which time he was manager of the branch exchange here.

The hot dogs to be dispensed by the machine will be sandwiched in a bun made of special dough. Also, the bun will have a cradle for the weiner and the relish, permitting it to be eaten without dripping.

Supplies In Brief

cent from the previous April-June period.

Deliveries to ice cream and dairy product manufacturers totaled 1,664,861 cwt. of refined sugar, 12 per cent more than deliveries in the corresponding period in 1951.

Burley Tobacco Grades

The Agriculture Department proposal to revise the standard grades for burley tobacco last week was officially adopted by the Department effective November 28. The first major change in burley tobacco grades for 16 years, the revision establishes six new grades for the classification of tobacco that is not properly sorted and prepared for market.

Peter Paul Stockholders Grow; Re-Elect Officers

NAUGATUCK, Conn., Nov. 1.—Peter Paul, Inc., reported net earnings of \$2.06 per share of common stock during the 1952 fiscal year. An increase of 1,100 shareholders over the past year was also announced, bringing the total to a record 5,100.

A regular quarterly dividend of 50 cents a share was voted payable December 10 to stockholders of record November 7. All principal officers were re-elected at a recent directors' meeting. John H. Tatigian remains as president; Harold G. Kazanjian, vice-president and treasurer.

Three Vending Musketeers

Continued from page 92

stayed in his Nassau - Suffolk barwick. However, they helped each other in service, parts and by swapping ideas.

The third man—Joe Weinstein—entered the picture in February this year. Weinstein had been running the Robob Corporation, operating ice cream venders for about a year. Sloan bought a half-interest in Robob, and another desk was moved into the Unlondale office.

Meanwhile, Sloan decided to expand further. Two months ago he organized Airway Foods and became a Spacarb distributor.

All the Sloan-Brecher-Weinstein operations work on a sliding scale commission. A drink machine must do \$150 monthly to stay on a location. The location receives 10 per cent of the first \$150, with a 1 per cent increase for the total with each \$10 more business. Top commission is 20 per cent for \$350 or more a month.

The candy scale starts at 5 per cent for a \$50 monthly gross, with a top commission of 12 per cent for \$120 or more monthly.

Another rule of thumb used is that a machine must average a gross of 5 per cent of the cost of the vender weekly.

Radio Service

Service problems are simplified with two-way radios in each of the trio's 10 trucks. Service calls, via radio, are relayed to the nearest company truck. It's about a 50-50 chance that the truck will show up within 15 minutes. Naturally, this impresses the location owner.

Sloan maintains that one of the most valuable assets an operator has is time. Hence, he has chosen to confine his activities to Nassau and Suffolk Counties, where roads are good, traffic fairly light, and stop lights few.

As most of his operations are in industrial plants, many of which work three shifts, 24-hour service is essential, and Sloan gives that service.

Cleanliness is a fetish with Sloan. All cars and trucks must be sparkling, supplies must be stacked in the racks neatly, and all route men must be clean and span. "When you are selling or trying to sell food to someone," explains Sloan, "a dirty car or truck, or a dirty or sloppily dressed salesman or route man, can queer the deal."

Sloan is experimenting with white cover-alls for his route

men in an effort to stress cleanliness as essential to food handling.

Sloan's business often takes him to Harrison, N. J., where his Spacarb distributorship is located. When time is a factor, he is flown from Uniondale to Jersey in a Taylorcraft, piloted by Weinstein. Further concentrating his interests in vending is the fact that Sloan is New York State chairman for the National Automatic Merchandising Association.

Wrigley Nears Goal

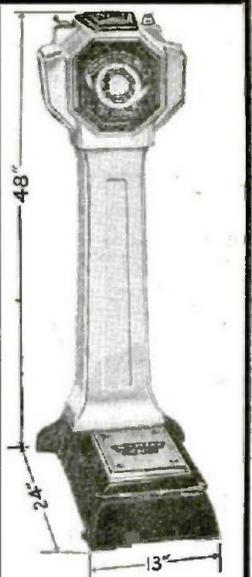
Continued from page 92

are part of the 1,000 unit production of this type contracted for by Wrigley in 1949. During late 1951 and continuing thru this year, Wrigley has been recalling the four-column manual models from test placement with various independent operators over the country. Originally, these units, and several hundred five-column electric nickel gum models, were offered operators without cost for such test purposes. However, Wrigley retained ownership of all four and five-column console models (the two-column experimental machines were never released for independent test operation).

Wrigley still plans to offer the renovated four-column manual gum units for operator purchase when the machines have been returned and reworked. Some 950 machines will eventually be offered for sale, with at least 50 units retained for the Transit Sales operation.

In the first progress report on its nickel gum test, Wrigley announced that in one typical subway location, eight two-column units returned 65.7 per cent greater dollar volume and 61 per cent more gross profit during March this year than eight four-column penny gum machines which they replaced for the same month in 1951.

The increase in dollar volume thru nickel gum vending, while returning a lower per-sale commission to the CTA than penny sales, resulted in a higher total commission. Transit Sales pays CTA 20 per cent on nickel gum sales against 25 per cent on the former penny operation. During the next two weeks, Wrigley plans to release detailed sales data on the nickel gum operation. The report will cover a three-month period.



\$25 DOWN
Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON FOR-CELAIN ENAMELED, FOR OUTSIDE LOCATIONS
WRITE FOR PRICES
Invested and Made Only by

WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1887—Telephone: Columbus 1-3772
Cable Address: WATLINGOIB, CHICAGO

COLUMBUS VENDORS
• Easy to Assemble
• Easy to Operate
• Low Upkeep
Columbus Vending Co.
Columbus, Ohio

#1 EPPY BEST-SELLER

MINIATURE FALSE TEETH



In Thirteen years of Charm manufacturing, this is the BEST MACHINE-EMPTYING CHARM we ever made. When a better Charm is built, every Distributor and Operator in the World demands it simultaneously.

We are filling orders as soon as possible. Please look ahead and order your requirements now. Delivery 10 days from date of order.

\$15.00 per 1,000 f.o.b. Jamaica, N. Y.

OR: At Your Distributor
THANK YOU, Friends and Customers, for the precedent-breaking orders you so kindly placed with us for our effective machine-emptying Miniature FALSE TEETH.

SAMUEL EPPY & CO., Inc. 91-15 144th Place, Jamaica 2, N. Y.

Get into the game with

GUGGENHEIM'S DOMINOES

\$9.50 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

CHARMS GALORE

- MASTER PLASTIC MIX \$2.40 per 1000
 - GIANT PLASTIC MIX \$2.40 per 1000
 - SPARKLING SILVER MIX \$2.95 per 1000
 - PLASTIC FOOTBALLS \$3.95 per 1000
 - COPPER BOOTS \$2.50 per 1000
 - MINIATURE PLAYING CARDS (Assembled with ties) \$2.50 per 1000
 - NICKEL & SILVER \$2.50 per 1000
 - REVOLVERS \$2.50 per 1000
 - PLASTIC TOPS \$2.95 per 1000
- PULL CASH WITH ORDER—POSTAGE PREPAID
Write for complete list of charms today.
ROY TORR
LANSDOWNE, PA.

Use The Billboard classified pages for **RESULTS!**

WHAT ARE you VENDING?

- Stick Gum? Ball Gum? Tob Gum? Bulk Merchandise?
- Mints? Stamps? Perfume, Combs, Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You
Want more information? Write today to

J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N. Y.
President 2-7900

IMMEDIATE DELIVERY! ACORN
1c or 5c
ALL-PURPOSE BULK MERCHANDISER
Featuring the new SILVER STREAK Brush Housing

RAKE COIN MACHINE EXCHANGE
609-V Spring Garden St., Phila. 23, Pa.
Phone: Lombard 3-2676

Vending Grows

Continued from page 92

different levels in use. The basic price of a nickel seems to be preferred by Detroiters, both customers and operators. A & K, for instance, is reluctant to go above this figure, but feels it may be forced to do so by the general rise in costs.

Spacarb has two dime machines in a Flint plant and plans to have 15 to 20 units operating at this price by the end of the year at the Buick plant. On the other hand, 7-cent operation is followed in the Fisher Body plant at Flint.

In Detroit, Spacarb operates with nickel machines but is aiming at a 7-cent operation. It also has installed two new coffee units experimentally, at the U. S. Rubber plant here, and is selling at a dime without serious customer complaint.

Retention of the lower price is generally favored by operators here, but it is contended that the co-operation of management in industrial locations is necessary, in keeping commission low—from zero to 5 per cent at most.

The ratio of the volume of business on a hot machine compared to that on the cold drink unit in the same location may vary, but estimates by active operators run about a 25 per cent increase for the location. This is all the more notable, because it is found that the addition of a coffee machine means a drop in the volume on the cold drink vender, running up to 30 per cent. This total increase has to take into account this drop as well. This would indicate a gross volume for the coffee unit of better than 60 per cent of the original volume of the cold drink unit.

The practice in multiple unit installations, where there are three or four cold drink venders, is to remove one of the units and replace it with a coffee machine.

VENDING MACHINE OPERATORS!

Your ship has finally come in with the **NEW, SENSATIONAL MINIATURE**

"Ship in the Bottle" CHARMS

12.50 per M
F. O. B. Pgh.



Order yours now—and watch the pennies and dollars come sailing in. In deposit, balance C. O. D. Write for free samples.

PLASTIC SPECIALTIES, INC.
Charm Manufacturers

1621 Penn Avenue Pittsburgh 22, Pennsylvania

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 35 cases or more.

TOPPER DELUXE—GLOBE-STYLE
\$14.20 Ea. packed 4 to a case
\$13.20 Ea. lots of 25 cases or more.

CHLORD TREETS, 1 per lb. \$12.00 per case of 25 lbs
CHLORD TREETS, 2 per lb. \$12.00 per case of 25 lbs
CHLORD TREETS, 3 per lb. \$12.00 per case of 25 lbs
JORDANETTES, 5 per lb. \$12.00 per case of 25 lbs

1 1/2 doz. Ball Gum, 146-776-916, 25 lbs. or more, 34c per lb.

DEVICES NOVELTY SALES CO.

1634 M. California Av. Chicago 47, Ill. Phone: 8Pauling 5-9066

GIVE TO DAMON RUNYON CANCER FUND

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 \$7.50 per 100 F.B. NYC LIST. Min. order 2M

PAUL A. PRICE CO.
220 Broadway, New York 7

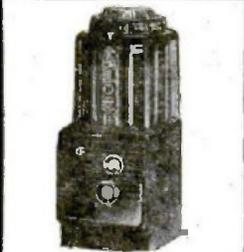
VICTOR 1c-BABY GRAND-5c

\$13.00 each 4 to case
\$12.00 each 100 or more
\$15.00 each Barmite filled with gum

WRITE FOR LOWEST PRICES on Ball Gum Vendors and all merchandise one for operation.

New Stock in Kansas City.

Victor Topper Deluxe Half Cabinet (Victor Topper) Deluxe with 14.90
Bernard K. Ridenour
4700 E. 27, Kansas City 1, Mo.



IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money maker OPS are amped at the earnings which are two to three times greater than ever experienced in this field. Big capacity holds over 500 pieces ten column 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
899 S. ARMSTRONG STREET MORRIS, ILLINOIS

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 full plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES

DELUXE 1c and 5c combination . . . \$18.95
MODEL 25 BALL GUM, Porcelain, 12 7/8" . . . 7.48
MASTER 3c . . . 7.48

MERCHANDISE AND SUPPLIES

Per Lb. **ZENOBIA PISTACHIO** Jumbo . . . 74
Fancy Shell . . . 56
PISTACHIO 6 STAR . . . 74
PISTACHIO Vendors . . . 45
MIS . . . 46
PISTACHIO 3 STAR . . . 46
CASHW. Whole . . . 47
CASHW. Bulk . . . 48
FILBERTS . . . 38
MIXED NUTS . . . 38
JELLY BEANS . . . 38

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.
12 District, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • LOngacre 4-6467

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 or location, territory and other related factors.

	Issue of Nov. 1	Issue of Oct. 25	Issue of Oct. 18	Issue of Oct. 11
Advance Model D Ball Gum . . .	\$47.50			
Alluno Cracker Vender . . .		\$7.45		
Craig Ice Cream Sucker Vender . . .	225.00	225.00		
DuGranter Candyman . . .	\$7.50 62.50	\$7.50 62.50	\$50.00 57.90	\$57.50 62.50
DuGranter Challenger, 5c (3 col.) . . .	22.50	22.50	22.50	22.50
DuGranter Champion (11 col.) . . .	125.00	125.00	125.00	125.00
DuGranter Model W . . .	125.00	125.00	125.00	125.00
Eastern Electric C.B. . .	85.00	85.00		
Eastern Electric (10 col.) . . .	135.00 150.00	135.00 150.00	135.00 150.00	149.50 150.00
Empire 1c . . .	6.95	6.95	6.95	6.95
Foot Ease (Estimote) . . .	85.00	85.00	85.00	85.00
Foot Vibrator . . .	119.50	119.50	119.50	119.50
Humby Dumpster Scale . . .	149.50			
Kaney (9 col.) Elec. . .	185.00 195.00	185.00 195.00	185.00	179.50 185.00
Kank Shoe Shine Machine . . .	54.50	54.50	54.50	54.50
Marion Scale . . .	89.50	89.50	89.50	89.50
Marion Scale . . .	7.45	7.45	7.45	7.45
Mercury Grip Scale . . .			49.50	
Milk Candy Vender (3 col.) . . .			40.00	
Minute Pop . . .			145.00	
National 950 . . .	95.00 125.00	95.00 125.00	95.00 125.00	95.00
National 930 . . .	95.00 130.00	95.00 130.00	130.00	130.00
National 950 . . .	135.00 145.00	135.00 145.00	135.00 145.00	145.00
National Candy 918 . . .	115.00	115.00	80.00 85.00	115.00
Northwestern 33 Ball Gum . . .	7.50	7.45 7.50	7.50	7.45 7.50
Northwestern Deluxe 1c and 5c . . .	13.95	13.95	13.95	13.95
Northwestern Stamp . . .	69.00	69.00	69.00	69.00
Pop Core Sizer . . .	69.50	69.50	69.50	69.50
Roue Candy (8 col.) . . .			60.00 65.00	70.00
Roue Diplomat Electric . . .	185.00	185.00	185.00	185.00
Roue Imperial (8 col.) . . .	85.00	85.00	85.00	85.00
Roue President (10 col.) . . .	100.00 135.00	100.00 135.00	100.00 135.00	100.00 135.00
Roue President, King Size . . .			169.50	169.50
Roue Royal (10 col.) . . .	130.00	130.00	130.00	130.00
Roue Royal (12 col.) . . .	140.00	140.00	140.00	140.00
Sanitary Napkins, 10c . . .	22.50	22.50	22.50	22.50
Shipman's 3-Way Stamp Vender . . .	39.50	39.50	39.50	39.50
Stich Gum Vender . . .	12.50	12.50	12.50	12.50
Silver King, 1c or 5c . . .	7.45	7.45	7.45	7.45
Silver King Hunter . . .	22.50	22.50	22.50	22.50
Slim Brush-Up . . .	50.00	50.00	50.00	50.00
Stark Shop . . .	125.00	125.00		
Stark Wrecker (4 col.) . . .			120.00	
Stoner Candy . . .			75.00	
Umeda Candy . . .	75.00	75.00	75.00	75.00
Umeda Model E (16 col.) . . .	50.00	50.00	50.00	50.00
Umeda (15 col.) Model 500 . . .	115.00	115.00	115.00	115.00
Umeda Mosaik, King Size, 25c . . .			79.50	
Umeda Monarch (8 col.) . . .	95.00	95.00	95.00	95.00
Umeda Monarch (10 col.) . . .	110.00	110.00	110.00	110.00
U-Pop-It . . .	195.00	195.00	195.00	195.00
U-Select-It . . .	49.50	49.50	49.50	49.50
Victor Model B . . .	7.95	7.95		
Waiting Tom Thumb Jr. . . .			89.50	

Nicholson Heads Coke

ATLANTA, Nov. 1.—Coca-Cola Company elected H. B. Nicholson president, succeeding William J. Hobbs. Hobbs will continue with the firm in a legal and advisory capacity.

Nicholson joined Coca-Cola in 1932.

Berlo Vending Exec Variety Club Head

PHILADELPHIA, Nov. 1.—Ralph Pries, The Berlo Vending Company, was elected Chief Barker of Variety Club Tent 13 at a meeting here last week. Pries announced that the aim of the organization would be to expand its charitable efforts. The current Heart Fund drive would be accelerated to meet the goal of \$60,000 by January 1, he said.

Other officers elected were Norman Silverman, Republic Pictures, first assistant Chief Barker; Maxwell Gillis, Monogram Pictures, second assistant Chief Barker; Ben Biben, R.C.A., treasurer; and Mieney Lewis, National Theatre Supply, property master.

We Have VICTOR'S

New BABY GRAND CHICK TREETS VENDOR also Jumbo 100

Order Now

BIRMINGHAM VENDING CO.
540 2nd Ave., Mo.
Birmingham 4, Alabama

Dr. Pepper Venders Hum at Texas Fair

DALLAS, Nov. 1.—Ten bottle venders, set for dime operation, were an added attraction to both incoming and outgoing audiences at the Dr. Pepper Company's recent free attraction at the State Fair of Texas.

Over 14,000 persons attended the 60 performances given in the fairgrounds' theater building. Many thousands more passed the venders lined up outside the entrance to the building.

Fla. Citrus Group

Continued from page 92

announcing the makes and types of machines that have been approved. Ruedigo said that several had passed which could be used for dispensing either whole single strength or the frozen concentrate.

Originally, the Mutual plan was to finance manufacturers of juice machines. This, it was claimed, proved less easy for a State organization than a private group to do, however, and FCM came up with the alternate plan to finance purchasers of the machines and not the manufacturers.

The present financing plan is said to make possible the purchase of about 15,000 "coin-dispensing machines of types that are now being successfully used."

New Package

Earlier this year, the Pasco Packing Company, Dade City, Fla., frozen citrus concentrate producer, marketed a frozen orange juice concentrate packaged in a polyethylene wrapper. When reconstituted, the package makes a 10-ounce orange juice drink.

Pasco contracted with the Walgreen drug chain to take its full production for at least the first year. Initial output was 90,000 packages per day; this will be stepped up to a peak production of 300,000 packages a day.

Walgreen developed a Cory squeezer for fountain use which automatically cuts open the package, squeezes out the concentrate and following addition of water, the drink is sold for 15 cents.

It was reported that a similar method is employed in the machines tested by FCM for "coin-dispensing" of the frozen product.

Vender Sales

Continued from page 92

women) per cent; Sacramento, 1.2 and 3 per cent; San Jose, Cal., 3.7 and 2.4 per cent, and Spokane, 2.1 and 5 per cent.

Roue representatives point out that vending machines registered a creditable showing considering that groceries, drug stores and tobacco shops sell by the carton and a lower per pack price than vending machines.

Also, one of the questions asked was, "Where do you buy most of your cigarettes?" Many of those who answered got a large percentage of their cigarettes, but less than 50 per cent, at vending machines.

The higher percentage of male purchases from cigarette machines can probably be attributed to the increasing number of venders in industrial locations.

Tanzer Names

Continued from page 92

of machines. As the machines are purchased, 12½ per cent of the cost of each machine is deducted from the total cost, with the remainder held in escrow until the entire 25 per cent is used up.

Tanzer said that many of the operators are women. The reason, he feels, is the light weight of the machine (about 20 pounds), the fact that it dispenses an item that only women use, and also that many of the locations are women's lounges.

Coan Finance

Continued from page 92

cookie machines. The \$990 Super-Vend, f.o.b. Dallas, may be purchased for \$300 down with the balance payable in monthly installments at 6 per cent interest.

Chalcraft stated that on the purchase of five or more units, Navenco assigns a factory representative to aid the operator in properly installing the venders and to train his serviceman in their operation.

TOPS IN VENDING VICTOR TOPPERS

We carry a complete stock of Victor Machines, Parts and Supplies on hand for immediate delivery. Orders shipped same day received. 25% deposit with order, balance C.O.D.

TOPPER DE LUXE GLOBE TYPE

\$56.80 Per Case of 4

TOPPER DE LUXE CABINET TYPE

\$56.80 Per Case of 4

BABY GRAND, 1c OR 5c TYPE

\$52.00 Per Case of 4

WRITE FOR FREE COLORED CIRCULAR. GET ON OUR MAILING LIST.

LOGAN DISTRIBUTING COMPANY
627 MILWAUKEE AVE.
CHICAGO 22, ILLINOIS

Canadian Distributors!

Buy your ball gum in Canada from Ball-Gum, Inc.'s NEW Canadian Branch. No shipping or customs delays. Lower prices.

All standard sizes regular and chlorophyll available now!
210's, 170's and 140's

Write for Prices and Information

BALL-GUM OF CANADA
51 Wellington St. W.
Chatham, Ontario

COLUMBUS VENDORS

First Choice Since 1908

Columbus Vending Co.
Columbus, Ohio

HELP YOURSELF TO MORE VENDING PROFITS

Don't VEND Every Month

There's Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making idea in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 816
1160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VENDOR for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me

Name

Address

City

State

Occupation

BABY GRAND and CHLORO TREETS

Victor's Products Mean Operator's Profits



Patent Pending

CHLORO TREETS . . . A delicious, high-quality Chewing Gum . . . Featuring that Sensational Health-Giving CHLOROPHYLL.

2 for 5c 250 COUNT
Capacity: 5½ pounds. **\$6.25**
Operator's Gross Ap-
proximately per pound

Baby Grand also vends **CHLORO TREETS**
. . . 336 Count—or **CHICLE TREETS** . . .
6 colors, 6 flavors . . . 300 to the pound
. . . Both 2 for 1c—Capacity: 5½ pounds.

Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or Write Today to

VICTOR VENDING CORP.

5707-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

1952 Victor Vending Corp. copyright

Guggenheim Adds Dominoes to Line

NEW YORK, Nov.—Latest addition to its line of charms, a black and gold domino, was announced this week by Karl Guggenheim, Inc. The dominoes are 3-inch long and 1/4-inch wide, with 28 different numbers comprising a complete set.

Straight Shuffle Okay

CHICAGO, Nov. 1.—A straight shuffleboard game without an automatic scoreboard and which offers no awards can be operated here without a license. The corporation counsel's office made this announcement following a complaint by a location owner who reported a policeman had ordered a unit, which met all these requirements, removed.

Philly Distrib Sets Jan. 1 Move

PHILADELPHIA, Nov. 1.—The Atlantic Pennsylvania Corporation will move to new quarters at 334 N. Broad Street about January 1. There will be ample parking facilities for the firm's customers at the new address.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities
CLASSIFIED ADVERTISING

Business Opportunities

Coin vending and television: buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

Mechanic, thoroughly experienced in all types Phonographs and Coin Operated Machines; no drinkers or drifters; send references, photo and salary expected. Jan. Phonograph Co., 1432 Main St., Jacksonville, Fla.

Wanted—Pin Ball Mechanics top salary for A-1 one ball man. C & S Novelty Co., 3900 St. Clair Ave., East St. Louis, Ill. Phone: Upton 3-6883.

Parts, Supplies & Services

For best buys in bulk vendors and supplies write for literature. Cameo Vending Service, 432-B W. 42nd St., New York 10, N. Y.

Stamp folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Vendo Sales Co., 2124 Kismet St., Philadelphia 3, Pa. LOcut 7-1448

Used 1c-5c Candy, Nut, Ball Gum Venders

Bought, sold, exchanged

All parts, coin wrappers, coin counters, 1oz gum, panned candies, cast iron stands, top plates for 2 venders, top plates for 3 venders, Ball Gum—210, 170, 140—26¢ per lb. in case lots (25 lbs.), 15-16 or Jumbo Size Ball Gum, 29¢ per lb. in case lots (25 lbs.), Chicago-Phillips Ball Gum—210, 170, 140—45¢ per lb. in case lots (25 lbs.); 78 or 100 (200)—31¢ per lb. in case lots (25 lbs.); Chicago Trees—300 count—45¢ per lb. in case lots (25 lbs.). All prices f.o.b. factory. V.K. deposit, balance c.o.d.

KING & CO.

Distributors of Northwestern Model 49 and Tab Gum Venders
2700 W. Lake St. Chicago 12, Illinois

Routes for Sale

Established Route—50 Cigarette Machines on location; virgin territory; unlimited possibilities; no competition; other interests a reason for selling. Write Vending Machines, Inc., P. O. Box 592, Key West, Fla.

For Sale—Route located in W. Central Ga., textile and cattle center; 110 pieces, 55 music, ball, 1 balls, pin, alley and bingo; est. 8 yrs.; price, \$21,000; 1/2 down, bal. financed to reliable party. Box 575, The Billboard, Chicago 1, Ill.

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.

For Sale—Mills, Jennings, Pace, Waffling Bells, Spot Ball, Super Bonus Balls, Double Up, perfect condition; Evans, Racco, \$100. Wanted—Mills and Jennings Bells, also Pin Games. General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. WAInut 2-4378.

FOR SALE
United 6-Way Bowling Alleys, formica top, \$225 Ea.; Keeney Deluxe League Bowler, \$299; Chicago \$20 deposit.
ABC COIN MACHINE CO.
2509 So. Press St. San Antonio, Texas

For Sale—10 Automatic Popcorn Vending Machines known as Popcorn Shop 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 lists for \$796; will listen to any reasonable offer; any number. James Lee, 710 Madison Ave., Albany Park, Ill.

For Sale—10 Candy Vending Machines; 51; 7 Target Ball Gum Venders; 7 Hot Nut Venders; \$1050 F.O.B. N. H. Waterfield, Warsaw, Va.

For Sale—15 Like new 5c Cadillac R. Nut Venders, cabinet best offer takes. Eldon Baltzer, Alpena, So. Dak.

For Sale—30 Cigarette Vending Machines; Unepac Models "A" and "E"; Du Gravier Champions; need minor repairs and refinishing; quarter operation; cabinets are not dented. Champion Cigarette Service, 123 N. First St., Champaign, Ill.

For Sale—50 Like new Silver King Nut Machines in cartons; sell all for \$20 each. Write P. O. Box 6187, St. Petersburg Beach, Fla.

Pokerino Tables, natural finish, new plywood, new silver back glass, perfect condition, 195 sets. James Travis, 204 N. 3rd, Milwaukee, N. J.

Postage Stamp Machines, eight 3-section Shipman, \$25 each, f.o.b. Ocean Springs, Miss. M. L. Rutherford.

3 slightly used 4D52 Spaarcab, 1 '51 Colosa best offer. K. Holmgren, Alexandria, Minn.

Will trade Tuff Kings 18ka near for music cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

10 Double 5¢ Nut Jewel Vendors, like new; sell all for \$20 each. F. S. Cook, 2011 36th St., Parkersburg, W. Va.

WANT AMUSEMENT MACHINE ROUTE. Experienced operator will consider any U. S. location, or consider partnership with mechanic or operator. No triflers. I HAVE CASH. Geo. D. Heig, Eagleville Hotel, Eagleville, Pa.

Wanted—Coin Operated Pool Tables. Music Machine Co., Brunswick, Ga.

Wanted—Used Coin Operated Radies or Television Sets; state make, quantity and best price. Box 233, Cedar Falls, Ia.

Wanted—10 Seeburg 100 B and AMI Model D used; also used Cigarette Machines. Ed Metrell, Turners Falls, Mass.

SELLING . . . OR BUYING . . .

Let a MARKET PLACE DISPLAY AD put your message across. For only a little more than regular paragraph style an attention-compelling DISPLAY AD such as this can be yours . . . See the order form below for complete details.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quality 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 Nov. 1	Issue of Oct. 25	Issue of Oct. 18	Issue of Oct. 11
ABC (United).....	\$165.00(2)	\$165.00 175.00	\$165.00	\$165.00
Advance Roll.....	175.00 185.00	195.00(2)	195.00(2)	195.00(2)
All Baba.....	39.50	39.50	29.50	49.50
Alize la Wonder (Gottlieb)	49.50 79.50	49.50 79.50	49.50 79.50	49.50 79.50
Amazons (United).....	130.00	150.00	150.00	99.50
Arcade (Williams).....	99.50	69.50	450.00(2)	450.00(2)
Arizona (United).....	450.00 463.00	425.00	450.00(2)	475.00
Atlantic City (Bally).....	465.00	465.00	49.50	49.50
Baby Face (United).....	49.50	49.50	49.50	49.50
Ballerina (Bally).....	49.50	49.50	49.50	49.50
Bank-a-Ball (Gottlieb).....	64.50	64.50	64.50	64.50
Barbecue Bill (Gottlieb).....	64.50	64.50	64.50	64.50
Caribbean Champ (Chicago Coin).....	195.00 225.00	193.00 199.50	195.00 225.00	193.00 225.00
Castling Practice.....	250.00	225.00 275.00	275.00	275.00
Be-Box (Eubank).....	94.50	94.50	75.00 89.50	75.00 89.50
Big Top (General).....	125.00	99.50	99.50	94.50
Big Top (Gottlieb).....	64.50	64.50	49.50 64.50	49.50 64.50
Black Gold (General).....	59.50	59.50	59.50	59.50
Blue Skies (United).....	40.00	40.00	40.00	40.00
Bohars (United).....	275.00(2)	275.00(2)	275.00 285.00	275.00 285.00
Boysie (Williams).....	295.00 325.00	325.00(2)	325.00(2)	325.00(2)
Boxcar (Williams).....	49.50 85.00	49.50 85.00	89.50	89.50
Bowling Champ (Gottlieb).....	74.50	59.50 74.50	34.50 99.50	59.50 74.50
Bright Lights (Bally).....	195.00 225.00	199.50 225.00	199.50	199.50
Bright Spot (Bally).....	249.50 275.00	275.00	225.00(2)	225.00(2)
Broadway (Bally).....	290.00	279.50 290.00	239.50 249.50	249.50 279.50
Buccaneer (Gottlieb).....	200.00	295.00(2)	290.00	290.00(2)
Buffalo Bill (Gottlieb).....	64.50	300.00(2)	290.00	295.00(2)
Camel Caravan (General).....	74.50	300.00 324.50	299.50 300.00	275.00 300.00
Campos (Eubank).....	65.00 69.50	355.00(2)	345.00 349.00	345.00 349.00
Castles (General).....	94.50	355.00(2)	355.00 365.00	355.00 365.00
Castles (Gottlieb).....	99.50	365.00	365.00	375.00
Caravan.....	22.50 29.50	50.00 64.50	50.00 64.50	50.00 64.50
Catalina (Chicago Coin).....	22.50 29.50	50.00 64.50	50.00 64.50	50.00 64.50
Champion (Bally).....	65.00 74.50	65.00 74.50	59.50	75.00 89.50
Champion (Chicago Coin).....	69.50(2) 78.00	69.50 70.00	40.00 69.50(2)	69.50 69.50
Chindrella (Gottlieb).....	79.50	79.50	79.50	70.00
Circus.....	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Clutlon (Bally).....	35.00 49.50	35.00 49.50	24.50 30.00	29.50 37.50
College Daze (Gottlieb).....	79.50	79.50	49.50 79.50	49.50 79.50
Comy Island (Bally).....	89.50	89.50	89.50	89.50
Control Tower (Williams).....	310.00 355.00	310.00 319.50	205.50 310.00	275.00 285.00
Cooney Pair (United).....	365.00	349.50	349.50 365.00	310.00 349.50
Crazy Ball (Chicago Coin).....	125.00	355.00(2)	355.00 365.00	365.00
Cross Roads.....	230.00 249.50	230.00 275.00	230.00 275.00	195.00 230.00
Dallas (Williams).....	29.50	29.50	29.50	29.50
De-Luxe (Williams).....	210.00	210.00	210.00	210.00(2)
De-Luxe World Series (Williams).....	99.50	99.50	99.50	99.50
Deer-Wa-Ditty (Williams).....	249.50	250.00	250.00	265.00 285.00
Demolition.....	39.50	39.50	39.50	39.50
Double Action.....	80.00	210.00	195.00	195.00
Double Shuffle (Gottlieb).....	75.00 84.50	75.00 84.50	84.50	84.50 90.00
Dreamy (Williams).....	95.00	95.00	85.00 99.50	99.50
8 Ball (Williams).....	190.00	190.00	190.00	190.00
El Paso (Williams).....	49.50	49.50	49.50	49.50
Empire Inn (Chicago Coin).....	100.00	100.00	85.00 100.00	100.00 114.50
Fighting Phil.....	60.00	60.00	60.00	60.00
Five Star (Universal).....	113.00 175.00	115.00 194.50	100.00 110.00	113.00 125.00
Flopper.....	49.50	175.00	115.00 134.50	134.50 170.00
Floating Power (General).....	49.50	49.50	49.50	49.50
Football (Chicago Coin).....	29.50	113.00	113.00	115.00
Four Horseshoes.....	149.50	125.00	118.00	115.00 149.50
Four Stars (Gottlieb).....	210.00	210.00(2)	210.00(2)	210.00(2)
Frankie (Williams).....	94.50	94.50	94.50	94.50
Fortuity (Bally).....	100.00	100.00	100.00	100.00
Georgia (Williams).....	100.00	100.00 125.00	85.00 108.00	100.00
Gizmo (Williams).....	49.50	49.50	19.50 49.50	49.50
Gold Cup (Bally).....	39.50	39.50	19.50 39.50	19.50 39.50
Golden Gloves (Chicago Coin).....	90.00	90.00	90.00	90.00
Golden Gloves (Eubank).....	90.00	90.00	19.50	19.50
Happy Go Lucky (Gottlieb).....	39.50	125.00	160.00	160.00
Harvest Moon.....	199.50	59.50	59.50	59.50
Harvest Time (General).....	179.50	69.50 109.50	50.00 109.50	50.00 89.50
Haymaker (Williams).....	175.00 210.00	175.00 195.00	175.00(2)	195.00 210.00
Hits and Run (General).....	229.50	210.00 250.00	199.00 200.00	210.00 250.00
Hit Parade (Gottlieb).....	22.50 24.50	22.50	22.50	22.50
Holiday (Kotney).....	180.00	180.00	180.00	180.00 190.00
Hot Rod (Bally).....	29.50	29.50	29.50	29.50
Hot Rod (Williams).....	295.00 345.00	295.00	295.00	295.00
Hot Rod (Bally).....	345.00(2)	345.00(2)	345.00(2)	345.00(2)
Hot Rod (Williams).....	350.00	350.00	350.00	350.00
Hot Rod (Bally).....	99.50	99.50	99.50	99.50
Hot Rod (Williams).....	29.50	29.50	29.50	29.50
Hot Rod (Bally).....	65.00	24.50 65.00	65.00	15.00 19.00
Jack & Jill (Bally).....	240.00	240.00	240.00	240.00
Jalopy (Williams).....	54.50	54.50	175.00 185.00	180.00
Jersey Special (Bally).....	125.00	125.00	125.00	125.00
John (Gottlieb).....	99.50	99.50	160.00	160.00
Judy (Eubank).....	99.50	99.50	99.50	99.50
Just 21 (Gottlieb).....	39.50	40.00 69.50	24.50 40.00	40.00 69.50
K & C Amos (Gottlieb).....	69.50	69.50	69.50	69.50
King Pin (Chicago Coin).....	200.00	99.50 200.00	99.50 200.00	99.50 195.00
Knock Out (Gottlieb).....	75.00 90.00	75.00 90.00	59.50 60.00	200.00(2)
			75.00 90.00	90.00 100.00

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 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 wish it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

Display Classified
 Regular Classified

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 (on 3 or more issues only)

Name _____
Address _____
City _____ Zone _____ State _____

ADVERTISING RATES

REGULAR CLASSIFIED
Usual wanted style, one cent per line, no display. First line set in 8 pt. bold, balance 4 pt. light.
Per word \$.20
3 or more CONSECUTIVE or 16 insertions, per word 18
31 CONSECUTIVE insertions, per word 16
Minimum \$5.

DISPLAY CLASSIFIED
Any advertisement using display make-up or white space. Figure space between columns 1/8", 1/4", 3/8", 1/2", 5/8", 3/4", 7/8", 1".
Per space line \$1.00
3 or more CONSECUTIVE or 36 insertions, per space line95
32 CONSECUTIVE insertions, per space line90
1 inch equals to space line.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.

Trade Directory

For ready reference, here's a monthly guide to new products, new firms and offices and personnel changes reported in The Billboard issues of October 25 thru November 6. Save the Directory for future reference.

New Equipment

Six-player shuffle game, Bowl-A-Ball, Chicago Coin Machine Company, Chicago.

Distributors, Office

Coan Manufacturing Company, Madison, Wis., all U. S. coverage except Eastern Texas, for Navenco Manufacturing Company, Dallas.

Vendors Supply Company, Dallas, Eastern Texas for Navenco Manufacturing Company. Spacely, Inc., Stamford, Conn., national for Fred Hebel Corporation, Chicago.

Perfumatic of Canada, Ltd., Toronto, appointed Double-U Sales Corporation, Baltimore, for Maryland, District of Columbia; Westport Distributors, of Kansas City, Kansas, Oklahoma, Nebraska; Nanat Distributors, Dayton, covering Ohio; Sham-Mar Distributors, of St. Petersburg, Fla., the Gulf Coast; Allen Cosmetics, of Brooklyn, for Connecticut.

Continental Coin Devices, Cicero, Ill., plant, office at 3203 South Austin Avenue.

Personals

The Coca-Cola Company, Atlanta, elected H. B. Nicholson president, succeeding William J. Hobbs.

Canteen Company of America, Chicago, appointed Fred W. Kampf to its National Operating Department.

Central Music Distributing Company, Kansas City, appointed C. F. Renner to sales staff, covering Kansas.

Cole Products Corporation, Chicago, appointed Harry Willis

district manager of New York office.

Dad's Root Beer Company, Chicago, appointed Ben Weisbach assistant national sales manager of the fountain flavor division.

Peter Paul, Inc., Naugatuck, re-elected John H. Taigian president and treasurer.

Tuthill Pump Company, Chicago, elected Harry T. Kessler president and treasurer; N. G. Tuthill vice-president and secretary; G. B. Tuthill, chairman of the board.

West Allis Vendors, Milwaukee, purchased the K-D Distributing Company, Milwaukee.

Coin Machine Mounting Method Being Marketed

JERSEY CITY, N. J., Nov. 1.—The Girder Process, a method by which coin operated machines may be mounted on walls without boring holes in the walls, is being marketed by Joe Tanzer, of 30-Lo Perfumatic here. Tanzer is exclusive distributor for the coin machine industry.

Tanzer said that the average installation costs about 80 cents per machine and takes about 15 minutes.

The Girder Process consists of a composition wall-mount and adhesive bolt plates which are secured to the wall and to the machine with an adhesive solvent. The machine may be removed from the wall by passing a knife thru the mounting and removing the residue from the wall with a cleaning fluid and razor blade.

	Issue of Nov. 1	Issue of Oct. 25	Issue of Oct. 18	Issue of Oct. 11
Lady Robin Hood (Gottlieb).....	300.00	310.00	295.00	325.00
Leader (United).....	300.00	310.00	295.00	325.00
Lit-a-Lite (Keeney).....	125.00	175.00	125.00	175.00
Lucky Ten (Williams).....	60.00	79.50	60.00	79.50
Maek (Exhibit).....	49.50	49.50	49.50	49.50
Major League Baseball (United).....	39.50	39.50	39.50	39.50
Majestics.....	180.00	180.00	185.00	185.00
Mayor of 49 (Chicago Coin).....	74.50	74.50	74.50	74.50
Mermaid (Williams).....	49.50	64.50	64.50	64.50
Mercury (Genco).....	80.00	69.50	80.00	69.50
Merry Widow (Genco).....	39.50	39.50	39.50	39.50
Minstrel Man (Gottlieb).....	159.50	159.50	165.00	159.50
Montana Clumber.....	185.00	185.00	185.00	185.00
Motterey (United).....	39.50	39.50	39.50	39.50
Moore Girl (United).....	39.50	49.50	39.50	49.50
Morocco (Exhibit).....	49.50	49.50	49.50	49.50
Mitty (Williams).....	100.00	100.00	100.00	100.00
Oasis (Exhibit).....	90.00	109.50	90.00	109.50
Oklahoma (United).....	74.50	74.50	74.50	74.50
Olympic (Williams).....	210.00	210.00	210.00	210.00
Old Fashioned (Gottlieb).....	49.50	49.50	49.50	49.50
One, Two, Three (Genco).....	34.50	34.50	34.50	34.50
Palm Beach (Bally).....	515.00	479.50	515.00	479.50
Parade.....	49.50	49.50	49.50	49.50
Phoebe (Williams).....	35.00	50.00	55.00	50.00
Pin Bowler (Chicago Coin).....	100.00	100.00	100.00	100.00
Play (Williams).....	69.50	104.50	104.50	104.50
Playland (Exhibit).....	74.50	74.50	74.50	74.50
Playboy (Exhibit).....	89.50	90.00	89.50	90.00
Punch (Chicago Coin).....	79.50	89.50	79.50	89.50
Quarterback (Williams).....	79.50	89.50	79.50	89.50
Rag Top (Williams).....	39.50	39.50	39.50	39.50
Rainbow (Bally).....	90.00	90.00	90.00	90.00
Red Shoes (United).....	30.00	30.00	30.00	30.00
Retin Hood (Gottlieb).....	125.00	125.00	125.00	125.00
Rockette.....	39.50	49.50	39.50	49.50
Rodeo (United).....	49.50	49.50	49.50	49.50
St. Louis (Williams).....	49.50	29.50	49.50	29.50
Sally (Chicago Coin).....	39.50	39.50	39.50	39.50
Samba (Exhibit).....	49.50	49.50	49.50	49.50
Saratoga.....	175.00	175.00	175.00	175.00
Sea Jacks (Williams).....	39.50	39.50	39.50	39.50
Scrubby (Genco).....	40.00	40.00	40.00	40.00
See-You-See (Gottlieb).....	74.50	74.50	74.50	74.50
Shantytown (Exhibit).....	89.50	89.50	80.00	89.50
Sharpshoot (Gottlieb).....	75.00	75.00	75.00	75.00
Sho-Shoo (Williams).....	100.00	100.00	100.00	100.00
Slypnet.....	190.00	165.00	190.00	165.00
South Pacific (Genco).....	89.50	89.50	89.50	100.00
Spain Plug (Williams).....	225.00	225.00	175.00(2)	200.00
Special Extra (Bally).....	49.50	49.50	49.50	49.50
Spinball (Chicago Coin).....	29.50	29.50	29.50	29.50
Spot-Lite (Bally).....	309.50	375.00	309.50	329.50
Springtime (Genco).....	395.00	400.00	395.00(2)	395.00(2)
Springtime (Genco).....	400.00	400.00	400.00	400.00
Springtime (Genco).....	125.00	125.00	125.00	125.00
Stamp Book (United).....	280.00	280.00	280.00	280.00
Stop and Go (Genco).....	90.00	94.50	90.00	94.50
Stoney (Williams).....	29.50	29.50	29.50	29.50
Summer Time (Gottlieb).....	39.50	39.50	39.50	39.50
Super Hockey (Chicago Coin).....	49.50	49.50	49.50	49.50
Super World Series (Williams).....	225.00	275.00	225.00	275.00
Sweetheart (Exhibit).....	225.00	225.00	225.00	225.00
Sweetheart (Williams).....	59.50	59.50	54.50	59.50
Tahiti (Chicago Coin).....	90.00	90.00	90.00	109.50
Tampano (United).....	49.50	49.50	49.50	49.50
Telecard (Gottlieb).....	79.50	79.50	79.50	79.50
Tennessee (Williams).....	49.50	49.50	49.50	49.50
Texas Lumber (Keeney).....	50.00	55.00	50.00	55.00
Texas (Chicago Coin).....	40.00	99.50	40.00	99.50
Three Feathers (Genco).....	69.50	69.50	69.50	69.50
Three Musketeers (Gottlieb).....	34-5 (United).....	95.00	95.00	95.00
Texas (Chicago Coin).....	49.50	49.50	49.50	49.50
Texas (Genco).....	40.00	39.50	40.00	40.00
Texas (United).....	275.00	275.00	275.00	275.00
Texas Wind (Genco).....	39.50	39.50	39.50	39.50
Trinidad (Chicago Coin).....	49.50	49.50	49.50	49.50
Triple Action (Genco).....	29.50	29.50	29.50	29.50
Tri-Scow (Genco).....	90.00	99.50	90.00	99.50
Tucson (Williams).....	59.50	59.50	59.50	59.50
Turf King (Bally).....	95.00	124.50	124.50	145.00
Utah (United).....	145.00	160.00	160.00	175.00
Utah (United).....	175.00	175.00	175.00	175.00
Virginia (Williams).....	34.50	84.50	84.50	84.50
Watch My Line (Gottlieb).....	70.00	70.00	70.00	125.00
Waver (Universal).....	89.50(2)	95.00	89.50(2)	95.00
Wisconsin (United).....	30.00	39.50	30.00	39.50
Wizard.....	49.50	49.50	49.50	49.50
Wink (Williams).....	79.50	79.50	79.50	79.50
Wings (United).....	295.00	300.00	295.00	300.00

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quality discounts are advertised, as in the case of bulk vendors, only the daily machine price is listed. All price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 1	Issue of Oct. 25	Issue of Oct. 18	Issue of Oct. 11
Ace Bowler (Chicago Coin).....	\$70.00	\$70.00	\$70.00	\$70.00
Baseball (Bally).....	49.50	49.50	49.50	49.50
Big League Bowler (Keeney).....	185.00	185.00	185.00	185.00
Bowler (Chicago Coin).....	40.00	40.00	40.00	40.00
Bowler, 4 player (Keeney).....	225.00	225.00	225.00	225.00
Bowler (Gottlieb).....	24.50	24.50	24.50	24.50
Bowling Alley (Chicago Coin).....	49.50	49.50	49.50	49.50
Bowling Alley, 6 player (Chicago Coin).....	285.00	319.50	285.00	319.50
Bowling Champ (Genco).....	75.00	75.00	75.00	75.00
Bowling Champ, 2 Player (Keeney).....	95.00	95.00	95.00	95.00
Bowling Classic (Chicago Coin).....	70.00	109.50	70.00	109.50
Bowling League (Genco).....	24.50	24.50	24.50	24.50
De Line League Bowler (Keeney).....	295.00(2)	295.00(3)	295.00(2)	295.00(2)
Deluxe Bowler (Chicago Coin).....	329.00	329.50	329.50	329.50
Deluxe Bowler (Williams).....	45.00	49.50	45.00	49.50
Deluxe Player (United).....	335.00	375.00	375.00	375.00
Deluxe Twin Bowler (Universal).....	85.00	85.00	85.00	85.00
Double Deluxe Shuffle Alley (United).....	70.00/p	70.00/p	70.00/p	70.00/p
Double Bowler (Keeney).....	125.00	125.00	125.00	125.00
Double Header (Williams).....	29.50	45.00	29.50	45.00
Double Header (Williams).....	60.00	60.00	60.00	60.00
Double Header (Williams).....	79.50	79.50	79.50	79.50
Double Shuffle Alley (United).....	50.00	50.00	50.00	50.00
Double Shuffle Alley Express (United).....	129.50	139.50	129.50	139.50

	Issue of Nov. 1	Issue of Oct. 25	Issue of Oct. 18	Issue of Oct. 11
Five Player Shuffle Alley (United).....	275.00	225.00	245.00(3)	235.00
Four Player Shuffle Alley (United).....	245.00(3)	245.00(3)	250.00/p	250.00(3)
Four Player Shuffle Alley (Keeney).....	185.00	185.00	185.00	185.00
Four Player Shuffle Alley (United).....	220.00	220.00	220.00	220.00
Glider (Genco).....	39.50	39.50	39.50	39.50
Hi Score Bowler (Universal).....	145.00	145.00	145.00	145.00
Hook Bowler (Bally).....	175.00	175.00	175.00	175.00
King Pin (Keeney).....	95.00	145.00(2)	95.00	145.00
League Bowler (Keeney).....	165.00	165.00	165.00	165.00
League Bowler, 4 Player (Keeney).....	195.00	195.00	195.00	195.00
League Bowler, 6 Player (Keeney).....	255.00	255.00	255.00	255.00
League Bowler Super Deluxe (Keeney).....	325.00	325.00	325.00	325.00
Match-A-Score Free Play (Genco).....	160.00	160.00	160.00	160.00
Match-A-Score Novelty Play (Banner).....	110.00	110.00	110.00	110.00
Official Shuffle Alley, 4 player (United).....	399.50	399.50	399.50(2)	399.50
Official Shuffle Alley (United).....	379.50	379.50	379.50	379.50
Pin Boy (Keeney).....	24.50	24.50	24.50	24.50
Pin Alley (United).....	24.50	29.00(2)	24.50	29.00(2)
Shuffle Alley Deluxe, 6 Player (United).....	325.00	335.00	325.00	345.00
Shuffle Alley Express (United).....	35.00	45.00	35.00	45.00
Shuffle Alley Express (United).....	49.50	50.00	49.50	50.00
Shuffle Alley, 2 player (United).....	60.00	60.00	60.00	60.00
Shuffle Alley Express, 2 Player (United).....	139.50	139.50	139.50	139.50
Shuffle Alley, 8 Player (Genco).....	149.50	149.50	149.50	149.50
Shuffle Alley 6 Player (United).....	250.00	250.00	265.00(2)	265.00(2)
Shuffle Alley (United).....	265.00(2)	265.00(3)	275.00/p	275.00/p
Shuffle Baseball (Chicago Coin).....	45.00	45.00	29.50	45.00
Shuffle Bowler (Bally).....	24.50	29.00	24.50	29.00
Shuffle Classic (United).....	55.00	55.00	55.00	55.00
Shuffle Dumps (Bally).....	45.00	45.00	45.00	45.00
Shuffle Horseshoe (Chicago Coin).....	90.00	129.50	90.00	129.50
Shuffle Lane (United).....	24.50	24.50	24.50	24.50
Shuffle Lane (Rack-Old).....	29.00	29.00	29.00	29.00
Shuffle Line (Bally).....	99.50	105.00	99.50	105.00
Shuffle Target (Genco).....	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Shuffle Slapper (United).....	65.00	70.00	65.00	70.00
Shuffle Target (Genco).....	90.00	119.00	90.00	119.00
Shuffle Target (Genco).....	129.50	129.50	129.50	129.50
Single Shuffle Alley (United).....	50.00	70.00	50.00	70.00
Rebound (United).....	89.50	90.00	89.50	90.00
Six Player Keeney.....	225.00	225.00	225.00	225.00

BETTER BUY FROM BANNER

BETTER BUY from BANNER

BINGO GAMES

NEW UNITED CIRCUS

ARCADE EQUIPMENT

NEW

Auto Photo Write
Star Pool (Coin Operated) 99
Pool Tables 99
United Team Hockey 99

USED

Auto Photo Write
Bat-A-Score \$190
Bowling Machine 200
Shuffle Big Bronze Write
Grip Meter Deluxe 140
Panoram Solo-View 140
Pitch 'Em & Bat 'Em 110
Quizzes 40
Spot Pool 40
Tally Ball 40
Wilcox-Day Recordograms 120

Retractable Casters

Only **\$12.50** Fits All Mechanical Noms

Immediate Delivery All Items This Ad. Prices F.O.B. Philadelphia.

1/3 Certified Deposit, Balance C.O.D. or S/D. Full Payment Saves C.O.D. Charges.

PIN GAMES USED

Skill Pool (slightly used) 3240
ABC (Chicago Type) 125
Blue Skies 125
Caravan 200
Crossroads 200
County Fair 200
Crosby 200
Eight Ball 100
Fighting Irish 100
Four Stars 210
Georgia 100
Hendrix 100
Mayburner 310
Wits & Wits (Gottlieb) 140
Jalisco 140
Just 21 40
Knockout 40
Lucky Inning 40
Henry 100
Majestic 100
Omls 100
Dramatic 210
Red Shoes 90
Paratrooper 90
Punchy 90
Robin Hood 90
Select-A-Card 40
Shoe Shoe 100
Star Fast 100
Stealie Chase 210
Shep & Go 90
Thing 40
Wisconsin 30

NEW

Gottlieb China Town Write
Williams Hong Kong Write

VENDING

NEW

BRADLEY Carbonated Drink Vendor

1,000 Cup Capacity
2-Flavor \$480

Cigaromas, 3 column 44
Cigaromas, 4 column 84
Keeney Cigarette Vender Write

USED

SPECIAL

Keeney Cigarette Venders Write

NEW

UNITED Tenth Frame Super Six-Player. Immediate Delivery. Write

UNITED Tenth Frame Star Shuffle Alley. Immediate Delivery. Write

USED

BANNER'S Original Match-A-Score Novelty Play \$110

BANNER'S Original Match-A-Score Free Play 160

Chicago Coin Ace Bowler 70
Chicago Coin Bowler 40
Chicago Coin Classic 70
Ganco Shuffle Target 90
Ganco Shuffle Express 50
Shuffle Alley Express 50
Single Shuffle Alley Rebound w/Formica 90
Super Six Shuffle Alley 395
United Double Shuffle Alley 50
United Shuffle Alley Double Deluxe Fly-A-Way Pin Conversion 70
United Shuffle Slinger 70
United Skate Alley 70
United Twin Shuffle Code 110
Universal Super Deluxe Twin Bowler 95
Williams Double Header 60

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DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY

BANNER SPECIALTY COMPANY

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ROCK-OLA FIREBALL 120

120 Selections—amplified tone. Festival presentation. The ultimate in fine instruments. Price very reasonable.

NEW GAMES

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Williams PARATROOPER
Bally CHAMPION HORSE
Bally SUNSHINE PARK

WILLIAMS HONG KONG

The finest, fastest fireball novelty game with built-in feature. Thumper, Bumper and Flipper action.

FOR EXPORT • FOR EXPORT

GOTTIEB

COLLEGE DAZE
KING ARTHUR
QUARTETTE
FOUR STAR
HAPPY DAYS
DOUBLE SHUFFLE
JOKER
WATCH MY LINE
OLD FAITHFUL
BUTTONS & BOWS

JUST 21
ROUNDUP
SHARPSHOOTER
BUFFALO BILL
CHICAGO COIN
PIN BOWLER
FOOTBALL
FIGHTING IRISH
HOLIDAY

WILL PAY HIGHEST PRICES

FOR

Bally PALM BEACH
Bally ATLANTIC CITY
Bally CONEY ISLAND
United LEADER

United BROADWAY
Bally TURF KING
United STARS
United A.B.C.
Bally SPOT LITE
Bally BRITS SPOT

GENUINE De Luxe FORMICA TOPS

Bestly installed in matter of minutes. Eliminate time and expense re-finishing plywood. Comes complete with fast drying glue and instructions. Available all United, Chi., Can., Keeney, Universal all United, 1/2, 3/4 or more.

\$16.95 ea. \$15 ea.

1953 ACE COIN COUNTER

New, faster model. Precision built. Weight 8 lbs. Counts 1/2, 3/4, 1lb and 1.5c.

FOR EXPORT • FOR EXPORT

WILLIAMS
PARATROOPER
MADONNETTE
GEORGIA ARCADE
SHOO SHOO
MARYLAND
OLYMPIC
DALLAS

OSWAW-DITTY
CARAVAN
SLUGGERT
HAYGUENR
RAG MOP
SARATOGA
DREAMY
TUCSON
RAINBOW

GENCO
CAMEL CARAVAN
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HIP SHOOTER
SPRINTERS
T-B SCORE
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MERCURY
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Chicago 47
2330 N. Western Ave.

Phone Everglade 4-2300

TERMS: 1/3 deposit, balance C.O.D.

Cliffy Clef Says:

COVEN SPECIALS THIS WEEK!

Wurlitzer Model 1015 \$149.50
Wurlitzer Model 750E 99.50
Universal 5 Star 89.50

One-third deposit, balance C.O.D.

COVEN distributing company

3181 Elston Chicago 18, Ill.
Independence 3-2210

Exclusive Distributors of Wurlitzer Phonographs

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised as in the case of bulk readers, 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 Nov. 1	Issue of Oct. 25	Issue of Oct. 18	Issue of Oct. 11
Air Bomber (Microscope)	\$150.00	\$150.00	\$150.00	\$150.00
Art Rider (Keeney)	75.00 (125.00(2))	110.00	110.00	125.00(2)
All Stars (Williams)	89.50	49.50	109.50	109.50
All Star Baseball	95.00	95.00	95.00	95.00
Artiscope 100	125.00	125.00	129.50	129.50
Bat-A-Score (Exant)	190.00	190.00	190.00	190.00
Balancing (Suprem)	149.50 (100.00)	149.50 (100.00)	149.50 (100.00)	149.50 (100.00)
Bouncing Amusement Corp. 1	45.00	45.00	45.00	45.00
Bowl-Matir (Unit)	290.00	290.00	290.00	290.00
Build Up (Exhibit)	29.50	29.50	29.50	29.50
Challenger (ABT)	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Chicken Sam (Seaburg)	150.00	150.00	150.00	150.00
Dale Gen (Exhibit)	65.00(3) 94.50	65.00(4) 94.50	65.00(3) 94.50	65.00(3) 94.50
Defender (Bally)	95.00	95.00	95.00	95.00
Deluxe Athletic Scale (Meyrow)	79.50	79.50	79.50	79.50
Orley, 4 player (Chicago Coin)	100.00 (195.00)	100.00 (195.00)	195.00	195.00
Dron Kidd (Microscope)	149.50	149.50	149.50	149.50
Flurry (Keeney)	75.00	75.00	75.00	75.00
Flying Saucer (Microscope)	150.00	150.00	150.00	150.00
Galaxie (Chicago Coin)	85.00 90.00	85.00 90.00	85.00 90.00	85.00 90.00
Grip Meter Deluxe	140.00	140.00	140.00	140.00
Gun Patrol (Exhibit)	215.00(2)	215.00(2)	215.00(2)	215.00(2)
Heavy Witter (Bally)	69.50	69.50	69.50	69.50
Hi Ball (Exhibit)	95.00	95.00	95.00	95.00
Hockey (Chicago Coin)	65.00 75.00	65.00 75.00	65.00 75.00	65.00 75.00
Irish Raker	85.00	85.00	85.00	85.00
Jack Rabbit (Amusement Corp.)	95.00 109.50	95.00 109.50	95.00 109.50	95.00 109.50
Jet Gun (Exhibit)	215.00 225.00	215.00 225.00	215.00 225.00	215.00 225.00
Kicker and Catcher	99.50	99.50	99.50	99.50
Lite League	39.50	39.50	39.50	39.50
Low Rider (Exhibit)	75.00	75.00	75.00	75.00
Low Pilot (Microscope)	125.00 199.50	125.00 199.50	125.00 199.50	125.00 199.50
Widget Ski Ball (Ch. Coin)	150.00	150.00	150.00	150.00
Nite Bomber (Kirk)	225.00 240.00	225.00 240.00	225.00 240.00	225.00 240.00
Passions	225.00 240.00	225.00 240.00	225.00 240.00	225.00 240.00
Photomattic (Microscope)	250.00(early) 650.00(late)	250.00(early) 650.00(late)	250.00(early) 650.00(late)	250.00(early) 650.00(late)
Pistol Pete (Chicago Coin)	140.00 185.00	140.00 185.00	140.00 185.00	140.00 185.00
Pitch 'Em & Bat 'Em (Scientific)	95.00 129.50	95.00 129.50	95.00 129.50	95.00 129.50
Pokerino	79.50	79.50	79.50	79.50
Powerline (Scientific)	49.50 99.50	49.50 99.50	49.50 99.50	49.50 99.50
Penny Express (Exhibit)	350.00	350.00	299.00	299.00
Pool Table (Edelco)	75.00	75.00	75.00	75.00
Punch-A-Ball (Gomco)	15.00	15.00	15.00	15.00
Low Pilot (Microscope)	149.50	149.50	149.50	149.50
QT Pool Table	125.00	125.00	125.00	125.00
Quizzer	100.00 110.00	100.00 110.00	100.00 110.00	100.00 110.00
Rapid Fire (Bally)	125.00	125.00	125.00	125.00
Records (Williams-Gay)	150.00(2)	150.00(2)	150.00(2)	150.00(2)
Rifle Range Ray Gun	105.00	105.00	105.00	105.00
Sherman Art Show	49.50 59.50	49.50 59.50	49.50 59.50	49.50 59.50
Shocker (Arms)	24.50	24.50	24.50	24.50
Shockers (Arms)	24.50	24.50	24.50	24.50
Short the Bear (Seaburg)	275.00(2)	275.00(2)	275.00(2)	275.00(2)
Silver Slatier (Exhibit)	150.00(2)	150.00(2)	150.00(2)	150.00(2)
Sin Shooter (Edible)	165.00 185.00	149.50 165.00	165.00 185.00	165.00 185.00
Save Ball (Wurlitzer)	150.00	150.00	150.00	150.00
Ski Ball (Exant)	39.50	39.50	39.50	39.50
Skull Gun (ABT)	99.50	99.50	99.50	99.50
Skull Test (Gomco)	125.00	125.00	125.00	125.00
Star Fighter (Microscope)	60.00 90.00	60.00 90.00	60.00 90.00	60.00 90.00
Star Foot	300.00	300.00	300.00	300.00
Standard Metal Type	300.00	300.00	300.00	300.00
Star Hockey (Chicago Coin)	54.50 75.00	60.00 75.00	60.00 75.00	60.00 75.00
Star Series (Williams)	75.00 100.00	100.00 129.50	100.00 129.50	100.00 129.50
Sun Gun (Keeney)	139.50	139.50	125.00	125.00
Submarine (Keeney)	295.00	295.00	295.00	295.00
Target Skill (ABT)	90.00 95.00	95.00 125.00	95.00	95.00
Team Hockey (United)	99.50 139.00	99.50 139.00	99.50 139.00	99.50 139.00
Telegun	169.50	169.50	169.50	169.50
Ten Sixes (Exant)	75.00 169.50	75.00 169.50	75.00 169.50	75.00 169.50
Thunder Gun (Gottlieb)	24.50	24.50	24.50	24.50
Twin Pokerino	149.50	149.50	149.50	149.50
Undersa Raider (Bally)	95.00	95.00	95.00(2)	95.00(2)
Voice-o-Graph (Microscope)	425.00 525.00	425.00 525.00	425.00 525.00	425.00 525.00
Western Baseball	85.00	85.00	85.00	85.00

Veeder-Root Sets

Visitors' Days

HARTFORD, Conn., Nov. 1.—Veeder-Root, Inc., of Hartford, manufacturers of counting and computing devices for coin machines, will hold its first "Family Day" on November 18. Several thousand persons are expected to tour the local plant.

Admission will be by a special "Family Day" tag, with the tour to cover all manufacturing operations. In addition, guests will be offered refreshments, such as cakes and cookies, coffee and soda pop and ice cream.

Pa. Borough Sets

Coin Machine Law

PITTSBURGH, Nov. 1.—The Baldwin borough council passed an ordinance regulating the licensing of pinball games and music machines. Under the measure an operator must pay an annual fee of \$25 per game and \$10 per juke box.

Applicants must be citizens, and persons violating the ordinance (operating equipment without a license) are subject to a fine of not less than \$10 or more than \$50.

SEE On Display In Our Showroom

Rudolph The Red Nosed Reindeer

Roy Rogers Trigger

MIKE MUNVES

577 Tenth Ave. (at 42nd St.)
New York 18, N.Y. BRyant 9-6677
40 YEARS SERVICE—EST. 1912

FOR SALE

1 Keeney Duck Pins \$39.50
2 United Double Shuffle Express. Ea. 39.50
3 Universal Twin Bowlers. Ea. 39.50
3 Star Bowlers (real bargain). Ea. 39.50
1 Williams Double Header 39.50

CASH WITH ORDER

BIRMINGHAM VENDING COMPANY

540 2nd Ave., N.E., Birmingham, 4, Ala.

UNITED'S NEW

10TH FRAME STAR SHUFFLE ALLEY
10TH FRAME SUPER SHUFFLE ALLEY
BROADWAY DELIVERY

CHI COIN 10TH FRAME WHITE
BOWLER NEW
UNITED CIRCUS NEW
UNITED STABLE LIKE NEW
UNITED ZINGO \$28.00
BALLY FOOTBALLS LIKE NEW
GOTTIEB KNOCKOUT 79.50
GOTTIEB SHUFFLE 149.50
GOTTIEB FOUR HORSEMEN 139.50
GOTTIEB WILD WEST 169.50
BALLY HOT ROD 49.50
Seaburg Bear Gun 229.50
Exhibit Jet Gun 229.50

WRITE, WIRE, PHONE

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COIN MACHINE EXCHANGE

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Latest Kiddie Ride

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MARS MANUFACTURING COMPANY

Linden, New Jersey

WANTED

WILD WEST MACHINES

Good condition. Now of used. Offer to
Cosmos Shipping Co., Inc.
8-12 Bridge St. New York 4, N. Y.

NY Amusement Ops Plan Fete

NEW YORK, Nov. 1.—Plans for the third annual dinner of the Associated Amusement Machine operators of New York, Inc., were discussed at a meeting of the group here Wednesday night (29).

The dinner will be held at Alan Gale's Celebrity Club here, December 21. Co-chairmen are William Parker, Bronx Cue-Ball representative, and Sandy Warner, local operator.

Re-activated in 1949 with only 30 members, the organization is now comprised of over 100 operators and distributors in New York.

Officers are: **Barnet Tannenbaum**, president; **Lou Rosenberg**, vice-president; **Lucky Skolnick**, treasurer; **Murray Wohlman**, financial secretary; **Jerry Folkart**, secretary; and **Wilbur Aaronson**, sergeant at arms.

Board of directors include **Aaronson**, **Folkart**, **Rosenberg**, **Skolnick**, **Tannenbaum**, **Sy Flamm**, **Milton Green**, **Phil Greltzer**, **George Ponsler**, **Benjamin Robbins**, **Jack Kantor**, **Henry Ross** and **Jack Semel**.

Hastings' Quarters

drew coinmen, interested in viewing the new quarters as well as getting lined up with new equipment and premium goods, from all over the State.

On hand to greet coinmen was a contingent of factory representatives, including **Donald Connoley**, **Alfred Villissime** and **Arthur Roth** of **Helmeo-Lacy**, manufacturers of the Minute Bun Bar; **M. M. Cole**, of the Cole Corp., phono needle manufacturers; **Bill Hodgins** and **George Wing**, of Neeco; **A. J. Spoerl**, of Walco Fishing Equipment; **Marvin Amster**, of Miller and Hollis Candy Company and "Tiny Hill," of Sia's Nu Polish.

Guests signing the register included from Milwaukee: **Charlie Muellers**, **Glen L. Grubb**, **Ken Jungels**, **Mrs. Gessert**; **Mrs. Philip Monroe**, **Jerome Jacomet**, **John J. Mueller**, **Paul and Charles Winkelman**, **Ed P. Eurison**, **G. E. Novelly**; **Bob Borchardt**, **Roger Witte**, **Harold Herrman**, **Harry Chibber**, **George Schneider**, **Franjo Novelly**; **John Naumovich**, **Arnold Jost**, **C. Opitz**, **Irv Goerke**, **Harry Cistler Sr.**, **Donald Hagen**, **Bob Pasco**, **Joe Belligrino**, **Ken Kulow**, **Len Casper**, **E. Johnson**, **Douglas Opitz**, and **Clifford J. Wadlow**.

Other visitors were **Tony Zore**, **Sheboygan**; **Paul A. Rosingsky**, **Thorvald Cerull**, and **Mathias Rose Boquet**, **Manitowoc**; **Emily Polly**, **Berlin**; **Vincent Ladwig**, **Sun Prairie**; **Elmer Schmitz**, **Hilbert**; **Clarence Schmitz**, **Chilton**; **O. J. Zimmerman**, **Watertown**; **Irving Barrett** and **Sid Vaillancourt**, **Racine**; **Ethel Schroeter**, **Waukesha**; **Herbert Heiser**, **Jefferson**; **Harold Heikkala**, **Waukegan**; **Nick Nite**, **Lake Delton**; **Elois Consted**, **Mount Horeb**; **Clifford Larsen**, **Janesville**, and **Joe Szymysiak**, **Marinette**.

FOR SALE

- UNITED A. B. C. \$135.00
- UNITED STEEPCRANE 225.00
- WILLIAMS HAYBURNER 135.00
- GENCO 400 259.50
- HANDICAP (WILLIAMS) 189.50

All machines thoroughly cleaned, overhauled and shipped in original factory cases.

ADVANCE AUTOMATIC SALES CO.

1350 Howard St., San Francisco 3, Calif.

Latest Kiddie Ride
JET SAUCER
Contact
MARS MANUFACTURING COMPANY
London, New Jersey

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.

Colmen You Know

Continued from page 90

Records, Decca, Columbia, Galgano Distributing Company, ABC No. 2, Gillette Distributing Company, ABC No. 1, B & B Novelty, Walter Omons, Star Music and Atlas Music were the standings at week's end. New members of the Star Music team are Mr. and Mrs. Paul Brown. The league bowls every Monday night.

Milwaukee

Wisconsin Novelty's topper, Mike Rischmann, has been feeling increasingly chipper in recent weeks. Mike has been able to spend a good deal more time around his headquarters keeping tab on business matters. Route receipts from games have been holding up favorably. Latest report is that Wisconsin Novelty has arked the music end of the coin game and is now concentrating on game equipment.

Eddie Cobbs, serviceman for the Mitchell Novelty firm, recently became the proud father of a boy. Cash box receipts for the Mitchell Novelty juke, according to front office head, **Erv Beck**, have been showing an uneven pattern, with juke generally up, and games on the down trend. **Nimrod Erv Hoeth**, the sportsman of the Mitchell organization, returned empty handed from his most recent duck hunting trip, according to reliable sources.

Top selling disks at the recently opened one-stop record shop run by **Wurlitzer distributor, United, Inc.**, according to **Manager Al Rogaha**, are the **Mills Brothers' "Glow Worm"**, and (Continued on page 102)

Free Play Clause

Continued from page 85

ate and unrecorded right of replay, roulette wheels, dice tables, or money or merchandise pushboards, punchboards, jars or spindles, in any place accessible to the public; and conducting lotteries, gift enterprises, or policy or numbers games, or selling chances therein; and the following shall be presumed to be included: conducting any banking or dice game played with cards, dice or counters, or accepting any fixed share of the stakes therein.

Gambling Device Defined
"Gambling device means any device or mechanism by the operation of which a right to money, credits, deposits or other things of value may be created, in return for a consideration, as the result of the operation of an element of chance; any device or mechanism which, when operated for a consideration does not return the same value or thing of value for the same consideration upon each operation thereof; any device, mechanism, furniture, fixture, construction or installation designed primarily for use in connection with professional gambling; and any sub-assembly or essential part designed or intended for use in connection with any such device, mechanism, furniture, fixture, construction or installation.

"But in the application of this definition an immediate and unrecorded right of replay mechanically conferred on players of pinball machines and similar amusement devices shall be presumed to be without value."

Bush Opens

Continued from page 85

cade is located, also houses the Caribbean Restaurant operated by **Luis Bosque**. The restaurant and the Arcade are separated only by a line of eating booths.

In addition to its naturally favorable location, **Bush** predicted that the new Arcade and restaurant will prove a magnet for some 600 Coast Guardsmen who are shortly to be transferred to offices in the near-by Pan American Bank Building, along with other administrative personnel now stationed at Miami Beach.

The Arcade will feature all types of coin-operated equipment including the latest photograph machines, guns, amusement piece a model 1500 Wurlitzer jukebox and 16 wall boxes.

Exhibit Sets Space Patrol For Delivery

CHICAGO, Nov. 1.—Continuing its proven policy of tie-ins with nationally famous individuals and radio and TV programs, the Exhibit Supply Company this week introduced its Space Patrol Scout Ship. The ship was specially designed for the radio and TV program of the same name, "Space Patrol," and models to appear on location will be replicas.

In announcing distributor deliveries of Jetship, **Frank Meneuc**, sales manager, disclosed that the "Space Patrol" program had agreed to give the Exhibit Supply steady plugging on the air and video to make the coin-operated ride one of the best known in the country.

Exhibit Supply's Space Patrol is approximately 6 feet long and 3 feet high. It is mounted on a rocket loading platform and has such key plane features as a radar sensor, rocket tube in the tail and radar protection units. All movement features are controlled by the child pilots and it can simulate virtually every movement in jet and rocket flying. Among the movements are back and forth, up and down and side rolls.

On the "Space Patrol" program the scout ship will be used by **Cadet Happy** and **Buzz Corey** and will be attached to **Commander Roberts' flagship**—known as the master space ship.

Key to Success

Continued from page 85

sound business. It takes operators out of the hauling business and reduces deterioration of the machines.

Bushwick also is a pioneer in the business. He believes that there were only three others in the business locally when he entered it in 1927. He started with pins and organized the Capitol Amusement Company. In 1934 he branched out into the music field. In 1946 he sold out and about a year later he re-entered the field as the Union Automatic Amusement Company.

In 1946 **Bushwick** took a trip to South America, and he advised others in the industry to do the same. "The horizons are unlimited south of the border," **Bushwick** says. In Buenos Aires he set up one of his brothers in the juke box business. He and his wife, who is an optometrist, went on to Chile, Bolivia, Uruguay, Brazil and Trinidad. **Bushwick** claims that there is a terrific market for pins and juke boxes in such countries as Brazil. "This is still virgin territory and operators should look it over," **Bushwick** advises.

Ball Featured

Continued from page 85

the action formerly initiated by the puck is now done with a ball. The game is 18 inches high, 9 feet 11 inches long and 2 feet wide. Bowl-A-Ball has rebound action and the average playing time is 40 seconds. One of the new ideas on the game is the beer frame feature which doubles all scores made in the fifth frame.

Operators will have a choice of two models—one with the 10th frame idea and the other with a matching score principle. In both models the entire mechanism is housed in the back rack which is equipped with casters for easy movement in the location.

New Type Rides

Continued from page 85

chines and Arcade units), **Long Island City, N. Y.**, and **Mike Munves Corp.** (animal rides, games and Arcade units), **New York**.

As at previous NAAPB shows many key vending machine suppliers will be exhibitors. Heading the list are **Blevins Popcorn Company**, **Nashville**; **Chunk-E-Nut Products Company**, **Philadelphia**; **Coca-Cola Company**, **New York**; **Dad's Root Beer Company**, **Chicago**; **Charles E. Hires Company**, **Philadelphia**; **Krispy Kist**, **Corn Machine Company**, **Chicago**; **Manley, Inc.**, **Kansas City, Mo.**

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FIRST'S Fine Equipment

SHUFFLE GAMES

NEW Keeney's 10 Player TEAM BOWLER
Fastest, most beautiful Shuffle Game of all!

EXHIBIT SUPER TWIN ROTATION
Special feature of 2 Player game, played like actual pool.

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UNIVERSAL SUPER TWIN 1 69
TWIN BOWLER 1 69
KEENEY SUPER DE LUXE LEAGUE BOWLER \$275
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"First-Conditioned" SHOOTING GUN \$275
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EXHIBIT AIR RAIDER 105
CHICKEN SAM 105
RIFLE RANGE RAY GUN 109
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NEW Bally PROLICS United CIRCUS
"First-Conditioned" UNITED BOLLERO \$275
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PLAYING 15
CHICAGO TOWN PIN BOWLER \$125
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GRAND AWARD 49
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GENCO SOUTH PACIFIC \$ 95
TRI-SCORE 95
HARVEST TIME 59
B. TOY 59
GOTTlieb KNOCKOUT \$ 90
DOUBLE SHUFFLE 85
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C-B Keeney Electric 115
Newo Diplomat Electric 85
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National 26 95
Roma 18 Col. President 105
Ureco 200 115
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Ureco 18 110
Ureco 8 125
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13 For Coin Operated Automatic Bowling Ball Cleaners, \$150.00 ea.
5 Cray Ice Cream & 6 Cr. Ice Cream Vendors, \$228.00 ea.

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Genco 400
All Bally Bingo Games, All Liberal frames.

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WANT!
ATLANTIC CITY (C) BALLY BEACH BOULEVARD BRIGHT LIGHTS (C) League Bowler \$55.80
Shuffle Alley 35.00
Rock-Ole Shuffle 25.00

Chicago Baseball \$ 50.00
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FORMICA TOPS
With original tilt screen playing instructions at the front price! Complete with cement for simplified installation. For all United 2, 4 and 5 player. Also for Keeney, Chicago Coin and Universal Games in lots of three—\$15.00 each. Write for quantity prices.

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SAY YOU SAW IT IN THE BILLBOARD!

Coinmen You Know

• Continued from page 101

Pearl Bailey's "Takes Two to Tango." Rogahn adds that biz has taken on a rosy hue due to stepped-up deliveries from the factory of the new 1500 Wurlitzer box. United salesman Leonard Sheehan, out on a run thru the Northern Wisconsin territory, has been shooting in a nice volume of orders for the new music machine.

In a surprise move at the beginning of October, all of the Wisconsin Novelty music boxes were purchased by Joe Pelligrino and Bob Puccio of P. & P. Distributors. P. & P. operates both music and games.

Badger Candy Club prezzy, Joe Spasaro, of Ziegler Candy, sends word that board members will take up the matter of setting the date of next fall's Badger Candy Carnival, at their next meeting. Reason for mulling the matter so far in advance is due to the date conflict with the forthcoming Windy City National Candy Wholesaler's annual session slated about the same time.

Stu Glassman, wax wizard at the Radio Doctor's multi-label shop, spending some time in town on furlough, kept himself busy laying plans for heavier emphasis on disk trade, due to be launched when Uncle Sam returns him to civilian status six months hence.

Nick Novacic's West Allis Vendors has installed an extra phone exclusively for use by roulemen. Nick reports that the complaint so often advanced by the roulemen that they could not reach the office should now be eliminated.

Barney Hirsch, candy jobber, drove to Madison this week-end to spend some time with his son and daughter studying at the university. Barney also managed to snag some good seats for the Badger-UCLA gridiron clash.

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Appeal
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THE PERFECT ANSWER
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SHOOT THE SPOOK

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EXCITING ACTION—STIMULATING PLAY IN
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FLASHING FEATURES THAT PRODUCE
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9 BALL-TRAP
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TRAPPED BALLS
SCORE
100,000
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REPLAYS for
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WHEN LIT BY MAKING BOTH
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"POP" BUMPERS, INCREASING VALUES
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WURLITZER 1250'S **AMI "C"**
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GENCO'S NEW

"JUMPIN' JACKS"

DETAILS SOON! GENCO, Chicago 14, Ill.



Biggest Money-Maker Ever Built in "in-line" Class



Bally FROLIC'S

6-CARD 5-BALL REPLAY GAME

NEW SUPER-SCORE
MYSTERY FLASH
Sensational
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REGULAR
"IN-LINE" SCORES
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More Fun!
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NEXT GAME
SUPER-SCORES
START AT TOP
WHEN ROLL-OVER HIT
Greatest GAME-TO-GAME Carry-over
Feature ever Created
Positive REPEAT-PLAY Stimulator

THE
CHAMPION
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SEE PAGE 108

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WALL AND BAR Record Selection
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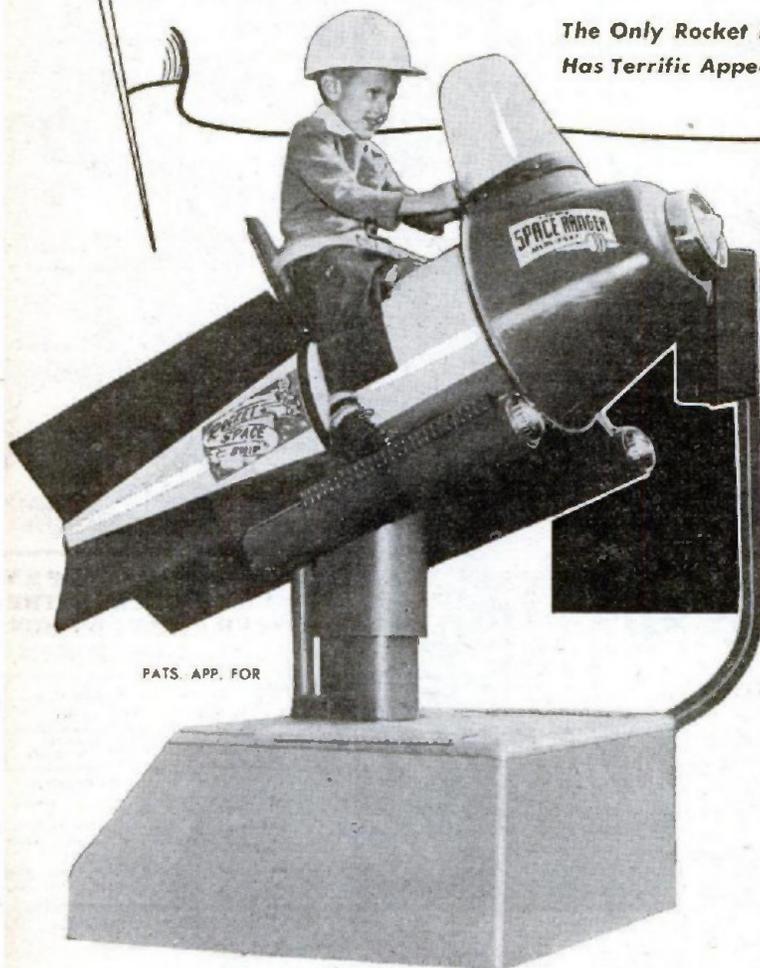


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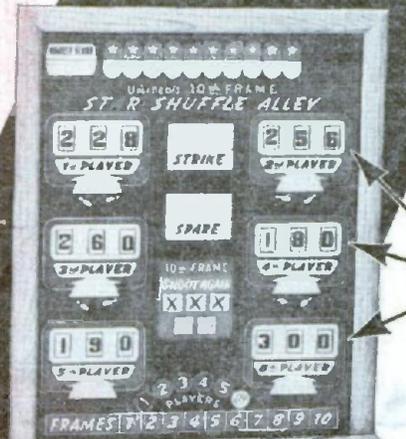
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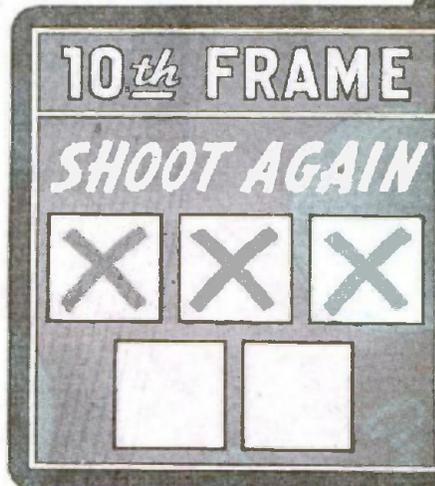
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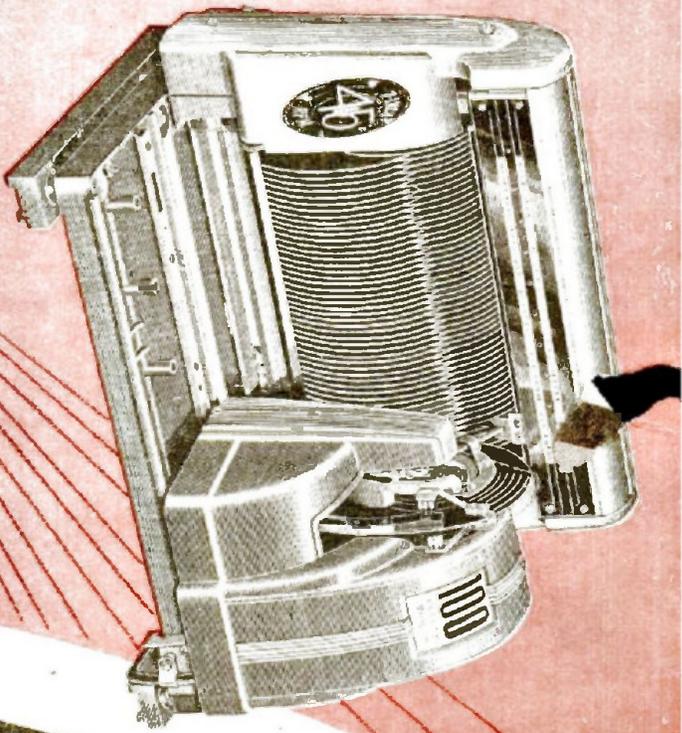
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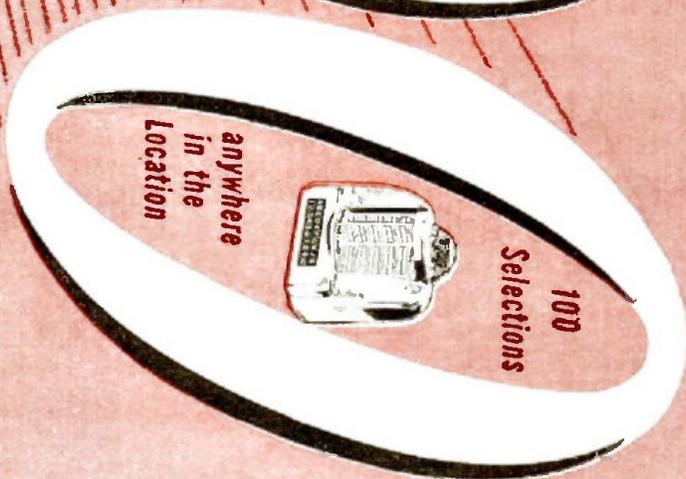
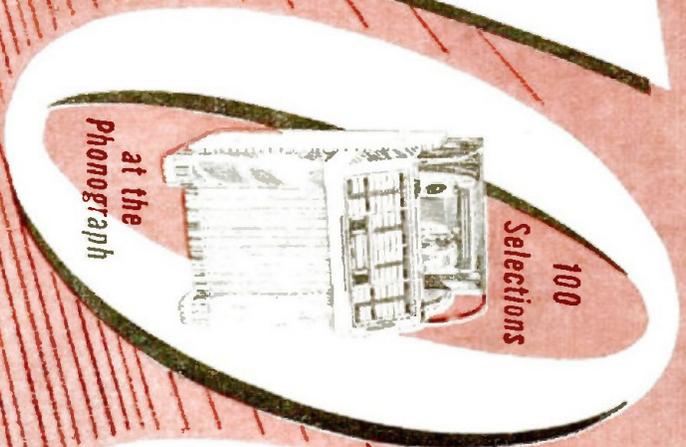
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